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SCHOOL OF BUSINESS

MARKETING AND LOGISTICS DEPARTMENT

TOPIC:

CUSTOMER PERCEPTION ON PACKAGING MADE-IN GHANA HERBAL MEDICINE

(A CASE STUDY OF ANGEL HERBAL MEDICINE)

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ABSTRACT

In Ghana, many products turn to be poorly labelled in terms of concept and beauty, i.e. colour, typography, photography, illustration, layout etc. Also, it is extremely impossible to identify purely Made-in-Ghana products; given their packaging do not reflect Ghanaian culture or our way of life. These have affected the competitiveness of many Ghanaian products both on the local and international market. The low patronage of Made-in-Ghana products, therefore, can be attributed to the lack of effective and efficient packaging.

Hence, the purpose of this project is to provide a better understanding on customers perception on packaging made in Ghana herbal medicine and how it can be used as a medium to whip up and sustain local interest in Made-in-Ghana herbal medicine. The underlying principle of the study is to bring out to the general public issues on good packaging that reflect the culture and lifestyle of its potential consumers in terms of colour attractiveness and symbolic identity culminating in the positive impact in the patronage of product which will consequently be manifested through the volume sale.

The main objectives of this research are to: examine consumer perceptions of packaging of Made-in-Ghana herbal medicine, analyze the relationship between packaging and sales trend; identify the role of culture in increasing sales trend of local products. This research was carried out using Kumasi as a case study.

Primary data was a survey taken with the help included pharmaceutical shop, chemical shop, and herbal shop, buyers (consumers), and the manufacturer of the selected Made-in-Ghana product. The selection was done based on willingness and readiness to respond to the questions.

Secondary data was mostly used in the review of literature where only relevant information was incorporated. The total population of our studies was two hundred (200) consumers. The sampling was done by sending one hundred and thirty (130) questioners to customers who buy from pharmaceutical, chemical and herbal shop in Adum, like Danny pharmacy, Ayankwa pharmacy and the likes and customers of herbal medicine in Adum, Asafo and Tafo. The selection was done randomly. With the total of 100 respondents, 70% have the perception that they do not buy herbal medicine because of the beautiful packaging whilst 30% have the perception that they purchase herbal medicine because of the beautiful packaging. 64% have the perception that their personal need motivate them to buy herbal medicine whereas 36% have the perception that they are influence by culture effects of packaging. 34% have the perception that they do not buy herbal medicine because of the affordability of the prices whilst 66% have the perception that they purchase Angel herbal mixture because of the affordable price.

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CHAPTER ONE

INTRODUCTION

1.0 Overview

Herbal medicine has been used alongside modern medicine and many continue to rely on it for their health care despite the increasing use of modern medicine in Ghana. Herbal medicine has played a significant role in health care delivery, since time memorial. It is estimated that approximately 70% to 75% of the population of Ghana rely on herbal medicine for their primary healthcare.

In this chapter, we focus into the area of interest concerning this Study, i.e. the meaning of Packaging and the Promotion of Made-in-Ghana Products and the Problem discussion with more in-depth information on the area of the study.

Finally, the reader will be guided through the objectives of the study, followed by the Research questions, delimitation, limitation and the importance of the study as well as the Organization of the rest of the study.

1.1 Background to the Study

Packaging is very much a part of our daily lives; it is seen in foods, canned drinks, and bottled water, etc. Packaging instantly makes us know the contents of the products, provides consumers with an instruction guide, manufacturing and expiry dates, warning symbols, net weight, country of origin, recyclable symbol, company's address and nutrition facts. It also gives us some aesthetic delight and satisfaction. Soroka (1996) described packaging as a co-ordinate system of preparing goods for transport, distribution, storage, sale, and use. However, packaging is essential. This is because for the other marketing strategies, there is always the need for communication to convince and attract the consumer. However, when packaging is properly done, the products speak for themselves.

Also, proper packaging is an easier and less expensive means of advertising which reduces huge sums of money spent on advertisement and promotions. This can be achieved by ensuring that the right things are done during the product packaging process.

Packaging plays an important role in raising the products appeal through promotion and advertising which invariably results in an increase in sales and for that matter increase in the profit margins which is the ultimate aim of every producer. Packaging plays an integral part in the marketing process by communicating a product's specific marketing objectives to the consumer. In order to perform this role effectively to reap the right results and benefits to the manufacturer to increase in profit margins, a product's packaging must be attractive, informative, and clearly identify with the product. Packaging must also continuously communicate its real benefits and create awareness to ensure image and brand preference. This is in line with Dichter's (1981) view that consumers tend to view a product by its packaging. Stern in 1981 also emphasized that consumers relate emotionally to a product and its package. All the above named facts contribute to making packaging the pivot of marketing both locally and internationally for increased sales and maximization of manufacturers returns.

In the early stages of a country's development, the need for more foreign exchange and a better balance of trade results in an increase in exports cannot be overemphasized. A country's exports would not be accepted internationally if the product including its packaging does not meet laid down and internationally accepted standards.

As expected, packaging standards differ from country to country and hence, the increase in exports means that quality requirements for packaging suddenly rise to new and high levels. Even if exports are directed only to neighbouring developing countries, the packages will have to withstand transportation strains, often under severe conditions.

However, for highly refined industrialized markets, the products and their packages will have to compete at a level at which quality requirements are very difficult to meet. The product may be of excellent quality, however it will never achieve customer acceptance unless it is, at least, adequately packed for distribution with aesthetics appeal and to a large extent cultural appeal. Foreign products are presented in picturesque manner, that is, with much colourful presentation and aesthetic values which are often missing in the packaging of local products.

This aside, every developing country such as Ghana should put in place policies and programmes to ensure that home grown products conquer the local market. The multiple effects of such a

move cannot be over emphasized. The revenue from production stays in the country, the tax-net is widened which means more taxed revenue for development projects. It is worth acknowledging, however, the fact that most Made-in- Ghana products have not succeeded in conquering the local market, let alone the international market. This has led to desperate efforts by government to step up public interest and taste for the locally manufactured products by setting up the Ministry of Trade and Industry and Ghana Tourist Board. But the common reasons given for the low patronage of Made-in-Ghana products is that, they are just not attractive (i.e. do not appeal to consumers' visual senses. Therefore, local consumers have a perception that the packaging of Made-in-Ghana products does very little to promote the products.

There is a relationship between packaging and consumer ability, to easily identify Made-in-Ghana products which are the first step in capturing the local market and increase the competitiveness of Made-in-Ghana products on the international market. This has also affected the way we package our herbal products. Most Ghanaians are realizing the potency and prospects of using herbal medicine despite the opposition from conventional medicine. In spite of the legitimate concerns such as bad packaging, lack of dosages and unclear instructions on the use of drugs are some of the issues that deter people from using herbal medicine.

1.2 Statement of the Problem

It has to be emphasized that, it is important for products to have all the qualities of a good package so that all things being equal, the prospective buyer would be attracted and there would be a corresponding increase in sales for the manufacturers. Thus, for a product to be bought, it must be attractive in terms of colour, shape and symbols reflecting the identity of Ghanaian culture and have a good layout. In other words, the product must conform to aesthetic values or principles and reflect Ghanaian culture such as colors and way of dressing.

The use of packaging as a marketing and sales promotional tool has been very well developed in the advanced countries with developing countries such as Ghana lagging far behind. In Ghana, many products tend to be poorly labelled in terms of concept and appeal including colour, composition, photography, illustration and layout. As a persuasive tool, packaging plays an important role in the overall marketing approach; supporting marketing initiatives and promoting

product brand values by making the product stand out on the supermarket shelf and attract consumers.

Moreover, it is difficult to identify a decently Made-in-Ghana herbal product given that their packaging does not reflect our cultural values. This has affected the competitiveness of many Ghanaian products both on the local and international market. Packaging seems to be one of the most important factors in influencing purchasing decisions made at the point of sale, and is an essential part in the selling process. Therefore, low patronage of Made-in-Ghana products can be attributed to the lack of effective and efficient packaging of the products. As such, the sure way of increasing the competitiveness of the Made-in-Ghana herbal products to the international market is proper packaging. It is in this vein that; there is the need to undertake a study in a bid to identify what good packaging is, the basic elements that every packaged product must have and how these can promote Made-in Ghana herbal products by reflecting vital traditional Ghanaian image and cultural heritage. It is also important to understand how consumers choose and the factors that influence their choices.

1.3 Objectives Of The Study

The objectives of this research are to:

- 1• Examine consumer perceptions of packaging of Made-in-Ghana herbal products
- 2• Find out the relationship between packaging and price.
- 3• Identify the role of culture in increasing sales trend in herbal product.

1.4 Research Questions

On the basis of the research problem, the following research questions are to be addressed:

- 1• What motivates consumers to buy Angel herbal products?
- 2• Is there a relationship between packaging and price?
- 3• What are the culture effects of packaging on a product?

1.5 Significance of the Study

One of the objectives of this study is to clearly put across everything that has to be included in a good packaging in order to educate and provide manufacturers with adequate knowledge and how customers value good packaging.

Also, since the analysis of this study is aimed at assessing the impact of good packaging on price, it will give factual evidence to manufacturers with regards to what good packaging and labelling can and will do for their profit maximization goal.

Again examine the consumer perceptions of packaging of Made-in-Ghana herbal medicine and manufacturers of locally made products need to be convinced about the impact that any improvement in the packaging of their products such as using the right and appropriate materials and colour schemes with aesthetic principles, as well as labeling to provide all the needed information would have on sales.

Although packaging can boost trading in Ghana, there has been little education about it therefore there is the need to write to educate the public on how packaging can help promote Ghanaian products. The emerging issues in the study will provide the grounds for further research particularly regarding issues related to promoting packaging in Ghana.

1.6 Limitation

The research work was encompassed with many problems which have constrained the intended purpose for which it was perceived to be conducted. The following factors put a lot of restrictions on the study.

- I. Availability of adequate funds to conduct an intensive and detailed survey was limited.
- II. Inadequate time for conduction the study placed much restriction on the research work which was from January 2015- April 2015.
- III. The research will cover Angel herbal company out of the numerous herbal centers.
- IV. The right representation of the study will be undermined by the study area due to luck of personal to attend to all our questions and demands.

1.7 Delimitation

The scope of the study can be seen in two ways, that is, conceptually and geographically. Conceptually, the study is confined to the concept of perception, packaging, qualities of good packaging and the extent to which packaging can be used to promote products. It investigates every detail that has to go into a good packaging. The study sought to identify and critically assess the advantages and disadvantages of having good packaging.

Geographically, the study is to be carried out in the Kumasi Metropolitan Area. The Metropolis was selected based on the fact that it is arguably the commercial hub of the country.

1.8 Organization of the Study

The **first** chapter talks about the introduction of the project, the background of the study, statement of the problem and the limitation and delimitation of the project.

The **second** chapter presents related literature review and explains the concept of perception and the factors affecting perception, packaging and the important role in ensuring that marketing objectives are achieved. It also looks at some of the materials generally used for packaging as well as some literature on design and aesthetics.

The existing packaging laws and legislations as well as the activities of some selected institutions that deal with packaging in Ghana are also reviewed.

The **third** chapter is on the research methodology, giving details of the research methods and data collection procedures.

Chapter **four** presents the survey results and analyzes of the identified issues from the perspective of consumers and shop supervisors as well as the analysis of the sales trends of a Made-in-Ghana herbal medicine that had seen some observed changes in its packaging.

Chapter **five** presents summary, conclusions and recommendations.

CHAPTER TWO

2.0 PERCEPTION

Perception is the process by which humans organize and interpret sensory impressions in order to give meaning to the environment. A situation may be the same but the interpretation of that situation by two individuals may differ immensely.

Perception, therefore, can be defined as the set of processes by which an individual becomes aware of and interpret information about the environment

2.1 Factors affecting perception

2.1.1 Internal Factors

Sensory Limits and Thresholds

Our sensory organs have specialized nerves which respond differently to the various forms of energy they receive. The sense receptor requires a minimum level of energy to excite it before perception can take place. The minimum level is called the absolute threshold – a point below which we do not perceive energy. The differential threshold is the smallest amount by which two similar stimuli must be different in order to be perceived as different.

Psychological Factors

Psychological factors such as personality, past experiences, learning and motives affect an individual's perceptual process to a considerable extent. The internal set or the inclination to perceive certain stimuli in a particular way also influences one's perception. Things compatible to one's learning, interest, attitude and personality are likely to get more attention than others. As you must have noticed, a person who is sitting aloof from your group in a far away corner automatically turns to your direction the moment you mention his name. Similarly, if you happen to hear the word 'management' or 'organizational behaviour' while traveling in a public transport, your attention is surely going to the conversation. This happens because of one's strong association (with one's own name) or the current interest in the topics. Likewise, one's expectancy can affect and even distort one's perception. Our past learning also affects the

perceptual process and lends a typical orientation in what we perceive. The accountant often becomes unduly suspicious when he finds a large bill and tends to believe that as an inflated bill.

2.1.2 External Factors

The Target

The characteristics of the target that is being observed can affect perception. It has been found that there is a tendency to give more attention to stimuli which are:

1. Large in size
2. Moving
3. Intense
4. Bright

The Situation

The situation or the context in which we see objects or events is important to shape our perception. The presence of a policeman near the police station hardly draws any attention, but if one is found in your classroom will certainly be the topic of the day. The word ‘terminal’ can be perceived quite differently in the context of say, the ICU of a hospital, an airport or the computer lab.

Perception of People

Our perceptions of people differ from the perceptions of inanimate objects like tables, chairs, books, pencil, etc. mainly because we are prone to make inferences regarding the intentions of people and thus form judgment about them. The perceptions and judgments regarding a person’s actions are often significantly influenced by the assumptions we make about the person’s internal state.

Attribution theory

This refers to the ways in which we judge people differently, depending on what meaning we attribute to a given behaviour. Whenever we observe the behaviour of an individual, we attempt to determine whether it was internally or externally caused. Internally caused behaviours are those that are believed to be under the personal control of the individual or have been done deliberately by him. Externally caused behaviour is seen as resulting from outside causes, that is the person is seen as having been compelled to behave in a particular way by the force of the situation, and not because of his own choice. When after repeated requests your friend failed to turn up at the special old school boys' meet you might ascribe his absence as a deliberate move on his part, and you will feel hurt since it appeared that he is quite unconcerned and careless about your feeling. But if someone now points out about his recent increased responsibilities in the business after his father's untimely death and acute time shortage, you tend to condone him as you are now ascribing his absence to the external factors.

The determination of internally or externally caused behaviour depends chiefly on the following three factors:

Distinctiveness: This refers to whether an individual displays different behaviour at different situations. If the behaviour (say being late in the class on a particular day) is unusual, we tend to give the behaviour an external attribution; and if it usual, the reverse.

Consensus refers to the uniformity of the behaviour shown by all the concerned people. If everyone reports late on a particular morning, it is easily assumed that there must be a severe traffic disruption in the city and thus the behaviour is externally attributed. But if the consensus is low, it is internally attributed.

Consistency is the reverse of distinctiveness. Thus in judging the behaviour of an individual, the person looks at his past record. If the present behaviour is consistently found to occur in the past as well (that is being late at least three times a week), it is attributed as internally caused. In other words, the more consistent the behaviour, the more the observer is inclined to attribute it to external causes.

Self-fulfilling Prophecy or Pygmalion Effect: An interesting aspect of people perception is the fact that people's expectations are often found to determine the actual performance level. If a

manager expects an excellent level of performance from his subordinates, chances are quite high that they will actually reach up to his expectation and will make impossible possible. Surely the contrary is also true. If you feel your subordinates are a worthless bunch of people, they will only prove the same.

Attributions are found to strongly affect various functions in an organization, e.g. the process of employee performance evaluations, nature of supervision or guidance or the general attitude towards the organization in general. As mentioned earlier, we also tend to make various types of errors while judging others. A few of the frequently committed mistakes are given below:

Selective Perception: People have a tendency to selectively interpret what they see on the basis of their interests, background, experiences and attitudes. We hardly have either time or inclination to process all the relevant inputs and we automatically select a few. Naturally chances are there to miss some important cues in the process.

Halo Effect: It refers to the tendency of forming a general impression about an individual on the basis of a single characteristic. The smartly dressed guy who is very fluent in English often tends to create a favourable impression on the interviewer even when the job is of an accountant or engineer, requiring little or no verbal fluency.

Contrast Effect: It refers to the process of rating individuals in the light of other people's performance which are close in time frame. You might be rated excellent in your project presentation if your predecessor makes a mess in his presentation. The case would have been just the reverse if you were to present just after a superb presentation!

Stereotyping: It is the process of judging someone on the basis of one's perception of the group to which that perception belongs to. Common examples include the debate regarding the effectiveness of a lady doctor or manager or MBA'S from prestigious institutions.

2.2.1 PACKAGING

Packaging is very much a part of our daily lives; it is seen all around us, as we use packaged foods, canned drinks, and bottled water, etc. Packaging instantly makes us know the contents of the products, provides consumers with an instruction guide, manufacturing and expiry dates, warning symbols, net weight, country of origin, recyclable symbol, company's address and nutrition facts. It also gives us some aesthetic delight and satisfaction.

This chapter brings into perspective the concepts of packaging and its importance. It also brings to the fore issues that need to be considered before products are finally packaged and delivered to the consumer. This chapter further presents theories pertaining to the subject matter of discussion (objectives and research questions) as presented in chapter one.

Definition of Packaging

Packaging has been defined by numerous people, because of its perceived numerous functions. For instance, Soroka (1996) described packaging as a co-ordinate system of preparing goods for transport, distribution, storage, sale, and use. He further stated that, it is a complex, dynamic, scientific, artistic, and controversial business function, which in its most fundamental form contains, protects/preserves, provides convenience, and informs/sells, within acceptable environmental constraints. This definition seems to be broad and thus talks about what really goes into packaging the product. It is a service function that cannot exist by itself; it does need a product. If there is no product, there is no need for a pack.

The complex nature of packaging is seen in the fact that, there are a number of aspects which have to be in harmony so that one side should not be in conflict with the other. For instance, manufacturers should not concern themselves with only the container that is supposed to protect the product since the concern is on getting the product to the final consumer as a whole. They need to consider the labelling, shape and structural aspects of packaging. Packaging is seen to be dynamic because it deals with human beings whose tastes keep changing and scientific because there is chemical interaction between the container and the contents. It is also artistic because the right colours must be used to attract the consumer and also the label must communicate to the ultimate consumer. This is the holistic approach to packaging. However, care should be taken not

to put too much focus on one aspect to the neglect of the others, because a perfect blend is needed if the product is to perform all the right functions.

Also, without the proper packaging mix, the needed or expected increase in the sales trend would not be realized. For instance, if the charges deemed fair and preferences are rightly anticipated and incorporated into the designs for the packaging, but the scientific aspects are neglected, the product would not even get to the consumer to satisfy the anticipated changes in taste. Again, regardless of the attractive nature of the packaging, it has to communicate the right message so as to sustain its market share and possibly increase it.

William and Weilbercher (1979) defined packaging as, 'A broadcast commercial opportunity offered for sale at a particular time for a particular price'. This definition is skewed by just looking at packaging as 'Advertising'. The emphasis is on the final product since it would be sold for a price without taking into consideration its safe delivery. However, how it would attract and sustain consumption and even whether consumers are prepared to buy at that price were not considered. In its more familiar forms, it is the box on the grocers' shelf and the wrapper on a candy bar. It can also be the crate around a machine or a bulk container for chemicals.

Milton (1991) looks at packaging as not just a support for advertising but advertising itself. While advertising may alert a large number of potential consumers to a products existence, it is only at the point of purchase that the promotion story and the products image come together. Milton's view to some extent has been generalized and equated packaging to advertising but then the product should be packed before advertising sets in. In other words he tries to place value on the package as a sales tool, which is the backbone of this study.

Some other authors look at packaging in the light of the distributive process. For instance, Paine (1961) defined packaging as a means of ensuring the safe delivery of a product to the ultimate consumer in sound condition at the minimum overall cost. This definition by Paine takes into consideration only the protective function and the cost. This line of argument is supported by Davis (1967) when he defined packaging as a collective term for all kinds of containers in which goods are packed for sale to the consumer. Thus, dwelling much on the container in which the product is packed and forgetting all the other important functions that a package performs.

The above definition is criticized on the basis that in as much as getting the product safely delivered to the shelves is important; the product speaks for its self while on the shelves in order for it to be purchased. Consumers must be able to distinguish the product from other competing ones and also know exactly how to use the product so that it does not cause any unintended harm. Hanlon (1971) also considered packaging in the sense of the container. To him packaging is any structure that contains or limits its content. This would include crates and nets as well as displays, and utensils. Hanlon looks at packaging only as a structural thing with or without any visual appeal and also takes into consideration the type of materials used in the manufacture. However, how it would be advertised or promoted in terms of cost, the laws governing the packaging industry as well as even how it would be conveyed to the final consumer are not considered.

Byettet *al* (1997) defined packaging as an item's physical container, label and insert. It is also seen as the technology and art of preparing a commodity for convenient transport, storage, and sale. Packaging is indeed the physical container that is able to conveniently protect the product contents through the transportation and distribution stages and has a well-designed label which gives all vital information about the product and most importantly very attractive. The importance of the package leading to the sale of the product is the focus of this study.

Marketing Essentials (2003) makes an emphatic statement about the sales function of packaging. It states that a package does much more than hold a product – it is a selling tool. It added that companies take great care in designing or redesigning the packages for their products in order to increase sales. It concluded that, packaging actually serves many purposes, ranging from product protection to attracting customers' attention. It is also a selling tool that should promote and sell the product by catching customers' attention, defining product's identity, and providing information, ensuring safe use, and protecting the product.

Packaging is also the interface between the product and the consumer. It is the expression of the brand identity of the product, its intrinsic qualities, and its "philosophy"

Packaging is the voice of the product, its dress-sense and its "look". It is the product's first sales pitch, which is of key importance for its market positioning. Packaging's physical proximity brings it closer to consumers who look at it, lift it up for a closer look, read it, handle it, take it

home and use it. The form, colours and texture of packaging provoke sensations in the consumer. In a word, it is the spokesperson of the product.

Advertisers use packaging as a selling point and as a means of creating a brand image.

A package consists of both structure and appearance. Clearly packaging as defined here considers both the structural aspect thus whatever contains the product as well as the appearance of the product. This definition by Leonard has been adopted for the study. This definition is very much linked to this study because as was defined in the problem statement, the structure and the labelling of packaging has not been totally realized in terms of Ghanaian products reaching the right standards.

2.2.2 Package Design

Package design is the activity of conceiving and ensuring that packages achieve two overall objectives: safe delivery and ability to communicate its sales message.

Package design, therefore, comprises all aspects of the systematic approach to ensuring that the package achieves its two principal goals: delivering the product to the customer in perfect condition for its intended use and providing both effective sales promotion and all necessary information throughout the distribution chain and to the user (Essuman, 2008).

From the above objectives, it presupposes that a package must look attractive, that is aesthetically pleasing. Thus, designs of the graphics should be able to attract and sustain the consumer's interest so as to first get the market and then maintain and improve upon them. Besides, its contents must arrive intact. The structure or container must be able to withstand wear and tear, the transportation and distribution processes and protects the product contents from any contamination. In essence, packaging design is a vital element for sustainable market competitiveness. Package design is made up of structural design and graphic design.

Structural design is the engineering of package structures to meet functional and performance objectives such as to protect the product contents from contamination, bad weather, and to preserve the product. Structural design is largely undertaken by package manufacturing and converting companies who employ specialists such as mechanical, chemical, industrial and production engineers with the knowledge and skills to conceive and adapt pack structures that can be manufactured economically and at the same time can meet all the performance challenges of distribution around the globe. Structural designers often operate in a specific material sector

such as glass containers, paper containers (cartons), metal cans, plastic bottles, cotton/jute bags or wooden pallets.

Graphic design on the other hand is the creation of a package appearance that will achieve communication and promotional goals. The package is today perhaps the most powerful weapon in a supplier's marketing and sales promotion armoury. Only the package, perhaps accompanied by 'point-of-sale' promotional material, is present as a 'silent salesperson' at the moment of purchasing decision. Packaging design is a major component in the marketing campaign. It is often considered as the most important and critical sales promotional tool (Essuman, 2008). In rapidly changing sales environments, with increasing competition, rising costs and diminished effectiveness of advertising, packaging has emerged as the primary medium for delivering marketing messages. While pack shape, size, colour and convenience features can all play a part in encouraging purchase, the primary messages are normally delivered by a package's text and illustration. It is for this reason that, so much attention and resources are now devoted to the perfecting of package appearance.

Graphic design and structural design go hand in hand: good packaging design combines both aspects in harmony. Very often some packages with visually attractive designs arrive at the point of sale in bad condition because their structural design is defective. Conversely some packages with excellent structural design may be unattractive to consumers because of poor graphic design. When this happens, the image of the product is poor and sales suffer. There are no ideal and universally applicable graphic or structural designs; it is however, important to note that the success of a design depends almost exclusively on how well it meets the demands of the particular target markets concerned. When deciding the appropriate visual impact for a package, it should be borne in mind that both structural and graphic design can contribute to the achievement of the desired promotional effects. While graphics communicate the main verbal and pictorial messages, the pack shape and structure can create impressions of strength or fragility, elegance or practicality, and can be key elements of a brand image. The package should give a valid impression of the product – that is, it should not deceive by looking significantly more or less expensive than its contents. The colours, brand name or the decorative motifs should not offend the target group's tastes, religions or customs of the target market.

The appearance and presentation of industrial goods require just as much attention as consumer products. While proper protection and containment of such products must be emphasized in the package planning and selection, it is also important that the goods are easy to handle and that the packaging appears professional, clean and attractive on receipt at its destination.

2.2.3 Functions of Packaging

Basically, the functions of packaging are an important aspect to this study. Many authors have commented generously on the functions of packaging. This section describes the various functions of packaging and how they are being applied in Ghana by the local manufacturers and packaging experts. The functions are as follows;

1. Containing the Product

The package should effectively contain a defined quantity of product, using the available pack volume as efficiently as possible. Depending on the nature of the product, the package may need to be airtight, liquid tight or powder tight, to prevent escape of the product or ingress of contaminating materials. The quantity of product may be measured by volume, by weight or by count. Tight dimensioning, i.e., keeping the pack size to a minimum, is usually important both for economy and to optimize package strength.

A tight package, with minimal empty space, normally withstands pressure and handling stresses better than a loosely filled one; the product itself can often contribute to pack strength. A loosely filled package has to bear the stresses alone.

Also, an unnecessarily large package means waste of packaging material and extra transport cost. In many countries, environmental and consumer protection organizations criticize packages that are bigger than needed for their contents. Recycling of packaging, mandatory in some countries, is usually charged by weight and according to the type of material; minimal packaging should, therefore, minimize disposal costs. Minimizing package size should not, of course, mean reducing the package specification to a point where the safety and integrity of the product are at risk.

Pilditch 1961, sums up the argument on the containment function of packaging in his statement – the package carries the product from factory to end-user, across seas, over hills, through swamps. It guards goods in frozen freight cars or on scorching docks and it delivers them, after weeks of jerks and bumps and abuse, as fresh and crisp as when they left the safe order. Thus, bringing to question the protective role of packaging (Pilditch, 1961)

Packaging must meet all of these challenges as well as containing the product itself. This implies a resistance to both internal and external corrosion, with effective properties that guarantee resistance to gas, oxygen, water and smells. In this explanation, packaging is seen as performing different functions all at the same time. It is a good package which is able to do all these, and it takes a good graphic designer to design such a package.

2. Packaging Protects

Pilditch further emphasized that the primary job of a pack is to protect goods against shock, vibration, light, odour, bacteria, moisture, climate, pilferage, chemical reaction and physical risks. This view was shared by Smith (2003) as he argued that a pack must protect its contents during storage, transport and usage. However, it must also protect the user from the contents (as in the case of children with weed killers, medicine, Chemicals, etc. while protecting the contents from tampering.

Packaging must be able to withstand robust physical handling during distribution so that the goods are received by consumers in the same function they left the factory.

The product must be protected against attacks from all quarters: heat, dampness, air, bumps suffered during transportation. The package must be designed so that the product is kept in perfect condition until it reaches the end user.

3. Packaging Preserves

Packaging must preserve product integrity by protecting the actual product against potential damage from climatic, bacteriological and transit hazards.

Packaging must preserve the product from deterioration and contamination so that the health of the final consumer is not compromised. Hanlon (1971), stressing on the need of the package to preserve its contents stated that, for products which might not be used or consumed immediately,

it must therefore be protected and preserved for an extended period of time, and this, the packaging must be able to accomplish.

Britannica (1984) shares a similar view by commenting that most of food packaging is designed to protect it from its surrounding and to delay the process of deterioration beyond the time needed for transportation, marketing and consumption.

4. Packaging Facilitates Distribution and Handling

Well-designed and effective packaging is key in ensuring that products reach their destination in optimum condition. The package should facilitate safe handling of the product from the time of packing until its usage by the end user. For an exporter, transport and distribution charges are normally a major part of the total product cost which add to the price of the product without enhancing its value or quality.

The package design should therefore contribute as much as possible to minimizing handling costs throughout the distribution chain. Whereas in many developing countries manual handling is cheap and mechanical handling facilities non-existent, in industrialized countries the high costs of manual handling necessitate the use of mechanical aids. Handling requirements also apply to the recycling or disposal of the used packaging. The packaging system should be planned so that all components are easily handled in the distribution chains of target markets, whether mechanized or not (TIEPIK, 2005).

5. Packaging Promotes Customer Choices

Packaging enables and promotes brand identification and competition. According to Herdeg (1961), with all functional needs met, the well-designed pack is not only aesthetically satisfying but is today essential for the promotion of consumer choices in an increasingly competitive field.

6. Packaging Informs and Instructs

Packaging communicates essential and vital information and messages to the consumer. This is the communicative role of packaging. Pilditch (1961) quoting Bernard Bolter, writes: - 'The

designers challenge is to communicate the right message as fast and forcefully as much as possible.’ Packaging actually meets a real need: that is protecting goods and conserving available resources as much as possible. The essential function of packaging (ensuring that the packed product reaches the consumer in the same state as it left the factory) is well-known. We only see a part of the cycle when we open the packet, take out the product and throw away the packaging. The primary function of communication in packaging is to inform consumers about the product. Even the earliest forms of packaging reflect this communicative function of packaging. Reading the label on the packaging should inform consumers about the contents of the product, its ingredients, its recommended method of preservation and use. Packaging law requires that an increasing number of facts be mentioned. The colourings present in the food must be clearly indicated, and protected brand names oblige manufacturers to ensure that any statements made about the origin and composition of the product is a fact.

The instructions for use have also come under the close scrutiny of consumers and their representatives. Packaging represents one of the most important vehicles for communicating the brand message directly to the target consumer (Nancarrow et al.,1998). As the retail environment becomes saturated with competitors vying for consumers’ attention, packaging has to work harder than ever if the product is to be noticed through the congestion of competitive products (Milton, 1991). Alongside this challenge, retailers are faced with the realisation that consumers not only differ in how they perceive brands but also in how they relate to these brands (Fournier, 1998; Muniz and O’Guinn, 2001).

7. Packaging as a promotional tool

Packaging can offer convenience in product usage and satisfy consumers’ want and needs. It is also a tool for communication and it has an impact on product, logistics and marketing cost. In order to bring out the potential in all packaging, different marketing mix elements need to be well integrated. Promotion describes all the different activities that the company uses to communicate with its target groups. A classical “promotion mix” consists of the following tools: advertising; direct marketing; sales promoting activities; public relations and publicity and personal selling. How are the chosen target groups informed or educated about the organization and its products? While the other three P's (namely, products, place and price) have lost much of their meanings in today's markets, Promotion has become the most important P to focus on.

Marketing mix is the combination of marketing activities that an organization engages in so as to best meet the needs of its targeted market. Traditionally, the marketing mix consisted of just 4 Ps which are used to create an efficient communication with the customer. These are *product, place, price* and *promotion*. However, through constant evolution, 3 other Ps namely, *physical layout, provision of customer services and production processes* have been added as a result of new trends in marketing which is more customer-oriented. However, for this study the emphasis is on Promotion which is the fourth in the original marketing mix. This is because of the direct relationship between promotion and packaging and their interdependence.

The interdependence between packaging and promotion is revealed when one considers that the best way to advertise is to ensure that all the ingredients of a quality packaging are present. The package plays an important role in communicating the product and its image and influencing purchases. In advertising, products are recognized through their packages; mineral water for instance is quite anonymous without package and brand.

The packaging exposure is an important part of sales promotional activities and no wonder the package is often called the 'silent salesman' (Judd, Aalders&Melis, 1989).

8. Packaging Provides Consumer Convenience

Changing lifestyles have created a demand for packages that offer time-saving features and easy efficient handling. This function ties in perfectly with the saying that time is money and so fast foods and canned foods have come in handy for the fast growing working population. As individuals become very busy in their day to day activities, they resort to things that are easy going for instance when one is very hungry he just grabs a bottle of beverage and off he goes (TIEPIK 2005).

9. To Position the Product and Promote Sales

With respect to this study, this function of packaging is perhaps the most important. The first person to define packaging as the “silent salesman” was Pilditch in 1957, who argued that the pack must come alive at the point of purchase, in order to represent the salesman (Vazquez et al., 2003). Packaging is industry’s silent salesman. It displays and describes the product it contains; leaving the consumer to choose which product is best suited for his or her taste. This, together with the visual appeal of the package, is often a decisive feature in the purchasing situation.

In 1961, Pilditch again commented on the package been able to promote sales that, ‘The physical shape and structure of a package can influence sales.’ He continues, ‘The ‘reason for buying’ covers the total character of the product and package: its weight, size, price, design, even retail selling environment.’ The package should promote and encourage purchase of the product in both the short and long term. Once a package has fulfilled the requirements of containing, protecting and facilitating handling of the product throughout its distribution, it is also required to perform sales promotion and communication functions. These functions are mainly accomplished through the appearance and graphic design of the package, but they can only attain their marketing objectives successfully if the structural design and its execution are of comparable quality. Under the sales promotion and communication headings fall factors such as the accuracy of information on the label and conformity with legal and environmental requirements in the target market. Further, sales fall into two categories: first-time sales and repeat sales. The package must not only attract first-time buyers but also encourage the brand loyalty, which leads to continuing purchases (TIEPIK, 2005). Pilditch, comments: “After all your research, promotion and distribution, the product winds up on a shelf, by itself. The final step, from the shelf to the shopping basket, depends on the package.” According to Hanlon (1971) this is exactly what packaging is expected to do, “The package becomes a potent force in motivating the consumer to make a purchase and to promote the sale of one brand rather than the others.”

2.2.4 Constituents of Good Packaging

In many cases, the packaging industry responds to new demands which arise for specifically packaged products. Hanlon (1971) writing under the function of packaging also made this comment about the need and importance of using the shape, colour and decoration on the

container to identify the contents of a package. He further went on to say that this quality of the package has been realized and exploited to a very high degree.

Manufacturers and merchandisers are constantly learning new and better ways to take advantage of this value of the package to improve sales.

Thus packaging is seen to have acquired an important and indispensable role in marketing. A role that determines the difference between success or failure in any commercial enterprise. Judd (1989) makes a good point in this direction when he says:-

‘The package or its label is the silent salesman and the way in which we present its proposition and the intelligibility of its argument is the difference between sale and no sale, life and death.’

A good package will have the following ingredients: Have adequate capacity (volume) to hold the content; be compatible with the content (inert) and should not cause any deterioration in the integrity of product/or be affected by content; Have adequate strength to withstand the weight of the content as well as other stresses that maybe encountered during transportation and handling; Attractive to enhance marketability of product; Informative; providing information on product identity and its use and disposal precaution in the event of accident or misuse as appropriate; Safe to handle and use convenience; Containing products, defining the amount the consumer will purchase;

Protecting products from contamination, environmental damage and from theft and quality; Facilitate transportation and storing of products; and Carry information and colourful designs that make attractive displays (<http://www.fao.org>).

Aesthetic and Visual Aspects of Packaging

According to Herdeg, a successful package should not only be functional but should also be a demonstration that inventiveness and good taste can help produce an aesthetically pleasing environment for people. He also believes that the good pack will prove to be a synthesis of function and aesthetics. To be successful it must attract, explain, appeal and sell. This means that the aesthetic aspect of package design has to do with any and every element such as the colour, shape, size and others which attract a consumer to buy the product.

Pilditch (1961) argues along the same lines that what sells is what appeals to the shoppers’ impulse: the colour, size, shape and even the shelf position of the package and that there is the

need for an artistic approach. Shoppers are more content, stay longer and buy more when the surroundings are attractive. Thus, aesthetics is very pivotal in package design. An aesthetically satisfying design is different from an ugly one, and all things being equal, it will outsell the poorly packaged one in most cases.

The function of the package is not only to sell itself (to travel from the shelves into the shopping bag, within a few seconds), but to ‘grace’ for many a week in the kitchen, bathroom and dining room. Aesthetical consideration is emphasized and designers will do their best not to sacrifice this quality of packaging on the altar of functionality (Henrion, 1962). Designers are responsible for the aesthetic quality, intangible essence that causes the onlooker to respond to buy (Gould, 1966). It is this quality of packaging that brings in the sales and hence, if anything has to be done to increase sales of Made-in-Ghana products, then an improvement in the aesthetic value of their packaging is essential.

The requisite skills for improving the aesthetic value of a package, however, are deemed to be expensive by the local manufacturer who would rather employ a nonprofessional at cheaper rates. It is important to note that, all other aspects of packaging play a role in the aesthetic value of the product. For instance, the colours have to be catchy and spell binding while the shape has to be presentable with a clear and readable typography. Hence, any effort aimed at improving the visual aspects of the packaging of Made-in-Ghana products (as a recipe for the problem of dwindling sales) has to target the elements of packaging to ensure that, they conform to the established constituents, presented here of good packaging. For example: How can the shape of a product be designed for it to make a clear statement about the product contents? And what colour schemes can be used to create a lasting impression on the consumer?

2.2.5 Components of Packaging

Graphics

Meyers (1998) commented that if structural design has the ability of creating images that appeal to the consumer’s emotions, graphic design has an even greater opportunity to encourage the purchase of a product through the usage of visuals. To do so, the packaging graphics must be

based on a distinct positioning strategy for the product and project this strategy in the most forceful and comprehensible manner. Graphics include layout, colour combinations, typography, and product photography, all of which create an image. There is a strong impact from marketing communications, including image-building, on consumer decision-making; therefore graphics is so critical in packaging. Smith (2003) gave the view that, graphics communicate on different levels, in other words they can help *create and protect individuality/uniqueness, reinforce a brandname or image*, help to reposition, increase shelf presence, etc. He further explained that graphics add value by adding aesthetic quality. In this way graphics create ‘*stay aftervalue*’, which allows the branding to keep working inside the home for many years, sometimes generations.

There are so many opportunities to communicate product attributes through packaging graphics. Graphics are capable of communicating informative and emotional messages which according to Meyers (1998) includes: brand identity; product name; product description; flavor or variety identification; attribute description; benefit statements; sell copy; promotional messages; usage directions; cross-references to other products; nutritional elements (for food); warning or caution statements (for drugs and chemicals); and size and contents. Beyond providing pure information, the emotional aspects of graphics are more subliminal.

Packaging designer works principally with the following design elements to create a certain package appearance (Meyers, 1998). The important issue is to create a balanced and unified design using these elements:

- Shape that can be both overall package outline, but also the outline of a symbol or decoration. For example, the shape of an Absolute Vodka bottle is often sufficient to identify the product. Often a unique shape is sought after, but it may not always be easy to realize.
- Size of illustrations and the package itself. This may have not only affect the graphics but package size is a key parameter to meet customer needs.
- Colour is associated with moods and feelings and can attract attention and impact perception of the product. Red, orange, yellow and brown and typically “warm” colours communicate fun, while “cold” colours such as green and metallic communicate health-oriented and luxurious products respectively.

Important to consider is that colours have different ethnic and social associations and meanings in different cultures. The colour tone, lightness and darkness are further colour related parameters. In addition, colours can also be used to help differentiate product varieties such as spray paint having different colours on the cap. A specific colour can also identify a brand such as Kodak or Cadbury.

- Texture of the material is important. The perceived smoothness or roughness of the packaging material adds significantly to the impression of the product. A paper bag gives quite a different feel compared to a plastic bag.
- Lines that can be straight or curved, rough or smooth, continuous or broken, solid or dotted and oriented differently.
- Logotypes or icons that convey messages about the product origin or certification.
- Typographical fonts, spacing orientation and size used for packaging printed text.
- Pictures and illustrations, is one of the most effective means of communicating product information and can be used for suggesting the end usage of the product and so forth. Over promising images, however, should be avoided for they may potentially disappoint the consumer.

Typography

Typography is the study of how letterforms are used to create effects, from bold to elegant, and from delicate to aggressive. Typography is very important in the promotion of products because it informs the final consumer in relation to contents, usage, etc. The graphic techniques used to display the words create a distinct impression, and the appearance in the typeface also carries meaning (Moriarty, 1991). The styling of the words by the graphic designer can tell the consumer much about the product. Every informational element on the package has to be precisely targeted and presented in an easy-to-read manner to communicate the intended brand and product information. Also, numbers, the identification of weight, fluid contents, and product counts are all important to the consumer (Meyers, 1998).

Soroka (1996), in his outlook on topography, outlined a number of factors that need to be considered when deciding on the typography to use for a pack. These are:

Typography must match the persona of the pack and product; Dominant typography must be readable from the normal observer distance at the point of recognition. For a retail display, this may be several feet; the population contains a significant number of people who are functionally illiterate and a large number who should wear spectacles when shopping hence, in the selection of the text and typography consideration needs to be given; Too many typefaces in a layout destroy harmony. A single typeface, its italic (caution: long italic text is hard to read), and a bold for emphasis provides good harmony; and Take care with reverse type (light type on a dark background), particularly on poor quality substrates where ink tends to fill in. if reverse type must be used, increase its size and select fonts with wide strokes that would not fill in during printing;

Avoid placing text over illustrations or colour areas that do not have enough contrast to make the type readable; avoid long stretches of small typeface. The optimal line length for easy readability is about 39 characters. Use columns to break up long lines;

Avoid hyphenation. Right justification (alignment of the right as well as the left margin) encourages hyphenation; Bullets or numbers improve readability and retention; and do not use boldface, colour highlights, and boxing with large groups of typeface. Boldface is most effective within a text that is predominantly lower-case (Soroka).

Colours

Colour “communicates” and is the quickest path to emotions. No one can doubt the marked psychological and physical effects colour can have on people. The great importance of colour lies in the fact that it can influence all the different aspects of man, physical, emotional, mental and spiritual. Colours have meaning for people and it can be used to help express the character of products. Colours are chosen for their market effectiveness, and not simply because the manufacturer ‘likes’ them (Pilditch, 1961) quoted Albert Kner, 1959) shared similar opinion on colours by arguing that: “Colour creates a pleasant (or sometimes shocking) first impression and has the psychological advantage of fixing visual impressions in memory and stimulating interest. It is worth noting, that colour gives prestige to the package, product or advertising. Colour cannot and does not send the same message to all persons or suggest the same quality to all

beholders. But there is a clear distinction between 'warm' and 'cool' colours which is relatively constant." To Douglas (1984) "colour" has an important role to play which is to enhance the appearance of the product to catch consumer's attention. He further stated that, passive or dull colours are always rejected when it comes to visibility on shelf. Therefore, colours can be seen to be of prime importance in the overall effect the package has on the shopper and also on the product in terms of sales. The sensitivity with which this element of design is considered will determine the impression the package will have on the beholder.

Consumers know colour associations, which lead them to prefer certain colours for various product categories (Grossman and Wisenblit, 1999). Using colour as a cue on packaging can be a potentially strong association, especially when it is unique to a particular brand. People in different cultures are exposed, however, to different colour associations and develop colour preferences based on their own culture's associations.

Simply, taking the colours of a particular logo, package, or product design from one market to another should only be done under a thorough understanding of how colours and colour combinations are perceived in each location (Madden, T. J., Hewett, K., & Rath, M. S., 2000). Colours create moods, draw attention, place emphasis, and intensify memorability and can be used as a cue, to either associate with or symbolise something else (Moriarty, 1991). For instance, yellow is powerful because of its luminosity, and it is especially powerful when used with black. Red is aggressive and a strong attention-like pink will stand out when a bright shade is used. Strong attention-getting colour can be used with the centre of interest to make sure the eye is attracted to the most important element.

Using strong attention-getting colours to attract the eye is another way to emphasize what you believe is the most important element to be seen. Emphasis means contrast, and to make something stand out it has to contrast with everything around it.

Moriarty was of the view that, colour coding is a process of establishing visual cues. Colours are easy to remember and if you can create an indelible association between a colour and a product, then you will be assisting the retention process. In packaging, the first objective of the colour is to command the eye. It has to be seen, to jump off the shelf, if it is to survive the intense

competition of the self-service environment. Next, the package colour is chosen for its ability to be associated with certain desired qualities such as elegance, naturalness, softness, and so on. Consistent colours markings on specific product lines are known as identifies and help to distinguish the product from all others present on the shelf.

Shape

A distinctive package shape, when practicable, can provide a good opportunity to reinforce the product's brand image (TIEPIK, 2005). According to Soroka (1996), shape is the actual pack outline, illustration, or body of text and also the outline of a symbol or decoration. For example the shape of Coca Cola bottle is often sufficient to identify the product.

Shape is one of the basic elements of design which can stand alone or in combination with other elements of packaging to convey universal meanings as well as guide the eye or organize information. The three basic types of shapes are geometric, natural, and abstract. Geometric shapes are structured, often symmetrical shapes. These include squares, circles, and triangles but also octagons, hexagons, and cones. Natural shapes are found in nature or they can be man-made shapes. Leaves are an example of a natural shape. An ink blob is a natural shape. Natural shapes are often irregular and fluid.

Abstract shapes are stylized or simplified versions of natural shapes (Soroka, 1996).

This is buttressed by Smith and Taylor (2003) by saying that some brands have such distinctive package shapes, that the brand is recognizable from the shape alone.

Other pack shapes communicate conscious and unconscious meanings. Pilditch (1973) suggests that a rectangular shape creates images of sharpness, neatness and cleanliness, while a round shape had associations of security, plentiful and generosity. Also, some shapes give the product a value much greater than its contents. Shape can be masculine or feminine, for example Whisky bottles tend to be masculine in shape, while some perfume bottles are feminine.

Everything about the package plays a role in communicating product imaginary to the consumer. The package shape can be used to communicate images that influence consumer perception, appeal to the consumer's emotions, and establish desires for the product before the consumer

even reads the label or sees the actual product (Meyers, 1999). Hence, there is the need to assess the shapes of Made-in-Ghana products, if increase in sales is to be achieved.

According to Silayoi and Speece (2004), package size, shape and elongation affects consumer judgments and decisions, even though this is not easily seen and considered. Consumers, often appear to use these things as simplifying visual heuristics to make volume judgments. Generally they perceived more elongated packages to be larger, even when they frequently purchase these packages and can experience true volume. This implies that disconfirmation of package size after consumption may not lead consumers to revise their volume judgments in the long term, especially if the discrepancy is not very large (Raghubir and Krishna, 1999).

According to Judd, Aalders&Melis (1989), shape often forms the basis of a Product Uniform and brand symbol and for shapes to be effective it must be easily to be described in words that is, it must be easily remembered, passed on and easier to picture in mind when other cues are absent. For example “disc” becomes “disc with a slice taken off”, “triangle” becomes “triangle with a bite taken out”.

According to Danger (1987) there cannot be fixed principles governing the physical shape of a package because it is usually dictated by the nature of the product, mechanical considerations, selling conditions, display considerations, and the way that the package is used.

Size

Mass equals to size. Each piece created has a physical mass. The physical mass or size is the actual dimensions of the piece-height, width, thickness/weight (of paper), and depth (3D objects). Additionally, each element within the design (graphics, photos, lines, and text blocks) has its own mass relative to the whole piece. For example, a photo that is physically 3 inches by 5 inches can appear smaller or larger depending on the physical size of the paper it is printed on and the size and proximity (closeness) of other items on the page (Porter, 1998).

Texture

Texture is always a part of design whether intentional or not. It is the visual or tactile surface characteristics of a piece. In desktop publishing, texture comes from the paper used. There can be

addition of visual textures through the arrangement of lines and shapes or the use of photographic images of specific surfaces (Ramsland, 2002).

Pictures and Illustrations

One of the most effective means of communicating product information and imagery is the use of pictures on the package. Photographs and illustrations on packaging, identify products, describe their use, make them desirable, and create an emotional response by the consumer. Photographs and illustrations on packaging are powerful design tools for: Identifying product differences; Communicating product functions, such as describing step-by-step assembly of a modular product or procedures for usage;

Adding emotional appeal to a gift item, such as showing beautiful flowers to enhance imagery of a gift item; Showing the end results of using the product; and Imparting emotional imagery by creating, for example, a feeling of speed (a runner) or relaxation (a sunrise), even though the product in the package has no direct relationship to such visual portrayal (Meyers, 1998)

The use of appropriate photos is good in communicating to more especially children. It is also a very quick way of informing the consumer and leaves the consumer more time to decide whether or not he/she will buy the product. It is important that the illustration is repeated on both panels of the pack. This ensures easier identification for the consumer whichever way the pack is turned.

2.2.6 Packaging Materials used in Ghana

Having examined the various conceptualizations of packaging and the functions, a package is expected to undertake, attention is now given to materials that enable packages to perform as is required. However, the packaging designer does not have a free hand when it comes to re-inventing the structure of packages. Thus, an understanding of the strengths and weakness of all the different types of materials is essential. Packaging manufacturing is usually a mass-production process and, depending on the material and processes concerned, seldom allows much flexibility in structural design (Essuman,2008).

Each of the principal packaging type is the basis of a massive conversion industry and the subject of highly sophisticated production engineering. So while the packaging planners may be free to choose between, for example, a metal can or a glass jar or a plastic moulding for a particular product, the packaging designer is not technically equipped to design, for example, a new can (Essuman, 2008). Instead, cans are designed by engineers who know the capacities and limitations of the can making equipment on which they are produced. Any specification of the can which deviates from the industry standards for dimensions and materials would be prohibitively expensive, if not impossible, to manufacture. In most cases therefore, the choice of a package structure is a matter of selecting and specifying an existing package style rather than designing a new one.

Over the years most of the materials used for packaging of locally produced products and by the existing packaging industries are imported. The quantum of such imports in US Dollars has been increasing over the years as Figure 2.2 indicates. Huge sums of scarce foreign exchange which could have been used to revitalize the manufacturing of packaging materials locally are spent annually. The most used material for packaging in Ghana is plastic which from 2003 to 2006 accounts for averagely 68% of annual packaging materials import.

For each packaging material, there are broad guidelines concerning the freedoms available to the designer. These are determined both by the properties of the various materials and by their production technologies. Most packaging, in developing countries as in industrialized ones, is manufactured on automatic machinery, often at very high speeds. Package structural designs must be suitable for production on the appropriate existing equipment, as the capital investment needed for changes to this equipment is often prohibitive.

2.2.7 Packaging Forms Commonly used in Ghana

Material Packaging forms Application Source ;Plastic Bottles, jars, crates, drums, tubs, thermo formed trays, closures, bags ,sacks (film and woven)shrink wraps, strapping and banding ,sleeves Fruits juice, alcoholic, non-alcoholic beverages ,detergents pharmaceutical and cosmetic products, assorted fruits, vegetable oils, water.

State of the Packaging of Made-in-Ghana Products

Packaging of Made-in-Ghana products has not had the desired impact yet on the Ghanaian consumer. Majority of the locally-manufactured products are not packaged at all. In many cases where they are packaged, the packaging does not properly protect the contents and labels are either faded and/or the information about the product usage is not given.

Packaging is an effective tool for the preservation, protection, marketing and distribution of goods and this gives packaging a strong influence on industrial and economic growth. It is also known in economics, that the production process is not complete until the product gets to its final consumer. It is true that the manufacturing and industrial sector through the concept of industrialization is the sure bet to economic growth and development. This has been proven by many industrialized countries.

However, one inherent factor is that the marketing and distribution processes of these countries are quite advanced and sophisticated. According to Judd, Aalders&Melis (1989) packaging is a “silent salesman” and the best means of marketing. This therefore presupposes that the packaging industry in the developed world is really doing its job of linking products to consumers for economic growth and development. It is this interconnectivity that is missing in the Ghanaian packaging industry. The expertise in packaging is negligible in Ghana. Packaging possesses a strong influence on industrial and economic growth, but expertise in this field is generally very low in the country (Essuman, 2009). Poor or inadequate packaging constitutes a major constraint to investors as well as manufacturers and also contributes to excessive product damage, post-harvest losses and contamination of food, leading to disease transmission.

In Ghana, lack of good quality packaging has been identified as one of the major reasons for the failure of locally manufactured goods to compete favourably with imported ones or even access the international market. The packaging of most made-in-Ghana products is not satisfactory and hence fails to communicate and attract the final consumer. The packaging also does not communicate any cultural tendencies and this makes it difficult to identify it as truly Ghanaian. In foreign products, for example Chinese products, conscious effort is made to portray the culture of China while preserving aesthetic attraction.

The earlier manufacturers and packaging expertise made efforts to tackle the many challenges bedeviling the packaging industry in Ghana. Major Quashigah (2003) reflecting on packaging in Ghana said, "in spite of the tremendous growth in the manufacturing sector of small-scale nontraditional exporters, Ghana's packaging standards still fell short of international market requirement. This is because almost all local packaging suppliers are primarily involved in low-value packaging items, using simple and often old machinery," He said as the country was striving to become the hub of industrial activity in the West African sub-region, there was the need for packaging suppliers to modernize their technology.

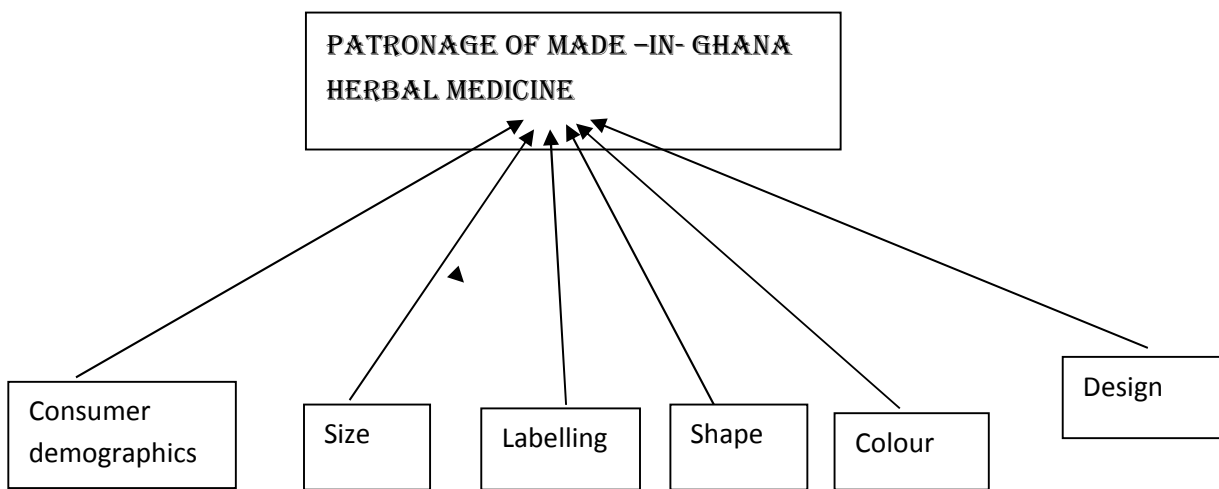
He said, packaging being the weakest link in the chain of agro-based businesses; many exporters had had their goods rejected overseas because the packaging did not meet international standards. This is a confirmation of the third problem identified by Bauerschmidt et al, (1985) and Sharkey et al, (1989), where they talk of it as being external-foreign problems, which relates to issues such as the lack of information about overseas markets, foreign government rules and regulations, and strong competition in export markets. Packaging as we know entails the activities of designing and producing the containers and labels for a product to enable its transportation, storage, distribution and presentation. It is a very complex and integrated activity, which is crucial to any country's industrialisation. In view of this, it can be deduced that, Ghanaian products are sub-standard as compared to those on the international market in terms of packaging.

The role of the packaging industry in Ghana's export drive becomes even more critical in the present global economy. Our progress over the past years in expanding the non-traditional exports with emphasis on adding value to the primary products from the mining, agricultural and timber industries has accelerated the demand for highly sophisticated packaging. Product competitiveness does not depend only on the availability of natural resources and low cost, and unskilled labour, but also on the ability of the manufacturers to upgrade the quality of their products through continues improvement.

The issue of inadequacies in the packaging of local products for both export and domestic market keeps on surfacing. In 2005, the sector was said to be in crisis. Indeed, if locally manufactured products are to penetrate the global market then the importance of good packaging must be

emphasised. Packaging is an effective tool for the preservation, protection, marketing and distribution of goods. These attributes give packaging a strong influence on industrial and economic growth, but expertise in this field is generally very low in the country. The protection and preservation of the environment can also be achieved by ensuring good packaging. Hence, the sanitation and environmental problems facing the country could be removed by strict enforcement of the rules and regulations governing packaging in Ghana.

Fig 1:



- H1: Perception of Packaging will affect the patronage of made-in-Ghana herbal medicine.
- H2: Consumer demographics will invariably affect the patronage of made-in-Ghana herbal medicine.
- H3: Size of the package will affects packaging of the product.
- H4: Labelling also affects packaging of a product.
- H5: Shape and colour both affect packaging of a product.
- H6: Design also affects packaging and the patronage of made-in Ghana products.



CHAPTER THREE

METHODOLOGY

3.0 Overview

This chapter will cover the details explanation of methodology that was used to make this project complete and working well. Many methodology or findings from this field mainly generated into journal for others to take advantages and improve as upcoming studies. The method is use to achieve the objective of the project that will accomplish a perfect result.

It describes the procedures that have been followed in conducting the study and the detailed steps involved. The research techniques adopted is the research design. Before and after analysis of the sales of the selected Made-in-Ghana herbal product that had experienced an observable improvements in its packaging was undertaken. Regarding the sampling techniques used, the purposive sampling method and accidental sampling techniques were used for the selection of consumers across the metropolis to assess their behaviour patterns and views on the level of packaging of Made-in-Ghana herbal products. Also, their perceptions on the aspects of Ghanaian culture that can be embodied in the packaging of Made-in-Ghana products were assessed.

3.1 Research Design

The choice of a research approach or design depends on factors such as the level of control the researcher has on the phenomenon to be studied, the focus of the study (whether contemporary or historical), the purpose of the study, the time available for the study and the type of data needed. Having considered the foregoing, both qualitative and quantitative approaches were adopted. This necessarily implies a comprehensive examination, a critical analysis and interpretation of available data or information on real situation of a particular issue, event, occurrence or problem. It is mostly used for an intensive study of an individual unit which in this case is the perception on packaging made-in-Ghana herbal medicine. By using this approach, a single entity or phenomenon (in this case packaging of Made-in-Ghana herbal medicine which is an issue that has recently become a problem) was explored bound by time and activity. Detailed information

was obtained using a variety of data collection procedures. The reason for this method stems from the fact that, the study required multiple sources of evidence and the issue investigated was a contemporary phenomenon which was on-going and for which the we had little control over. In applying the qualitative research technique, the meanings to the percentages and ratios were much more important than the percentages themselves. Cross-analysis of facts was the main themes. The quantitative aspects is seen when the trend analysis were undertaken for the sales of the manufacturer of the selected Made-in-Ghana company. This is done using the before and after analytical tool.

3.2 Library Research

At this stage I planned about the projects resources and requirements, literature studies and schedule to get more information in this study of Packaging of Made-in-Ghana herbal medicine. All the materials are collected from journal, texts book and research papers gathered from libraries and Internet. They were assembled, synthesized, critically evaluated and conclusions drawn from them.

3.3 Population for the Study

For this study, the population was in two homogeneous sets, namely, the manufacturers and the consumers. These groups of population had distinct and varied characteristics as well as different population sizes and were targeted given the dynamics of the problem and the research questions and objectives for this study. The total population of our studies was two hundred (200) people which constitute manufactures and consumers. The manufactures was 40 which constituted 20% and customers was 160 which constitute 80% of our sampling population.

3.4 Sampling method

The sampling was done by sending one hundred and thirty (130) questioners to both customers. A sample random sampling was use to enable us choose the customers. One Made-in-Ghana herbal medicinal product was purposely selected for analysis based on an experienced improvement in mode of packaging and label design. Customers were sampled into two groups

that are customers of Angel herbal product and users of herbal product. Both users were sampled randomly.

3.5 Scope Of study

The scope of these studies covers Kumasi metropolises with much focus customers of pharmaceutical, chemical and herbal like Danny herbal, Ayenkwah pharmacy and customers of herbal medicine in Adum, Asafo and Tafo.

The selection was done randomly.

3.6 Data Collection Instruments

Based on the logic and the problem statement for this study, different data collection instruments were employed to obtain the data needed to answer the research questions and the objectives. The type of instrument used was based on the peculiar characteristics of the data source. For instance, the customers of Angel herbal product was sampled with the help of some pharmaceutical shop, chemical shop, and herbal shop which sells some of the product of the company were selected and questionnaires were given to them. Two separate questionnaires were designed for the purpose of primary research. These were administered for the consumers.

The questionnaires included both close-ended and open-ended questions but were more of close-ended questions because consumers for instance, were concentrating on their purchases; they did not have time to be engaged in discussions and would rather prefer to give short responses. It however, included some open-ended questions to enable the researcher to clearly discern the respondents' perspective on the various flaws in the packaging of Made-in-Ghana herbal products. The open-ended questions mostly sought to assess perceptions and allowed the respondents to give some valued suggestions.

3.7 Type of Data

Secondary data was mostly used in the review of literature where only relevant information was incorporated. Sources of primary data included pharmaceutical shop, chemical shop, and herbal shop, buyers (consumers), and the manufacturer of the selected Made-in-Ghana product. Angel Herbal Limited, producers of Angel Herbal Mixture the Made-in Ghana herbal product was selected based on an observable change in the packaging was interviewed using an interview guide. Critical observations and comparisons regarding the colour, designs and symbols made on the packaged items were examined to assess the extent to which these elements helped in creating a niche for itself on the domestic market.

Based on the objectives, research issues and questions of the study, the following variables and data types listed were selected for the study. For the respondents because they were shopping while answering the questions and this contributed to a 100% rate of retrieval.

3.8 Data Collection Procedures

The interviews with the customers at the pharmaceutical shop, chemical shop, and herbal shop were done at the shop premises. The selection was done based on willingness and readiness to respond to the questions. For the consumers, it was important to get those who were buying from these identified shops, hence the accidental sampling technique. For the company, one-on-one interviews were undertaken with persons in management positions and who were deemed to be knowledgeable in the subject area.

3.9 Data Analysis Plan

Data obtained were edited and presented for easy understanding using SPSS, standard deviation and mean. Editing was done with the aim of detecting and eliminating errors to ensure clean and reliable data.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Overview

This chapter concentrates on the actual research findings and discusses data on the perception of packaging from the viewpoint of consumers as was obtained from the field survey. The Company's profile and a description of the product are given. In all two sets of questionnaires were analyzed, one set for the consumers and the other for the management. The various data sets have been presented using Statistical Package for the Social Sciences (SPSS). It therefore presents data gathered from the field which served as inputs for the analysis and inputs to the research questions. In all a total of 130 questionnaires were given 100 were retrieved and out of that response rate 77 percent of the questionnaires and 50 percent of the population size.

Table1 Respondents' Characteristics

Demographic variable	Category	No.	%
Gender	Male	54	54.0
	Female	46	46.0
Age	Below 25	14	14.0
	25-35	24	24.0
	36-45	34	34.0
	46-55	28	28.0
Education Level	WASSCE/SSSCE	2	2.0
	Technical/Vocational	18	18.0
	HND/Diploma	36	36.0
	Bachelors Degree	26	26.0
	Post-graduate/Masters degree	18	18.0
Income (GH¢)	Below 100	8	8.0

	100-500	12	12.0
	501-1000	34	34.0
	1001-1500	30	30.0
	1501+	16	16.0
Marital Status	Married	56	56.0
	Single	44	44.0

Source: Field Work, 2015

The characteristics of the study are presented in **Table 1** for each of the sub-group of the population. Generally; it shows that in terms of gender, (54%) were male than females (46%). Most of them were between the ages of 36 to 45, followed by 46 to 55, closely followed by those in the ages of 25 to 35 years and few were below 25 years. In terms of education, most of them had HND/Diploma followed by Bachelor's degree then Technical/ Vocational and Post graduate/Master's degree and lastly WASSCE/SSCE. For monthly income, most of the respondents earned GH501 to GH1000 with 34%, followed by 1001 to 1500, 16% earned above GH501 whiles 12% earned between GH100 and 500 and 8% earned below GH100. In terms of marital status, 56% of them were married whiles 44% were single.

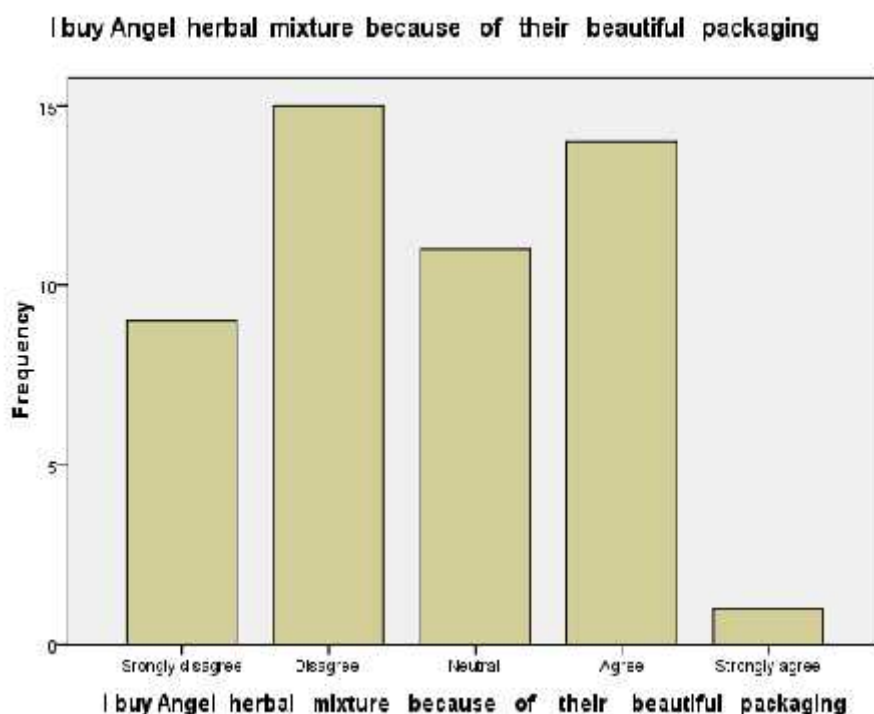
Table 2 BEAUTIFUL PACKAGING

	Frequency	Percent	Valid Percent	Cumulative Percent
STRONGLY DISAGREE	18	18.0	18.0	18.0
DISAGREE	30	30.0	30.0	48.0
NEUTRAL	22	22.0	22.0	70.0
AGREE	28	28.0	28.0	98.0
STRONGY AGREE	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Source: Field work 2015

The table denotes that with the total of 100 respondents, 30 respondents representing 30% have the perception that ,they do not buy Angel herbal mixture because of the beautiful package whiles 28 respondentsrepresenting 28% are also with the view that they buy Angel herbal mixture because of the beautiful package.

Fig 2:



Source: Field Work, 2015

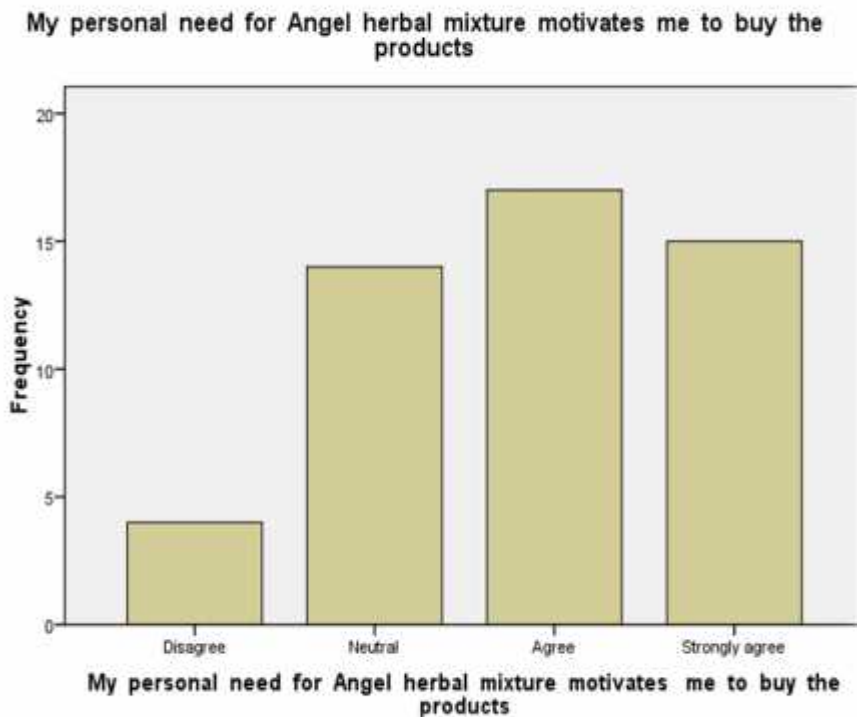
Table 3 MOTIVATION TO BUY THE PRODUCT

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	8	8.0	8.0	8.0
Neutral	28	28.0	28.0	36.0
Agree	34	34.0	34.0	70.0
Strongly agree	30	30.0	30.0	100.0
Total	100	100.0	100.0	

Source: Field Work, 2015

The table depicts that out of 100 respondents, 64 respondents representing 64 % have the perception that their personal need motivate them to buy Angel herbal mixture whereas 36 respondents representing 36% have the perception that their personal need does not influence them to buy the product.

Fig 3:



Source: Field Work, 2015

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	10	10.0	10.0	10.0
Neutral	24	24.0	24.0	34.0
Agree	38	38.0	38.0	72.0
Strongly agree	28	28.0	28.0	100.0
Total	100	100.0	100.0	

Source: Field Work, 2015

With the total of 100 respondents, 34 respondents representing 34% have the perception that they do not buy Angel herbal mixture because of the affordability of the prices whilst 66 respondents

representing 66% have the perception that they purchase Angel herbal mixture because of the affordable price.

Table 5 DESCRIPTIVE STATISTICS

	Number	Minimum	Maximum	Mean	Std. Deviation
EASILY DISTINGUISHED FROM OTHER PRODUCTS	100	1.00	5.00	3.9000	1.31320
LABEL OF THE PACKAGE	100	1.00	5.00	3.4200	1.31071
USEFUL INFORMATION	100	1.00	5.00	3.8800	.84853
PRESERVE THE PRODUCT	100	1.00	5.00	3.4600	1.16426
PROTECT THE PRODUCT	100	1.00	5.00	4.3800	.83029
ATTRACTIVE PACKAGING	100	1.00	5.00	3.4400	.95105
CONTAINS NO OFFENSIVE INFORMATION	100	1.00	5.00	3.6600	.96065
ENVIRONMENTAL FRIENDLY	100	1.00	5.00	3.4200	1.31071
SIZE OF THE PACKAGE	100	1.00	5.00	4.3200	.47121
DESIGN OF THE PACKAGE	100	1.00	5.00	4.3600	.56279
IDEA ABOUT GHANAIAN CULTURE	100	1.00	5.00	4.4400	.57711
QUALITY OF PACKAGING MATERIAL	100	1.00	5.00	2.7200	1.06981
COLOUR OF THE PACKAGE	100	1.00	5.00	4.6000	.49487
Valid					

Source : Field Work 2015

Table 5 shows that using a standard mean of 3.5 on a scale of 1 to 5 showing customer's perception of packaging, a mean of 3.5 to 4 have a favourable perception on packaging while a mean below 3.5 have unfavourable perception on packaging.

With those of favourable perception of packaging thus a mean of 3.5 to 4.5 believe that the design, the size, the colour of the product, protect the product useful information and the ability to easily distinguish it from other products highly influence their purchase of Angel herbal mixture while environmentally friendly, attractive packaging, label of the package and quality of the packaging material also have minimal influence on their purchase of Angel herbal mixture.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Overview

This chapter presents a summary of the research and conclusions that were drawn from the study after delving into the problem statement. A summary of recommendations proposed to help improve the image and identity and perception of Ghanaian made herbal medicine as well as institution of policy regulation guidelines to regulate Ghanaian manufacturers and producer in their quest to gain both local and international acceptance and patronage are outlined as well.

5.2 Summary Of Major Findings

The focus of this long essay was to assess the perception of packaging of made-in Ghana herbal medicine. Based on the above goal, the objectives were to:

-) Examine consumer perceptions of packaging made-in-Ghana herbal medicine.
-) Analyze the relationship between packaging and price.
-) Identify the role of culture in increasing sales trend of local products.

Using Kumasi and Angel Herbal medicine as a case study, copies of questionnaire were administered to consumers of herbal medicine from the herbal shops and some selected herbal pharmaceutical shop like Danny herbal.

The analysis of field data revealed that is :

1. Consumers do purchase made-in-Ghana herbal medicine because of the attractiveness of the package.
2. They do patronise based on symbols that depict the Ghanaian culture and values.
3. The majority of residents of Kumasi buy the product based on recommendations from family and friends and its potency.

This means that customers buy products which have not gone through any checking system Based on the above, this dissertation has discussed and provided valuable suggestions and recommendations that when implemented would contribute to ensuring that the packaging of made-in Ghana herbal medicine makes a medium to whip up and sustain local interest in Made-in Ghana herbal products.

5.3 Conclusion

The focus of this long essay was to identify the perception of customers on packaging for promoting made –in Ghana goods. The specific objectives were to:

- Examine consumer perceptions of packaging of Made-in-Ghana products.
- Analyze the relationship between packaging and price.
- Identify the role of culture in increasing sales trend of local products.

This research was carried out by using Kumasi as a case study and comes at a time that the local manufacturers are struggling with dwindling sales while the consumer is always complaining about the deteriorating nature of the packaging of the locally manufactured products.

Various state institutions such as Food and Drugs Board (FDB) and the Ghana Standard Board (GSB) as well as private organizations such as Association of Ghana Industries (AGI) should also try frantically to deal with the above issues. Hence, the relevance of this study cannot be over emphasized.

On perception, the analysis of the consumers confirmed that to a very large extent purchasing decisions are mostly made at the point of sale and that the aesthetic value and the adequacy of information provided on the label of the product are key factors in choosing which product to purchase.

On packaging (structure and label) of most Made-in-Ghana herbal medicine do not portray these qualities. Some consumers also believe that the use of cultural elements in the packaging of local products could influence their decision to purchase those products. Manufacturers on the other hand need to accept that some level of cost is associated with ensuring that the packaging of their products contains what would attract the consumers.

5.4 Recommendations

Based on the findings, the following have been recommended for appropriate action. Consumers have a responsibility and duty to ensure that any product they consume has its package performing all the identified functions of a good package. They need to read the label of any product and be sure to understand and accept whatever information is provided, otherwise, they would have themselves to blame in the event of purchasing any expired unwholesome product whether locally manufactured or foreign.

- The Consumer Association should endeavor to undertake massive mass education and sensitization programs aimed at making the general consuming public understand and appreciate the importance of packaging and what constitutes a good package but most importantly consumer responsibilities when purchasing a product. For instance, checking of expiry dates of products before purchasing.
- Good quality Ghanaian products should be given attractive packaging in order to meet the accepted standards by manufactures. This can be done by educating designers on what the market expect from and this would really help boost the sales in herbal products.
- The decentralization of the Food and Drugs Board (FDB) and the Ghana Standard Board (GSB) to the district levels would not only bring issues and information on packaging to the grass root but also generate some employment. Consistent seminars should also be organized for the manufacturers. This would be attractive when prizes are awarded to firms that come out with nice and attractive designs based on the specifications of the GSB.

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APPENDIX

QUESTIONNAIRE FOR CONSUMERS

Dear customer, this questionnaire is designed to collect information about your perception on packaging of Angel herbal mixture by Angel Group of Companies Ltd. I am a final year marketing student of Christian Service University Collage. All information you give will be used for only academic purpose to write a project. Your identity will not be disclosed and your responses will be treated confidential.

SECTION A

1. Please indicate your gender. male female
2. Please what is your age group? below 25 yrs 25 – 35 yrs
 36 – 45yrs 46 – 55yrs 56 +
3. What is your highest academic or professional qualification? WASSCE/ SSCE
 Technical/Vocational Certificate Diploma/HND Bachelor’s degree
 Post graduate/Master’s degree PhD other, please specify.....
4. What is the range of your monthly income? Less than GH¢100
 GH¢100 – 500 GH¢501 -1000 GH¢1001 - 1500 GH¢1501 +
5. Please indicate your marital status. married single other, please
6. Where do you mostly buy made-in-Ghana products from? **pleasetick your answer**
 Shopping malls Local market Street traders Anywhere convenient
specify.

SECTION B: State the extent to which you agree or disagree with each of the following statements about the perception on packaging of herbal product in Ghana.

1 – Strongly disagree 2 – Disagree 3 – Neutral 4 – Agree 5 – Strongly agree

	Statement	Tick one from 1 - 5				
1	I buy herbal medicine because of their beautiful packaging	1	2	3	4	5
2	I buy herbal product because the prices are affordable.	1	2	3	4	5
3	I buy herbal products because it is effective	1	2	3	4	5
4	The colour of the package for herbal products are attractive	1	2	3	4	5
5	The designs of the packaging of herbal products are attractive.	1	2	3	4	5
6	The label of the package for herbal products are informative	1	2	3	4	5
7	The size of the package for herbal medicine makes it easy to handle the products.	1	2	3	4	5
8	Generally the packaging of herbal medicine is able to protect the actual product from harm	1	2	3	4	5
9	Generally the packaging of herbal products contains no offensive information	1	2	3	4	5
10	My personal need for herbal medicine motivates me to buy the products	1	2	3	4	5
11	Generally the packaging of herbal products gives some idea about the Ghanaian culture.	1	2	3	4	5
12	Generally the packaging of herbal products are environmentally friendly	1	2	3	4	5
13	The general qualities of packing material used for herbal products are excellent.	1	2	3	4	5

SECTION C: State the extent to which you agree or disagree with each of the following statements about the perception on packaging of Angel herbal mixture in Ghana?

1 – Strongly disagree 2 – Disagree 3 – Neutral 4 – Agree 5 – Strongly agree

	Statement	Tick one from 1 - 5				
		1	2	3	4	5
1.	I buy Angel herbal mixture because of their beautiful packaging.	1	2	3	4	5
2.	My personal need for Angel herbal mixture motivates me to buy the products	1	2	3	4	5
3.	I buy Angel herbal mixture because the prices are affordable.	1	2	3	4	5
4.	The size of the package for Angel herbal mixture makes it easy to handle the products	1	2	3	4	5
5.	The colour of the package for Angel herbal mixture is attractive.	1	2	3	4	5
6.	The design of the package for Angel herbal mixture is attractive.	1	2	3	4	5
7.	The label of the package for Angel herbal mixture is informative.	1	2	3	4	5
8.	Generally the packaging of Angel herbal mixture is environmentally friendly.	1	2	3	4	5
9.	The general quality of packing material used for Angel herbal mixture is excellent.	1	2	3	4	5
10.	Generally the packaging of Angel herbal mixture is able to protect the actual product from harm.	1	2	3	4	5
11.	Generally the packaging of Angel herbal mixture is able to preserve the actual product for a long time.	1	2	3	4	5
12.	Generally the packaging of Angel herbal mixture gives some idea about the Ghanaian culture.	1	2	3	4	5
13.	Generally the packaging of Angel herbal mixture contains no offensive information.	1	2	3	4	5
14.	Generally the packaging of Angel herbal mixture is attractive.	1	2	3	4	5
15.	Generally the packaging of Angel herbal mixture provides useful information to customers		2	3	4	5
16.	Generally the packaging of Angel herbal mixture helps to easily distinguish it from other products.	1	2	3	4	5