

PRODUCT PACKAGE AND CUSTOMER BRAND COMMITMENT IN FOOD AND BEVERAGES MARKETS OF LAGOS STATE NIGERIA

1 KESINRO Olalekan Rasheed, 2 OJO James Olanipekun & 3 ADENUGBA Adesoji Adetunji

1 Department of Administration and Management, Crawford University, Igbesa, Ogun State, NIGERIA

2 Department of Business Administration and Marketing, Babcock University, Ilishan, Ogun State, NIGERIA

3 Department of Accounting and Finance, Crawford University, Igbesa, Ogun State, NIGERIA

ABSTRACT

Packaging is the container for a product, encompassing the physical appearance of the container and including the design, colour, shape, labelling and materials used. The study examines the relationship between product package and consumer brand commitment in the Food and Beverages markets of Lagos State, Nigeria. The descriptive survey design was adopted to examine 17,552,940 consumers of packaged food products in Lagos State (Lagos State Bureau of Statistics, 2005). The proportionate sampling technique (a variant of stratified sampling method) was used to draw a sample of 2,500 consumers across the 20 local government areas of Lagos State. Questionnaire was the main instrument for data collection rated on a 6 – point Likert scale. 2374 copies of questionnaire were successfully returned representing a response rate of 94.96%. Data were analysed using the descriptive statistical techniques of Pearson Product moment correlation (r) and Simple Regression Analysis. The findings of the study reveals that product package significantly influence consumer brand commitment ($R=0.486$; $R^2 = 0.236$; $p<0.05$) and that to guarantee consumer commitment as a result of brand physical attractiveness, brand and logo should be simplified and contain accurate information as consumers will like them. The study therefore recommends that marketing practitioners should be more interested in developing “committed” relationships between their brands and customers through attractive and unique package designs with the aid of excellent colour mix and visual graphics.

Keywords: Packaging, Product package, Package design, Brand commitment.