

CHRISTIAN SERVICE UNIVERSITY COLLEGE

DEPARTMENT OF BUSINESS STUDIES

**CHANGING CUSTOMER ATTITUDE THROUGH THE USE OF PACKAGING IN THE
FOOD AND BEVERAGE INDUSTRY: A CASE STUDY OF GUINNESS
GHANA BREWERY LIMITED, KUMASI, GHANA**

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MAY, 2013

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The food and drink industry encompasses farming, food production, packaging and distribution (Stahlberg & Maila, 2009). The industry is focused on meeting customers' demands for convenience, variety and choice and in recent years seen issues such as packaging, health and low prices becoming increasingly important to consumers. Packaging within the industry is becoming increasingly important due to the competitive nature of the sector (<http://businesscasestudies.co.uk/case-studies>). Many organisations including the Guinness Ghana Brewery Limited considers such issues paramount.

Thus, food and drink interest in package as a tool of sales promotion is growing increasingly and has become an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and reducing promotional costs (Kuvykaite *et al.*, 2009). Also package imparts unique value to products (Underwood, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behaviour. In addition, packaging ensures that both consumers and distributors perform a number of different functions to satisfy consumers for whom the product is produced, the right product should be protected, preserved and even well presented in an acceptable way to consumers (Kundu. & Sehwet, 2000).

In this context, seeking to maximise the effectiveness of package in a buying place, the researches of package, its elements and their impact on consumer's buying behaviour became a

relevant issue. Packaging typically includes a label which is a printed description of the product on the package. Better packaging results in protection and saved transportation of products, reduces loss, damage and wastage of products and produce. It enhances product value and hence expands markets within and outside the country (Jakhar, 2004). For many products, industrial and consumer, the buyers first contact is with the package. In recent times, several companies have taken packaging in a positive light (Bhattacharjee & Bhattacharjee, 2010). This is only done through an effective packaging. Basically, package product protect the product from pilferage, contaminations, promoting the product, also help to dictates consumers ability, time and cost required to get the product in to use, good packaging can greatly enhance customer values and attitude (Schneider *et al.*, 2010).

Proper packaging also ensures that the product is delivered to consumers at a safe state. This actually help to increase customers satisfaction and also motivate them to become brand loyal based on the fact that both consumers and organization are well satisfied and this can help to attain companies objectives in an efficient and effective manner Twede , D. (2005).. Both package and labelling also provide important information that consumers use in evaluating competing brands. Innovations in packaging offer ways to differentiate bands that consumers might otherwise perceive as very similar. Recognising from the diverse importance of packaging as it influences consumers' behaviours and attitudes. The present study in Guinness Ghana Brewery Limited studied how packing affects customers' attitudes and behaviours.

1.2 Statement of the Problem

The role of packaging on consumer behaviours is well noted. Over the years packaging has been developed and refined to be lighter, provide better product protection, prevent product spillage and enhance marketing. Of course, the issue of good quality product labelling and packaging has become crucial to organizations especially food and beverage industries like the GGBL in Ghana.

Despite the immense contribution of package to consumer buying behaviours, a consumers attitude do not always predict purchase behaviour because of inhibiting factor of an ineffective packaging which might not present the content of the message clearly to the customers understanding and as such purchase behaviour may even contradicts attitudes of customers. Indeed, the consumptions patterns of GGBL Products would be among other factors be dictated by the packaging, how well GGBL motivates the consumers. Thus, as to whether Guinness Ghana Brewery Limited is employing effective or ineffective packaging has necessitated research into customer attitude towards product packaging in the food and beverage industry.

1.3 Objectives of the Study

1.3.1 Main objectives

The main focus of the study is to examine how effective packaging affects customers attitude towards GGBL products.

1.3.2 Specific Objectives

The specific objectives of the study seek to:

1. Identify the objectives associated with the packaging of GGBL products.
2. Assess how packaging affects customers' behaviours on the company's products.
3. Assess consumers' views on the packaging of GGBL products.
4. Assess the consumers motivations under the GGBL products

1.4 Relates Research Questions

1. What reasons underline the packaging of GGBL products?
2. Does packaging affect customers' behaviours on the company's on GGBL products?
3. What are the consumers' views on the packaging on GGBL products?
4. What motivational packages are relevant to the GGBL consumers?

1.5 Significance of the Study

- The present study when completed would reveal issues that are worth bringing to the knowledge and attention of management of the GGBL about the importance of packaging of their product by considering the attitude of their customers more at hand.
- The study will also help Guinness Ghana Brewery Limited to verify how packaging of their product can impact on the company sales volume and profitability.
- It is also envisaged the present study would make the GGBL to be more customer oriented because the study among others would among things give insight of what consumers consider as the paramount motivational factors and what consumers further want to be motivated on.

1.6 Scope of the Study

The study focused on Guinness Ghana Brewery Limited (Kasse Kumasi, Ghana). The study concentrated on examining how changes in price, packaging and labelling styles and factors motivating customer in utilising GGBL products.

1.7 Limitations of the Study

This project work or study faced many problems, some of which are:

- (a) Getting access to information from the company was difficult as the companies deem some information confidential from the researcher and also when on visitation to the company the person to provide necessary information within the company was not always on sit.
- (b) Time was another great factor. This is because the project was to be completed within one semester. The workload of reading lecture notes, solving assignments, researching in the library, preparing presentations and the completion of the project work was heavy for the researcher meaning students will be making proportionate allocation of their limited time between academics and the study.
- (c) Financial constraint: Embarking on any project requires fund to cover expenses like telephone calls, transportation from school to the field, administering of questionnaires and also going to the organization to seek information, typing, printing and among others.

1.8 Organization of the Study

This study is organized in five (5) chapters.

Chapter one entails the background of the study pointing to the meaning of the topic and why it is considered very important to embark on. It also includes the problem statement, objectives of the study, significance of the study, scope and limitations and organization of the study. Chapter two captures the literature review which takes the view of different authors based on the topic. It considers areas such as packaging, history of packaging, functions and factors affecting packaging. Chapter three establishes research methodology for the study. It takes into account the research design, population size, sampling procedures and data collection procedures. Chapter four is on the presentation and analysis of data collected from which the conclusions are drawn. Chapter five is the last chapter to the study its captures the findings from the research, conclusions and also recommendations to the organization.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter present relevant literature in the areas of the concept of packaging, packaging and consumers behaviours, objectives of packaging in marketing, environmental considerations and other relevant areas towards detailed and proper discussion of the findings. This would contribute in a diverse perspective how packaging affects GGBL consumer behaviours.

2.2 Concept of Packaging

The definitions of 'packaging' vary and range from being simple and functionally focused to more extensive, holistic interpretations. Packaging can be defined quite simply as an extrinsic element of the product an attribute that is related to the product but does not form part of the physical product itself (Olson and Jacoby, 1972). "Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used (Arens, 1996).

Throughout its evolution, packaging as increasingly assumed greater importance and has since been variously defined over time. In some cases, it is seen as a potential marketing tool. Well-designed packages can help to create a convenient value for the customers as well as promotional values for the producer. It is this function of packaging that Mayer (1998), described as ' the enticing tool'.

Generally, various definitions have being assigned to the term packaging. Few of some of these generally accepted definitions will be considered as follows:

- Packaging refers to all the activities of designing and producing the container or wrapper for a product” (Etzel, 2001).
- According to (Hartley, 1997), the package component of a product refers to any container in which the product is offer for sale and on which information is communicated”.
- William are of the view that, ‘the package of the product refers to the auxiliary product dimensions that includes labels, inserts, instructions, graphic design, shipping cartoons, sizes and types of containers.”

The physical container is the actual material in which the product is kept and transported. In most cases product often have more than one physical container. This is what some marketing professionals call the primary or the secondary package .Kotler (1991) called this ‘the different levels of material’. The shipping package (corrugated box), cardboard box, Crates, bottles, and barrels in which goods are normally shipped, transported and stored are example

2.3. Packaging and package labeling have several objectives

The following some of the major importances of packaging that have been presented at <http://www.jjotoole.ie1blog.com>

Substantial Protection

Packaging of objects ensures that they are covered against pulsation, shock, temperature, etc. It is very important for product protection.

Barrier Protection

In these objects, packages are fresh, safe, and clean, for ledge life is the main function of packaging. Product packaging needs protection from duct, oxygen, water vapour, etc. Many packages hold oxygen absorbers to enlarge the shelf life.

Marketing

Product packaging plays an important role in marketing. Sellers to encourage potential buyers used good packaging and attractive category and labeling.

Suppression

Small articles are usually grouped together in packages for the reason of effectiveness. For example, a single box of hundred pens needs less space than hundred single pens.

Security

Packaging plays an important role in cutting down the security risks during delivery & transportation. Superior packaging techniques are used to depress tampering.

Convey of Information

Packaging and category tells use, recycling, transportation instructions, or disposing of the package. In some specific fields such as pharmacy, medical, and chemical products, they require some special type of information.

Portion Control

In the pharmacy and medicinal field, the precise amount of filling is needed to control usage. Medicine tablets are packaged into different packages that are of a more suitable size for person use. It also helps in the control of register.

2.4 Roles of Food Packaging

The principal roles of food packaging are to protect food products from outside influences and damage, to contain the food, and to provide consumers with ingredient and nutritional information (Coles, 2003). Traceability, convenience, and tamper indication are secondary functions of increasing importance. The goal of food packaging is to contain food in a cost-effective way that satisfies industry requirements and consumer desires, maintains food safety, and minimizes environmental impact. The three basic function of packaging is to protect (and contain), offer convenience, and communicate (Smith and Taylor). There is nothing as ultimate package design to the marketers. With the continuous development in the technology, there will be always a new and convenient packaging in the offer. There is hardly any successful product which did not alter itself into new packaging with time. In recent times, cheaper and suitable packaging is available which is more appealing to consumers than ever before. Successful and cost effective packaging can itself be a competitive advantage over its rivals. There are several evidences to prove that powerful role packaging can play in building and reinforcing brand image of a company. In short, packaging can be termed as brand awareness and brand attitude – a key communication tool (Manttel *et al.*, 1999).

Studies conducted by Marsh and Bugusu (2007), on food packaging: roles, materials, and environmental issues revealed that food packaging can retard product deterioration, retain the beneficial effects of processing, extend shelf-life, and maintain or increase the quality and safety of food. They explained that in doing so, packaging provides protection from 3 major classes of external influences: chemical, biological, and physical. Chemical protection minimizes compositional changes triggered by environmental influences such as exposure to gases (typically oxygen), moisture (gain or loss), or light (visible, infrared, or ultraviolet). Many different packaging materials can provide a chemical barrier. Such barriers function via a multiplicity of mechanisms, including preventing access to the product, preventing odor transmission, and maintaining the internal environment of the package. Physical protection shields food from mechanical damage and includes cushioning against the shock and vibration encountered. Any assessment of food packaging's impact on the environment must consider the positive benefits of reduced food waste throughout the supply chain. Significant food wastage has been reported in many countries, ranging from 25% for food grain to 50% for fruits and vegetables (FAO 1989). Inadequate preservation/protection, storage, and transportation have been cited as causes of food waste. Packaging reduces total waste by extending the shelf-life of foods, thereby prolonging their usability. Rathje et al. (1985) found that the per capita waste generated in Mexico City contained less packaging, more food waste, and one-third more total waste than generated in comparable U.S. cities. According to Underwood (2003), the unmarked packages, (packages that are not marked with price), the type of colour used, the shape of the packaging, the graphics used help the customers determine if the product is of low quality and these products come at a lower price. If the packaging is attractive and the product is marked

with the price, then there is a perception among the consumers that the product is of a higher quality.

According to Marsh and Bugusu (2007), the package may be designed to enhance the product image and/or to differentiate the product from the competition. For example, larger labels on Guinness products may be used to accommodate recipes. Packaging also provides information to the consumer. For example, package labeling satisfies legal requirements for product identification, nutritional value, ingredient declaration, net weight, and manufacturer information.

Packaging is also undertaken for traceability sake. Traceability has 3 objectives: to improve supply management, to facilitate trace-back for food safety and quality purposes, and to differentiate and market foods with subtle or undetectable quality attributes (Golan and others 2004). Food manufacturing companies incorporate unique codes onto the package labels of their products; this allows them to track their products throughout the distribution process. Codes are available in various formats (for example, printed barcodes or electronic radio frequency identification [RFID]) and can be read manually and/or by machine (Codex Alimentarius Commission 2004).

In sum, packaging is an important part of product attraction and marketing. Packaging is not simply only substantial protection, but also marketing, wall protection, information, security, convenience, and portion control. Here are some objectives of product packaging.

2.5 Forms of Packaging

Frain (1994) suggest that there are several forms of packaging and packaging materials suitable for different products. The following list presents but few of them:

- Lamination cellophane with polyethylene liner (suitable for foods, liquids and semi-liquid products).
- Foil pans for fast foods, cakes etc.
- Transparent film and cellophane (for drugs and food products).
- Cans (metal, aluminum and vacuum cans) for biscuits, canned carbonated beverages and coffee respectively.
- Bottles (glass with or without plastic coating to reduce breakage or used for alcoholic drinks and soft drinks.
- Plastics (rigid or semi-rigid styrene foam plastic) used for pharmaceutical products and transparent coverall lids for paper food containers.

2.6 Environmental Considerations

Package development involves considerations for sustainability, environmental responsibility, and applicable environmental and recycling regulations. It may involve a life cycle assessment (Zabaniotou and Kassidi, 2003), which considers the material and energy inputs and outputs to the package, the packaged product (contents), the packaging process, the logistics system, (Smart Way Transport Partnerships, 2008), waste management. According to Yam (2009) company's packaging materials and features recognizes that proper packaging can also help prevent waste. This is because packaging plays an important part in preventing loss or damage to the packaged-product (contents). Usually, the energy content and material usage of the product being packaged

are much greater than that of the package. A vital function of the package is to protect the product for its intended use: if the product is damaged or degraded, its entire energy and material content may be lost (De, 2007).

2.7 Packaging and Customer Attitudes

Studies conducted by Russ and Kirk (1982) related product packaging and customer attitude to aid purchase decision making by stating that, the job of product package is to promote a brand especially in self-service stores. They said that packaging of a product captures the attention of prospective buyer and which then develops into purchase decision based on the attitude the customer poses be it positive or negative towards the product. They also added that product package superiority contributes to the appeal of a new product and may itself have value which increases consumer's attitude towards a brand. They further argued that package colours which have an important impact on consumers affect cognition, behaviours or attitudes. This impact the authors explained is more than just attracting attention by using eye-catching colour, rather package connote meaning to consumers and can be used strategically. The author observed that customers attitude of food and beverage may change with a change in package.

According to Aren et al. (1994), consumers want packages that are easy to open and store and hence important design considerations. However, Paul et al. (1996) observed that packages often reveal more about the product concept than the product itself and in many product categories like wine, beer, the quality of the package is the primary determination of the consumers perception of the product quality hence either positive or negative attitude towards the product.

2.8 Impact of packaging on impulsive buying

Packaging is a crucial component of any marketing strategy for goods. In recent times, the importance of good packaging as means of branding and marketing has seen a rapid growth, especially when it comes to fast moving consumer goods. Visual elements such as the colour, the quality and the overall attractiveness play a major role in influencing the customer (Smith, and Taylor, 2008).

Kotler and Armstrong (2008) assert that the visual elements connote the product for many customers in situations where they have low information or when they are hard pressed for time. In such cases, the consumer totally relies on the recall value of the packaging and makes the decision in an impulsive manner. The big challenge that a marketer in today's world faces is to translate the attraction from the packaging to a purchasing decision. According to the research conducted in Spain by Ampeuero and Vila (2006) cited in Stahlberg and Maila, 2009, the aspects mentioned below influence the way in which a consumer perceives a product.

Kotler et al. (2001) notes that products that are a little high end or elite appeal to the consumer more when they are packaged in a cold and dark colour packaging. They further argues that however that when the products that are generally easily accessible to the consumers and that are targeted at the consumers who are price sensitive come in light coloured packaging. Consumer also start associating specific brands with the colour and this again influences their decision to make the purchase (Kotler & Armstrong, 2008). However, Beatty and Ferrell (1998) found that the influence of the attractive packaging of a product has on the impulsive purchasing behaviour of the consumer has been discussed in detail in an earlier section. Along with an attractive

packaging, it is also necessary to mention the price of the product on the packaging. The packaging can attract a consumer to the product but the final decision to purchase the product rests on the price of the product in many cases. On the other hand, Lee and Monroe (1999) notes that labeling is claimed to be an important legal document as it expresses the reliability of the product, but however, free sample is not given much importance by the consumers as it is thought to increase the cost of the product and a means to attract the customer.

2.9 Factors Accounting for the Usage of Packaging as a Marketing Tool

According to Kotler (1994), various factors have contributed to the growing use of packaging as a marketing tool:

- The package thus performs many of the sales task by attracting attention, describing the products features, creating consumer confidence, and making overall favourable impressions.
- Rising consumer affluence means consumer are willing to pay a little more for the convenience, appearance, dependability and prestige of better packages.
- Companies are recognizing the power of well-designed packages to contribute to instant recognition of the company brands. For example, the Campbell soup company estimate that the average shopper sees its familiar red and white can 76times a year, creating the equivalent of \$26million worth of advertising.
- Innovative packaging can bring large benefits to consumers and profits to producers. This is reflected in the case of toothpaste pump dispensers which have captured 12%of the toothpaste market because in the view of many consumers, they are more convenient and less messy.

2.10 Package Development

According to Ocansey (1999), designing a package is not as simple as what it may seem to appear by walking through a supermarket and looking at the thousands of package located on the shelves. Packaging decisions can be very complex and costly because the mostly go a long way to undertake packaging when introducing a new product or attempting to give existing product a new image and new uses. Due to the changes in the product lifecycle and the dynamic trend in competition firm must continually monitor and revise its product to reflect the relevant changing needs of its customers (Ocansey, 1999). This usually calls for changes in the design of the product which may include the package design.

2.10.1 Consumers and Motivational Packages

All consumers experience all of the motivational states to one degree or other. Depending on our life stage or even because of the kind of day we are having, we can align more strongly with certain motivational states. Although taste still prevails as the number-one motivator for food and beverage selections in general (87 percent) and in restaurants (69 percent; new to the 2011 Survey), in 2011 Americans are evaluating their food choices with a more critical eye, taking into consideration where their food comes from; how it was produced; its safety and reliability; food's overall healthfulness; and its cost. Consumers want their food to be more than tasty and affordable; they want safe and nutritious foods too. Studies conducted by the International Food Information Council Foundation (2011) on food and health Survey regarding consumer attitudes toward food safety, nutrition and health, indicates that even though less than 20 percent of Americans report using the country of origin labeling, health symbol, or allergen labeling, the

use has risen significantly over the past two years continue to increasingly look for vitamin and mineral content.

The International Food Information Council Foundation (2011) again notes that while taste prevails and continues to be the main driver of purchasing foods and beverages in 2011 (87 percent), the price of food is increasingly becoming important for Americans consumers. In 2011, a majority of Americans (79 percent) says price impacts their decision when deciding which foods and beverages to purchase, a six percent increase from 2010 and a noteworthy 15 percent increase since 2006. While healthfulness (66 percent), convenience (58 percent), and sustainability (52 percent, new to the 2011 Survey) play roles in consumer decision making, no other motivator has risen at the same rate as price over the past five years. Consumers, by and large, are a self-motivated and self-interested lot). But numerous studies indicate that a company's policies are increasingly factoring into their decisions (<http://business.time.com>). For example, a survey by Landor Associates, the branding company, found that consumers say it is important for companies to be socially responsible.

Compression Store based in North Carolina, a multi-channel retailer that has become one of the largest online wholesalers of medical compression hosiery has packages for motivating consumers. By offering a large inventory of medical compression apparel and a high level of customer service (i.e. free shipping on orders over \$50, 150% best price guarantee, and a 180 day return policy), The company also rewards its consumers by introducing rewards for reviews. This included many enhancements to the product reviews feature, including automatic, customizable reminders that can be configured to be sent a certain amount of days after an order

has been processed or shipped (<http://blog.earlyimpact.com>). Indeed, the *Rewards for Reviews* feature was created precisely to motivate customers to write reviews by recognizing that their time is valuable and rewarding them for taking some of that time to write a review for a product that they have purchased.

Robertson (2013) study on food packaging principles, inspection, cleaning, repair and recoupage are often needed. He stressed that some manufacturers re-use the packaging of the incoming parts for a product, either as packaging for the outgoing product or as part of the product itself. The study also indicates that recycling is the largest primary components of a package: steel, aluminum, papers, plastics, etc. and revealed that small components can be chosen which are not difficult to separate and do not contaminate recycling operations. Packages can sometimes be designed to separate components to better facilitate recycling. Development of sustainable packaging is an area of considerable interest by standards organizations, government, consumers, packagers, and retailers (Brody and Marsh, 1997).

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents a brief profile of Guinness Ghana Limited (GGBL) which is the main organisation been used as a case study. It furthers presents the mains suitable methods that have been adopted towards achieving the objectives of the present study. It explains describes the target population and the sampling size and sampling techniques, outlines the research design and the instruments of the study and data analysis.

3.2 Methodology

3.2.1 Research Design

The research design that was adopted for the study is survey method. Surveys can yield a broad understanding of consumers behaviours have been affected by way GGBL packages their products and highlight motivation and environmental issues under relevance to GGBL and their customers. The research was based on a survey; questionnaires and interview guide were used to elicit the right information, in order to obtain the necessary information to enhance in the completion of this study, primary and secondary data sources of information will be were considered.

3.2.2 Sources of Data

Secondary data-information that is already available forms a useful part of this study. Diverse sources of secondary data has been retrieved from the internet, journal and books a good number

to be able to undertake the study and analyse the findings from diverse perspectives. The primary sources of the study include questionnaires to the targeted population.

3.3 Population

The target population for the study included the consumers of GGBL products in the Kaase Community, in the Kumasi Metropolis, whereas, the manager of the GGBL in Kumasi formed part of the respondents to elicit information on reasons for packaging their products and other and consumer motivation issues under consideration.

3.4 Sample Size and Sampling Techniques

The total number of persons in the Kaase Community estimated as consumers of GGBL products during the survey were two-hundred and fifty. Out of this, a sample of 60 respondents from the population was chosen to form the respondents for the study, including the manager of GGBL at Kaase. In all, a total of 61 respondents constituted the sample for the study. This figure was considered appropriate because the study is an academic one and small scale research in which a sample of 61 respondents is even considered to be sufficient (Kwabia, 2001). Taking precaution from this, the researcher employed a combination of probability and non-probability sampling techniques in selecting the respondents. The non-probability sampling technique that employed was purposive. In this study the environmental management unit of GGBL in Kumasi and one management officer were purposively sampled to capture environmental issues and reasons for undertaking packaging of their products. However, consumers of GGBL products were sampled randomly from ten major drinking spots with the Kaase area.

3.5 Instruments

The main tool for the collection of the data for this study was a survey questionnaires administered to the customers of GGBL products, and the manager of the GGBL in Kumasi. The questionnaires included closed and opened types whereby the respondents were made to choose answers from options provided. They also had the opportunity to express their views on the various questions for the detailed evaluation and achievement of the project objectives.

The sixty questionnaires were administered in ten (10) selected communities drinking spots on one to one basis to the Guinness consumers. There were representative number of males and females to ensure gender balance. During the collection of the data some of the customers were too busy to provide the researcher with the necessary information because some said ‘time is money’ since they also have to meet up with their other activities and they had no other choice than to make the researcher go and come back for almost two weeks (2 weeks) until when the customers are less busy there by extending the collecting of the questionnaires. However, the officials of the GGBL administered the questionnaires by themselves within two days due to limited time schedules

3.6 Data of Analysis

The analysis aimed at synthesising and structuring all the information generated into the questionnaires. Data collected from the questionnaires were entered into the Statistical Package for the Social Sciences (SPSS) Version 2.0. Findings have been presented and discussed with the aid of tables and charts for quantitative data and descriptions for the qualitative data. Within the discussions, constant reference is made to data collected from focus

CHAPTER FOUR

RESULTS AND DISCUSSION

4.0 Introduction

This chapter presents a comprehensive analysis of data gathered from questionnaires administered to a cross – section of the customers of GGBL, and an interview conducted with the manager of the GGBL in Kumasi. The findings have thoroughly been discussed with the relevant literatures reviewed to enhance detailed understanding of the present study.

4.1 Reasons for Packaging GGBL Products

The principal roles of food packaging are to protect food products from outside influences and damage, to contain the food, and to provide consumers with ingredient and nutritional information (Coles, 2003). In GGBL, the department responsible for packaging designs is the production department. A vital function of the package is to protect the product for its intended use: if the product is damaged or degraded, its entire energy and material content may be lost (De, 2007). Packaging decisions can be very complex and costly because the mostly go a long way to undertake packaging when introducing a new product or attempting to give existing product a new image and new uses. Due to the changes in the product lifecycle and the dynamic trend in competition firm must continually monitor and revise its product to reflect the relevant changing needs of its customers (Ocansey, 1999). A vital function of the package is to protect the product for its intended use: if the product is damaged or degraded, its entire energy and material content may be lost (De, 2007). The production manager of the GGBL indicated the major reasons why the company packages their products. He stated that “The beer is a semi-liquid product and needs proper package in other to prevent it from destruction evaporation and or

contamination. Similarly, Studies conducted by Marsh and Bugusu (2007) revealed that food packaging can retard product deterioration, retain the beneficial effects of processing, extend shelf-life, and maintain or increase the quality and safety of food.

He also stated that most pressing objective of packaging was considered to make the product appear more appealing to the market. Adding that for that reason, the labels of their packages were designed with brighter colours to attract customers and consequently sell the product. This objective of packaging in GGBL confirms Underwood (2003) observation that the type of colour used, including the shape of the packaging, the graphics used help the customers determine if the product is of low quality and these products come at a lower price. This is of essence because if the packaging is attractive and the product is marked with the price, then there is a perception among the consumers that the product is of a higher quality.

Again he also made mention of 'Product differentiation'. However, it was noted that, the only competition the firm has in the market are club beer, stone beer, Guilder hence much regard was not given to product differentiation as one of the objective of packaging. Also, he notes was the fact that members of management believed that when the product is well packaged to protect its content and to present it more attractive to the market. Marsh and Bugusu (2007) also made a similar observation. For this purpose the department undertakes a thorough research into packaging to determine the packaging to need of their product as well as their valuable customers. They revealed that the packaging of the GGBL products aims to satisfy their customers very well, for this reason the research aspect of packaging development is done in conjunction with the marketing department.

4.2. Consumers Motivation on GGBL products

4.2.1 Motivations Consumers Derive from GGBL Products

Majority (41.7%) of the respondents indicated that GGBL gives of incentives as a form of bonuses. Moisan (2013) notes that giving away free products and services trigger a certain response in consumers as they will start feeling guilty if they do not give something back to company. The next way the respondent acknowledged the company motivates the customers is by involving them in examining newly designed packaging products and make comments. These respondents were 18.3% of the total respondents. This may mean that the GGBL want to design packaging's which would suit consumers' preference. Indeed, the Compression Store based in North Carolina created reward review feature precisely to motivate customers to write reviews by recognizing that their time is valuable and rewarding them for taking some of that time to write a review for a product that they have purchased (<http://blog.earlyimpact.com>).

There were insignificant numbers (8.3%) of consumers who are motivated through regular communication. However, it was only 6.7% who indicated benefit from the loyalty schemes of the GGBL. Surprisingly, twenty-five percent are not motivated did not indicate how they are motivated.

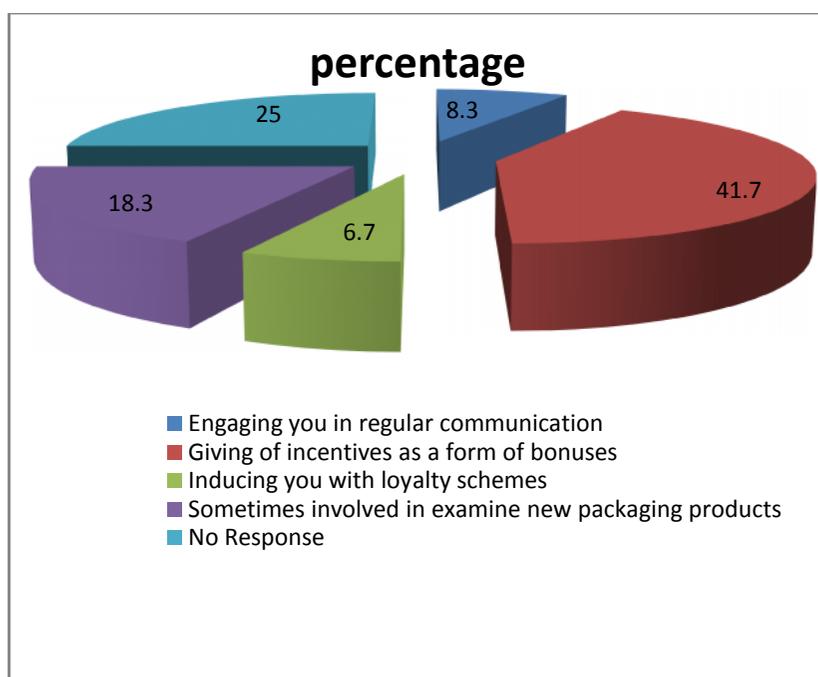


Figure 4.1: GGBL Motivation to Consumers

Source: Field Data, 2013.

4.2.2 How GGBL Customers want to be motivated

The majority representing thirty out sixty respondents want to be motivated through reduction in prices of the GGBL products. The next majority (20) indicated they want to be motivated through improvement in the product quality. Whilst, seven out of the total respondents opted for better services instead

Table 4.1: How the consumers expect to be motivated

Expected motivations	Frequency	Percentage
Better services	7	11.7
Good product quality	20	33.3
Bonuses	3	5.0
Low prices of products.	30	50
Total	60	100

Source: Field Data, 2013.

4.2.3 GGBL Motivation Packages for their Consumers

Packaging of a product captures the attention of prospective buyer and which then develops into purchase decision based on the attitude the customer poses be it positive or negative towards the product (Kirk and Russ, 1982). Forty- five out of the sixty respondents indicated that any change in the packaging does not affect their consumption patterns of the products. It was only fifteen respondents who said yes. Most of the consumers acknowledged that the package features tell the quantity or the volume of the product in the container and probably how the product would taste. Most of the respondents (40) did not know what they would do either to hold on to your previous choice or switch brands should GGBL product content changes. However, twenty opted to change, whilst no respondent did indicate his/her stand.

4.3 Effects of Packaging on Consumer Behaviours.

Kotler and Armstrong (2008) found that the visual elements connotes with product for many customers in situations where they have low information or when they are hard pressed for time. In such cases, it is likely that the consumer totally may rely on the recall value of the packaging and makes the decision in an impulsive manner. Underwood (2003) observed that when products are unmarked packages, the type of colour used, the shape of the packaging, the graphics used help the customers determine if the product is of low quality and these products come at a lower price. This means that when the packaging is attractive and the product is marked with the price, then there is a perception among the consumers that the product is of a higher quality. In the study, these entire variables were important to the customers of GGBL in the Kumasi Metropolis as shown in Figure 4.5

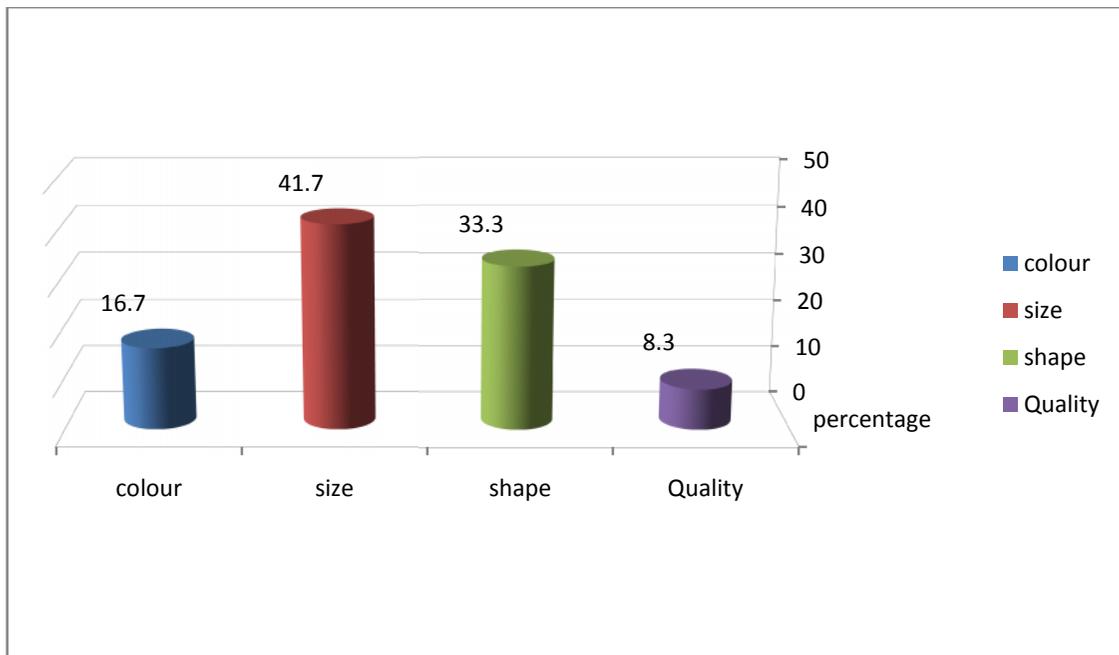


Figure 4.2 How Package Attract Consumers, Source: Field Data, 2013.

It was also found that 16.7 per cent of the respondents are attracted by the brand colours of the products (Figure 4.2). Similarly, Kotler and Armstrong (2008) confirmed that consumer start associating specific brands with the colour and this again influences their decision to make the purchase. However, Beatty and Ferrell (1998) further explain that the influence of the attractive packaging of a product has on the impulsive purchasing behaviour. It can also be argued that the packaging can attract a consumer to the product but the final decision to purchase the product rests on the price of the product in many cases.

Indeed, as packaging involves all the activities of designing and producing the container or wrapper for a product” (Etzel, 2001). All labels on a product container such colour including others feature such as the material for the packaging, containers shape and size may be crucial to the consumers in making buying decisions. When the customers where asked about the features

of products that actually attracts them most these was their responses. Indeed the majority (33.3%) of the Guinness product customers are attracted by the size of the product. Probably, they are more interested in the large quantities for their satisfaction.

Package development involves considerations for sustainability, environmental responsibility, and applicable environmental and recycling regulations. It may involve a life cycle assessment (Zabaniotou and Kassidi, 2003), which considers the material and energy inputs and outputs to the package, the packaged product (contents), the packaging process, the logistics system, (Smart Way Transport Partnerships, 2008), waste management. According to Yam (2009) company's packaging materials and features recognizes that proper packaging can also help prevent waste. The GGBL consumers may be highly cautious on some of these things, as fifteen out of the sixty respondents were attracted by the materials for the packaging. However, the product labels attract 18.3 per cent of the respondents of the product. Indeed, the shape of the package is also important to the respondents as a good number of fourteen out of the sixty respondents indicated.

4.3.1 Consumers Satisfaction on the Packaging of the GGBL products

The GGBL consumers' satisfaction has been presented in Table 4.3. It generally the consumers are content with the way GGBL products are packaged. Majority (51.7%) of the consumers who responded rated the packaging features of the GGBL products as satisfactory. Nineteen out of the sixty total respondents indicated that the packaging styles are very good, with only three persons who opted for average. However, 11.7% of the consumers were not satisfied with the packaging features of the products

Table 4.2 Consumers level of satisfaction of GGBL Packaging

Consumers Satisfaction	Frequency	Percentage
Satisfactory	31	51.7
Averagely	3	5.0
Not satisfied	7	11.7
Very good	19	31.6
Total	60	100

Source: Field Data, 2013.

4.3.2 Customers Assessment of GGBL Product Packaging

Package development involves considerations for sustainability, environmental responsibility, and applicable environmental and recycling regulations (Zabaniotou and Kassidi, 2003), The majority (66.7%) of the consumers indicated that the food and beverage are safe for the environment as against 33.3% persons who were of the view that the products were environmental friendly.

Table 4.4 presents consumers assessment of GGBL product labelling. Twenty out of sixty respondents said the labels of the GGBL products are good, whilst 18 respondents (30%) think that the labels are good. However, the majority (33.3%) indicated that the labels need to be improved. Ten percent each of the respondents indicated average and poor.

Table 4.3: Customers Assessment of GGBL Product packaging

Responses	Frequency	Percentage
Good	12	20
Very Good	18	30
Needs to be improved	20	33.3
Average	4	10
Poor	6	10
Total	60	100

Source: Field Data, 2013.

This clearly may explain why the consumers' attitudes have positively impacted by the GGBL packaging

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of the study results followed by conclusions. Recommendations have been made towards addressing the issues identified for implementations by the GGBL, other food and beverage industries and marketing agencies.

5.2 Summary of Major Findings

- The objectives behind the packaging of the GGBL products are meant to prevent the products from destruction, evaporation and contamination; appeal the market, and differentiate the company's from other products.
- Majority (33.3%) of the GGBL customers are attracted by the size of the packed container.
- Most respondents indicated that any change in the packaging of the GGBL products would not affect their attitudes towards the products.
- Majority (51.7%) of the consumers are satisfied with the GGBL products are packaged

5.3 Conclusions

In the broader sense, customers view about the company's package is satisfactory, in the sense that they see the package to be and environmentally friendly, however, there is the call for varying sizes of the package to facilitate demand of the right quantity at the right time due to the

perishable nature of the product to avoid waste of resources. Indeed, most of the consumers' attitudes towards the company's products are not affected by the way the products are packaged.

5.4 Recommendations

The following recommendations were made after the study.

- Findings from the study clearly express consumers' dissatisfaction with the size of the current package. To this extent, since the tone of the customer should always be the focus of any marketing oriented organization, it would therefore be recommended that management develops a programme that will ensure that different sizes of the package are introduced to the market as soon as possible. This will facilitate greater demand since almost everybody can patronize the product as different sizes of package goes with varying prices
- It would be suggested however that an educational programme to mount by the company to the public through radio, television about the consumption of the product and the reasons for their product packaging. This may result in change in perception.
- Most the consumers would be highly motivated through improvement in the GGBL product quality and services because they are expressed concerns.
- The company needs to consider widening its motivational packages for its customers as some consumers have expressed others ways they wish the GGBL to consider. This would help boost and improve consumers' purchases of the company's product.

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APPENDIX I
CHRISTIAN SERVICE UNIVERSITY COLLEGE
SCHOOL OF BUSINESS STUDIES
(MARKETING DEPARTMENT)
QUESTIONNAIRE

This questionnaire has been designed to gather the necessary data to assist the researcher work on a project which is titled’ CHANGING CUSTOMER ATTITUDE THROUGH THE USE OF PACKAGING IN THE FOOD AND BEVERAGE INDUSTRY, A CASE OF GUINNESS GHANA BREWERY LIMITED, KUMASI, GHANA’.

You are requested to provide the answers to the following questions in order to assist the researcher to carry out this study successfully. You are assured of the confidentiality that all the information gathered will only be used for academic purpose ONLY. Please do not write your name.

Interview guide for the Management Staff of GGBL

Reasons for packaging and environmental concerns in GGBL

1. Gender.....
2. Age.....
3. Job title.....
4. Rank.....
5. What environmental factors are taken into consideration when packaging?
6. What are the company’s objectives of packaging?
7. How do you motivate your consumers and the general public to continue using your products?

QUESTIONNAIRE FOR CUSTOMERS

Section A: Customer Profile

1. Gender

(01) Male

(02) Female

2. Age

(01) 18-25 years

(02) 25-35 years

(03) 35-45 years

(04) 45-60 years

(05) 60 and above.

3. Marital status

(01) Single

(02) Married

(03) Divorce

(04) Other Specify.....

4. For how many years have you been with Guinness Ghana Brewery Limited?

(a) 0-3

(b) 4-6

(c) 7-9

(d) 10 and above.

Section B: How changes in Packaging and Consumer Behaviour

1. Would a change in packaging of the product affect your pattern of consumption?

(01) Yes

(02) No.

2. In what way would you be affected by the package please specify.....

3. If the company's product contents are changed would you hold on to your previous choice or switch brands?

(01)Yes

(02) No.

4. How well are you satisfied with packaging products of Guinness Ghana Brewery Limited?

(01)Satisfactory

(02) Averagely

(03) Very good

(04) Not satisfied

5. In what way do you think the company can improve on quality service delivery in other to be effective and efficient?

(01) By providing good customer services

(02) Effective handling of customer complaints

(03) Just-in-time product delivery.

(04) Others please (specify).....

Section C: Customers assessment of Guinness Product Labelling

1. How would you assess the label on the company's product?

- (01) Good
- (02) Very good
- (03) Needs to be improved upon.

2. What features of the product attract you most?

- (01) Colour
- (02) Size
- (03) Shape
- (04) Quality.

3. Do you think the materials used in packaging the food and beverage are safe for the environment?

- (01) Yes
- (02) No.

Section D: GGBL Consumers Motivation

1. How does the company motivate you in order to be loyal remain as a customer?

- (01) Engaging you in regular communication
- (02) Giving of incentives as a form of bonuses
- (03) Inducing you with loyalty schemes.

2. As a customer what do you think the company should do for you so as to prefer their product over other competitors in the market place?

- (01) Better services
- (02) Good product quality.
- (3) Other, specify).....

**CHANGING CUSTOMER ATTITUDE THROUGH THE USE OF PACKAGING IN
THE FOOD AND BEVERAGE INDUSTRY:
ACASE STUDY OF GUINNESS GHANA BREWERY LIMITED, KUMASI, GHANA**

ASARE-AKOTO FRIMPONG FRANK

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MATILDA FELICIA ABBIW

**DISSERTATION PRESENTED TO THE DEPARTMENT OF BUSINESS
ADMINISTRATION IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF A BACHELOR OF BUSINESS ADMINISTRATION
(MARKETING OPTION)**

JUNE, 2013

DECLARATION

We have read the university regulations relating to plagiarism and certify that this report is all our own work and does not contain any unacknowledged work from any other source. We also declare that we have been under supervision for this report herein submitted.

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SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the laid down guidelines of supervision by Christian Service University.

Supervisor's Name

Mr. Stephen Banahene

Head of Department's Name

Kwaku Ahenkorah (Dr.)

ABSTRACT

Packaging of food and beverage products affects consumers' attitudes in many ways. The present study sought to examine how packaging affects customers' attitude towards GGBL products. The research was based on a survey; questionnaires and interview guide which were used to elicit the information from the manager of GGBL in and Kumasi and sixty consumers of GGBL products. The consumer population were randomly sampled, whilst, the GGBL manager was purposively sampled. Data collected from the questionnaires were analysed by Statistical Package for the Social Sciences (SPSS) Version 2.0, whilst, descriptive methods were used to present the qualitative data. The study showed that the packagings of the GGBL products are meant to prevent the products from destruction, make products appeal and make differentiation in the market. The GGBL undertake many social responsibilities, gives bonuses such as buy one get one free, to motivate her customers; Most of the consumers are satisfied with the GGBL packaging and this has not affected their attitudes towards the products. However, there is the call for varying sizes of the package to facilitate demand of the right quantity at the right time due to the perishable nature of the product to avoid waste of resources. It is recommended that management develops a programme that will ensure improvement in sizes of packages; embark on educational programmes, whilst widening its motivational packages.

DEDICATION

This Project is dedicated to the God Almighty for his divine protection and guidelines throughout our educational endeavours.

We also want to dedicate this work to our families.

ACKNOWLEDGEMENT

We first of all thank God Almighty for His grace and mercy towards us. Without His help, we would not have reached this far.

Lots of thanks go to our supervisor, **Mr. Stephen Banahene** who took time out of his tight schedule to read through the project work and offered useful suggestions throughout the process which helped us to complete on time.

Our heartfelt thanks go to **Dr. Kwaku Ahenkora**, Head - Department of Business Studies for his immense contribution towards the success of this project.

We are most grateful to our families for their unflinching support in terms of financial and time resource during the course of our studies at the Christian Service University College.

Finally, to our lecturers, friends, course mates and study groups who helped in shaping the study in our academic pursuit and in undertaking this study, we say thank you.

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