

A STUDY ON THE IMPORTANCE OF BRANDING AND  
PACKAGING ON THE PRODUCTIVITY OF LOCALLY MADE  
PRODUCTS  
(THE CASE OF SUPREME PAINTS LTD, KADUNA)

BY

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A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF  
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## **DECLARATION**

I, Amos Joshua Adagazu, hereby declare that this project has been written by me based on my research findings. All materials that were consulted have been fully acknowledged. This project Report has not been submitted elsewhere for the award of a degree. However, I accept the responsibility for errors committed in this script.

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## CERTIFICATION

This is to certify that, this project has been read and approved as having met the requirement of the Department of Business Administration, College of Management and Social Sciences, Salem University, Lokoja for the award of Bachelor of Science (B.Sc) in Business Administration.

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## **DEDICATION**

This research project is dedicated to the Almighty God, the Author and finisher of my faith. My solid rock and pillar throughout this research work.

## **ACKNOWLEDGEMENT**

I give thanks to the Almighty God who gives me good health, strength, knowledge; wisdom and understanding to enable me accomplish my cherished and long term dream of completing my academic career up to this level.

My greatest appreciation goes to my parents Mr. & Mrs. Amos Alaku who invested their resources to make sure I complete my career up to this level. I love you

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## **ABSTRACT**

*This study sought to determine the importance of packaging and branding on marketing productivity of locally made products with Supreme Paints Ltd Kaduna as the focal point of study. A descriptive research was conducted and a purposive sampling technique was used to select one hundred (100) staff out of the company. The instrument for the study was the questionnaire. Data collected were analyzed by the use of descriptive statistics-frequency and simple percentages. The finding of the study revealed that the firm under study adopted the manufacture brand name for its products that it branded its product to serve as basis for advertising. Furthermore, it revealed that effective package prevents chemical change of the product and that packaging and branding has the best way of increasing profitability. The research recommended that companies need to have good brand for their products by employing brands managers, and that packaging technologist should be engaged in making packaging decisions. Also, it was recommended that more funds and time should be devoted by firms for packaging and branding.*

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## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the study

From time immemorial, the function of marketers has been product development to ultimate consumption by consumers. For this function to be carried out effectively, integrated marketing is usually used. And the only way to satisfy the consumer needs is to obtain relevant information for decision making are essential to satisfy the consumer (Adeleke 2003).

Consumer satisfactions as well as satisfaction of organization goals are two issues in the marketing concept that cannot be treated in isolation. The activities of the firm should be mutually beneficial to the consumer and the firm. The consumer has total freedom of choice and cannot be forced to buy a product whose price is expensive. The firm also has choice. It is not obliging to produce goods at the cost more than the consumer can pay. It is only satisfying consumer that long run profit can be achieved. And consumers are satisfied when the performance of the product or service is in relation to his or her expectations (Schiffman, 2009).

Consumers, in the present day when deciding to purchase any product, consider the brand name of the product, and the type of package that encloses the product. This is because both concepts add value to the product and the satisfaction derived from consumers when using the product. As result of these facts manufacturing firms, pay more attention to the key area of branding and packaging of their momentous product, (Kotter 2001).

A product could be conceived as consisting of the generic form and the augmented form. The generic product refers to the basic object or service that is offered to the target market. The augmented product consists of the generic product plus solicited and unsolicited extras. It is

packaging and brand name that constitute two of these extras. (Ronald J. 2005) stated that packaging refers to a physical container in which a product is sold, advertised or protected. Branding consists to everything intended to identify a product and distinguish it from those of its competitors.

Solicited and unsolicited extra are target producing cognitive consonance, which is positive post purchasing feeling, a feeling of dissatisfaction, while cognitive consonance may lead to repeat purchasing of a product, cognitive dissonance may lead to the consumers rejecting the products in the future. A good marketer strives to generate respect buys and so deliver not only the generic product but product augmenting. Extras (good packaging buys for products and good branding strategy) that assure full satisfaction to consumers.

On the part of the marketer or firm, not only does the firm record high sales volume as a result of effective packaging and branding of his product, he also earns a good corporate image from the target market or consumer that purchase his well packaged, branded and labeled products. Therefore, this study seeks to find out the effects of packaging and branding of marketing productivity of locally made product; a case study of Supreme Paints Ltd, Kaduna.

## **1.2. Statement of the Problem**

This study intends to find out the effects of packaging and branding on marketing productivity of locally made product with Supreme Paints Lid. Being out local point study.

It is generally known by marketers that the nature of a product affect consumer's behavior toward it. A product that is not well packaged and branded is not usually purchased by consumers. In this, many firms pay little attention to the areas of packaging and branding of their products. Most products are poorly packaged and as a result, they record low sales

volumes, which may not even lead to break-even point on the part of the producing firms. Hence, losses may occur.

Furthermore, the kind of brand names used for a product by a marketer also has to be one that can dominate that of its competitors producing the same product. However, marketers do not take much time to make good branding decision. As a result of this, the product is not well communicated to the target market, hence leading to low sales results.

Could it be that such firms or marketers do not have adequate capital to embark upon good packaging for their products?

### **1.3. Objectives of the Study**

The objectives of this study are the following:

1. To examine the scope of packaging and branding of product.
2. To find reasons why firms package and brand their products.
3. To find out the effects of packaging and branding on firm's marketing productivity.
4. To identify the factors that has contributed to packaging and branding as a marketing tool.
5. To find out the relationship between branding of products and the creation of corporate images.

### **1.4 Research Question**

For the purpose of this study, the following research questions are being asked:

1. What is the scope of branding and packaging of products?
2. What are the reason for firm's branding and packaging of its products?
3. What is the level of effect of packaging and branding on the marketing productivity of the firm's products?

4. What are the contributing factors to the growth of branding and packaging as a marketing tool?
5. What problems are encountered by the firm in making branding and packaging decision for its products?

### **1.5 Statement of Hypotheses**

1. **H<sub>0</sub>**: there is no scope for branding and packaging of product.  
**H<sub>1</sub>**: there is scope for branding and packaging of product.
2. **H<sub>0</sub>**: there are no reasons for firm's branding and packaging of its products.  
**H<sub>1</sub>**: there are no reasons for firm's branding and packaging of its products.
3. **H<sub>0</sub>**: there is no level of effect of packaging and branding on marketing productivity of firms products.  
**H<sub>1</sub>**: there is a level of effect of packaging and branding on marketing productivity of firms products.
4. **H<sub>0</sub>**: there are no contributing factors to the growth of branding and packaging as a marketing tool.  
**H<sub>1</sub>**: there are contributing factors to the growth of branding and packaging as a marketing tool.
5. **H<sub>0</sub>**: there are no problems encountered by firm in making branding and packaging decision for its products.  
**H<sub>1</sub>**: there are problems encountered by the firm in making branding and packaging decision for its products.

## **1.6 Significance of the Study**

The study will be useful to manufacturers in knowing that good packaging and branding leads to both high sales volume and creates good corporate images and identified through repeated buying by consumers.

The study will be useful to consumers in knowing that they have the right to well packaged and branded products so as to be selective in buying quality products.

It also pinpoints the various brand name decisions that will be useful to various categories of manufacturers.

These research work will contribute to the existing wealth of knowledge in the areas of product packaging and branding.

Finally, it will help to provide valid information for future researchers on the topic.

## **1.7 Delimitation / Scope of the Study**

The study was delimited to:

1. The staff of the production and marketing departments of Supreme paints ltd.
2. Five (5) variable as listed in the research questions
3. The use of questionnaire as the instrument for data collection.
4. The use of descriptive statistics- frequencies and simple percentages.
5. Only Sixteen respondents.
6. The used of survey design in conducting the research.

## **1.8 Limitations of the Study**

The researcher in carrying out this study was faced with many limitations, which included:

1. Financial constraint
2. Limitation of time

3. Physical capacity of the researcher, and
4. The non-cooperative attitude of some of the scope of the study

### **1.9 Operational Definition of Terms**

For easy comprehension of the study, it is necessary for the following terms to be defined;

1. **Advertising:** Advertising refers to as any form of non-personal communication through the mass media that is paid for by an identified sponsor. Nonyelu (2004).
2. **Brand Equity:** Brand equity refers to a set of brand assets (or liability) linked to the brand that adds (or subtracts) value.
3. **Brand Loyalty:** Brand loyalty means the level of trust and faith that consumers have for a particular product as a result of satisfaction they derive from consuming it.
4. **Corporate Image:** Corporate image is the way the public perceived the company or its product, either in a positive way or a negative way due to the activities of the company towards its consumer's. (Kotler 2007).
5. **Product:** A product is the sum of the physical, psychological and physiological and sociological satisfactions the buyer derives from purchase, ownership and consumption. (Paul Peter, 2006).
6. **Promotion:** promotion encompasses all communication efforts aimed at generating sales or services and the organization itself (Kotler 2001).
7. **Target Market:** The target market refers to the particular group of consumers that a market intends to make sales of his product to.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Introduction**

This chapter deals with the review of relevant literatures on the research topic as well as explained terminologies with regards to the importance of branding and packing on marketing productivity of locally made products. The review of related literature is broken down into conceptual review, theoretical review and empirical review. The reason for breaking down the outline is to provide an elaborate approach to the research topic.

#### **2.2 Conceptual Framework**

Packaging can be thought as a system of building blocks. The smallest size units are the retail or consumer packages of cartons one seen on the shelves of stores. The building block hierarchy is important to remember because each of the different building blocks is inside another and their total effect must be to protect the product. He further states that packaging is the container or wrapping for a product item.

In the view of (Kotler 2000), packaging includes the activities of designing and producing the container for a product. The container is called the package and it might include up to the three levels of materials. For instance, the aftershave lotion is a bottle (primary package) that is in the cardboard box (secondary package) that is in a corrugated box (tertiary package) shipped containing many dozens of the product.

Packaging has come to stay as a potent marketing tool. Well-designed packages can create convenience and promotional values. Many marketers have called packaging a fifth P along with price, product, place and promotion. However, most marketers treat packaging as an element of the production mix strategy.

Packaging can be considered as having many functions or uses. However, (Kotler 2000), classified the functions of packaging into three and they are;

- (a) Protective functions
- (b) Utility factor functions and
- (c) Promotional functions

Protective packaging must perform the following functions:

- i. To protect the materials themselves and to protect them from other items.
- ii. To restrain them from undesired movements within the containers when in transit.
- iii. To separate the contents or prevent undesired contact, such as through the use of corrugated fiberboard partition used in the shipment of glassware.
- iv. To cushion the content from outside vibration and shocks.
- v. To support the weight of identical containers this will be stacked above for a fairly uniform weight distribution within the package for easy handling.
- vi. To provide for fairly uniform weight distribution within the package for easy handling.

The utility factor functions include the offer of:

- i. Convenience in handling, storage and opening of package at all stages of distribution.
- ii. Reduced transportation costs.
- iii. Opportunities for package re-use in the storage of the item once the original product is consumed, e.g. plastic and aluminum containers.

The promotional functions of packaging are;

- i. To create a favorable product image, whereby the package has frequently represented the product symbolically to cover its buying advantages.

- ii. Packages are often the major ways in which narrowly differential products are distinguished.
- iii. Packaging helps in establishing of corporate identity for the company's product.
- iv. The package must be easy to arrange on shelves and at the same time should attract the potential consumer.

product packaging is an integral component of a product and it plays an important role in its salability. Packaging is no longer a mere outer covering of a product for its protection; it is very much a contributing factor for its increasing marketability. A vividly beautiful packaging of a product, to some extent, develops a positive image about it in the minds of the consumers. Thus packaging is not merely used as a means of product's protection during transportation and storage but it is also used as a marketing and promotional tool.

Earlier the role of packaging was merely to protect the product from sun and dust and also from damage during handling. With advancement of the nations, new legislation has been incorporated for the merchandising of the goods. This has resulted into the importance as well as the necessity for an appropriate quality and type of packaging.

Today marketing is a game of names of brands who sell the most in the market place. Lee Cooper, Coca-Cola, Pepsi and Reebok are the status icons for young and old alike. These brands speak for the prestigious and social stature of any persons.

The present era of cut throat competition has enabled the consumer to select the brand of product to be consumed from amongst a vast number of competing brands. This availability of brand choice has resulted into a fast eroding of the consumer's loyalty for a particular brand. Consumers are not resorting to more of impulse buying and are eager to try new brands. Hence

the companies today not just take research and development activities for improving the product quality but also try to add value to their products means of via innovative packaging.

### **2.3 Theoretical Framework**

The following theory was considered in this study;

#### **The Theory of Attractive Quality**

The theory of attractive quality was propounded by Herzberg's Motivator-Hygiene Theory (M-H Theory) in behavioral science, Professor Kano and his co-workers developed the theory of Attractive Quality. The theory discusses the distinction between satisfaction and dissatisfaction which was first introduced in the two-factor theory of job satisfaction by Herzberg, Bernard and Snyderman (1959).

In essence, the theory posits that the factors that cause job dissatisfaction are different from the factors that cause job satisfaction. The Theory of Attractive Quality is useful to better understand different aspects of how customers evaluate a product or offering (Gustafsson, 2003). Over the past, this theory has gained increasing exposure and acceptance and it has been applied in strategic thinking, business planning, and product development to demonstrate lessons learned in innovation, competitiveness, and product compliance (Watson, 2003)

According to Kano (2001), The Theory of Attractive Quality originated because of the lack of explanatory power of a one-dimensional recognition of quality. For instance, people are satisfied if a package of milk extends the expiry date of milk and dissatisfied if the package shortens the expiry date of milk. For a quality attribute such as leakage, people are not satisfied if the package does not leak, but are very dissatisfied if it does. The one-dimensional view of quality can explain the role of expiry dates but not leakage. To understand the role of quality attributes, Kano et al., (2000) present a model that evaluates patterns of quality, based on customers'

satisfaction with specific quality attributes and their degree of sufficiency. On the horizontal axis in the Kano diagram (see Figure 1) the physical sufficiency of a certain quality attribute is displayed and the vertical axis shows the satisfaction with a certain quality attribute (Kano, et al., 2000). The theory explains how the relationship between the degree of sufficiency, and customer satisfaction with a quality attribute, can be classified into five categories of perceived quality: 'attractive quality', 'one-dimensional quality', 'must-be quality', 'indifferent quality' and 'reverse quality'. According to Kano et al., (2000) their ideas are similar to quality theories suggested by Mizuno and Ishikawa, but in addition to theory, Kano and his co-workers also provide us with a methodology for use.

Attractive quality attributes can be described as surprise and delight attributes, and provide satisfaction when achieved fully but do not cause dissatisfaction when not fulfilled (Kano, et al., 2000). These are attributes that are not normally expected e.g., a thermometer on a package of milk showing the temperature of the milk. Since this type of quality attributes often unexpectedly delight customers, they are just as often unspoken. An example of this is Dr. W. Edwards Deming's rather bantered statement: "The customer never asked Mr. Edison for a light bulb" (Watson, 2003). Researchers have emphasized the importance of attractive quality creation (Kano, 2001, Yamada, 2000) since it seems like this dimension has been neglected by quality specialists who have tended to focus on how to eliminate things gone wrong (Kano, 2001).

One-dimensional quality attributes result in satisfaction when fulfilled and result in dissatisfaction when not fulfilled (Kano, et al., 2000). These attributes are spoken and are the ones with which companies compete (Gustafsson, 2003). For example, a new milk package which is said to contain 10% more milk for the same price is likely to result in customer satisfaction, but if it actually only contains 6% more milk, it is likely that the customer feels

misled which results in dissatisfaction. Must-be quality attributes are taken for granted when fulfilled but result in dissatisfaction when not fulfilled (Kano, et al., 2000). In our example with the package of milk these attributes can be represented by leakage. Customers are dissatisfied when the 7package leaks, but when it does not leak the result is not increased customer satisfaction.

Since the customer expects these attributes and views them as basic, it is not likely that they are going to tell the company about them when asked about quality attributes. They assume that companies understand these product design fundamentals (Watson, 2003). There are two more quality dimensions; indifferent quality attributes and reverses quality attributes (Kano, et al., 2000). The first one refers to aspects which are neither good nor bad and consequently they do not result in either customer satisfaction or customer dissatisfaction. The latter refers to a high degree of achievement resulting in dissatisfaction (and vice versa; a low degree of achievement resulting in satisfaction) and to the fact that not all customers are alike. For example, some customers prefer high-tech products while others prefer the basic model of a product and will be dissatisfied if a product has too many extra features (Gustafsson, 2003). The theory of attractive quality predicts that product attributes are dynamic, i.e., over time an attribute will change from being attractive, to one-dimensional, to must-be, to indifferent. Kano et al., (2001) provide empirical evidence for the dynamics of the remote control for a television that has followed a life cycle such as the following: Indifferent quality Attractive Quality One-dimensional Quality Must-Be quality. By investigating customer perceptions of remote controls through Kano questionnaires in 2000, 2001, and 2002, Kano (2001) shows that the remote control was an attractive attribute in 2000, a one-dimensional attribute in 2001, and in 2003 the remote control had turned into a must-be item.

## 2.4 Empirical Review

The intentions of consumer for procuring anything depend upon the intensity of his/her desires to satisfy his/her needs. Consumers have expectations that anything he is buying will satisfy his needs (Kupiec and Revell, 2001).

The basic purpose is to fulfill consumer's needs instead of product name. Consequently, consumer makes buying decision at the moment they encounter different objects rather making prior decisions. Consumer's purchase decision depends the way he/she is communicated for anything at store. The packaging becomes a major cause of the consumer's decision to buy anything because it is the first introduction of the product which communicates the consumer that whether a product may (or may not) fulfill his requirements. The product which appears more suitable to a customer is nearest match for his needs are bought, whereas others are left. The key factor to convince a customer is to know his needs and to make him understand that a particular thing is a perfect match of his requirements (Kupiec and Revell, 2001).

However, Marketing experts believe that success is based upon the marketing strategy which should be used as an appropriate product positioning strategy. As the world is rapidly turning into global village and with the passage of time business is being expanded, the importance of using correct type of packaging material is the first introduction of any product to the consumers. Packaging materials especially for edible goods used to be wasted because of insufficient packaging materials nowadays. Edible goods in bulk quantities are manufactured and stored for a long time which leads to maintain timely supply as well as reduces products cost.

Packaging is also a source to provide information about ingredients to the customers and instruction to use the product, for which there are some legal requirements customers make final

choice on the basis of these information for instance there are some products inappropriate for diabetic's patients because of having high calories. Hence, instructions on packaging can save diabetic patients on contrary. There are some ingredients which are prohibited for some specific religion (as pork is banned in Islamic and Jews preaching) hence through instructions and ingredients list, Muslims and Jews can avoid such forbidden food. Packaging is a mean of communication (Keller, 2012).

Packaging properties includes the colors, design, symbols, and messages of food products, provide people brand acquaintance for example, in a departmental store all kinds of beverages are kept in same place but consumer of specific brand can easily distinguish his choice because of difference of color, size and unambiguous shape .Various number of market trends suggests a growing packaging role as a brand communication vehicle and reducing expenses on traditional brand building mass media advertising importance of packaging role is acknowledge round the globe for brand building and consequently the expenses on advertisement has been found reduced. Once a brand became familiar companies do not have to spend a huge amount on advertising because consumer will reach the brand automatically. Companies just have to manage timely deliveries so that meanwhile a consumer may not switch to the nearest competitors due to availability of the product (Belch and Belch, 2001). With the help of the packaging images, it helps the consumers to attract towards the products. Packaging is used as a source of communication and maintains the brand. (Retic and Brewer, 2000).

Consequently, Promotional materials are used to communicate the messages of specific companies. Most of the branded companies have their particular brand slogans, which influences consumers towards their products.

Manufacturers of branded goods are usually faced with certain decision. These decisions are in the areas of marketing may select from any of the following three marketing options.

- (a) market products exclusively under the manufacture's brand name:
- (b) Market products exclusively under of distributor's brand name:
- (c) Market products under a combination of manufacture and distributor brand names. The

next decision level is to adopt either the individual brand name strategy and for family brand name strategy.

- i. **Individual Brand Name Strategy:** this is strategy requires company to select distributive brand name for each of its product lines. Lever brother Nigeria Plc. uses the strategy for its toilet soaps (Lux and life boug) detergents (Omo blue detergent and surf). The advantages associated with this strategy include.
  - (a) Each band succeeds or falls on its own without any damage to the cooperate firm other product line.
  - (b) It helps the company to diversify its products thereby capturing more segments of the competitive markets. Example is the Nigeria bottling company with such brand as sprit, Coca-Cola, Ginget Ale, Fanta, soda Water, etc.
  - (c) Individual branding encourages brand management, which create opportunity for avengement and growth of manager within the firm.
  - (d) Multi-brands offer control to the producer over the distribution and retailing of the products.
  - (e) The individual branding strategy permits the firm to search for the best name for each new product. The major disadvantage of individual brand name is the enormous cost of adverting and prompting a new product on its merit.

ii. **Family Brand Name Strategy:** this strategy puts family name on all the products manufactured by the firm. This strategy is possible through the use of the product company name. This name is emphasized on each product, its package, advertising and other promotional matters. We have such family brand names as national brands, etc., Busch and Houston (2002) noted that some firm use separate family names for product lines. Other use separate family brand name to product lines of different price levels, while other still use family names combined with individual product names. The advantages associated with family branding strategy include; new product rides on the good name and reputation of established product. This minimizes the cost of product introduction.

To consumer it guarantees consistent good quality products. The major disadvantage is the carry-over effect of unsatisfactory product to the other satisfactory ones this may affect the overall sales performance of the company as its products may be associated with the unsatisfactory ones.

Once a company decides on its brand name strategy, it faces the task of choosing a specific brand name. According to Kotler (2001), the company could choose the name of a person (Honda, Estee Lauder), location (America Airlines), Kentucky fried chicken), quality (Safeway Duracell), Lifestyle (Weight Watchers, Healthy Choice), or an artificial name (Exxon, Kodak). Among the desirable qualities of a brand name are the following:

- a) It should suggest something about the product's benefits.
- b) It should suggest product quality such as action or color.
- c) It should be easy to pronounce, recognize and remember
- d) It should be unique and distinctive from existing brand names.

- e) It should not carry poor meanings in other countries and languages
- f) It should be a legally protectable brand name.

## **2.5. The Scope of Branding and Packaging of Products**

Developing an effective packaging for a new product requires careful decisions (Kotler, 2001). The first task is to establish the packaging concept". Defining what the package should basically be or do for the additional elements such as size, shape, material, on cellophane or other transparent films, on a plastic or a laminate tray and so on. Decisions must be made on tamper proof devices. The various packaging, advertising elements must be harmonized with decisions pricing, advertising on and other marketing elements. After the packaging is designed, it must be tested. Engineering tests are conducted to ensure that the package stands up under normal conditions, dealer tests, to ensure that dealers find the packages attractive and easy to handle, and consumer tests, to ensure favorable consumer response. Companies in developing effective packaging must pay attention to growing environmental and safety concerns about packaging.

Shortages of paper, aluminum, and other materials suggest that marketers should try to reduce packaging. All of this packaging creates a major problem in solid waste disposal requiring huge amounts of labour and energy. It is important that one of the packaging decisions made by companies can be recycled.

However, Branding is a major product-related decision area. Many definitions of branding have been offered by authors.

According to Ayodele (2008) brand is the name, sign, symbol, brand mark, trademark or design affixed to goods and services.

In the view of Kotler (2012) Branding consists of everything intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors. He further stated that it includes brand name, logos, symbols, package designs, trademark and distinctive colors. Branding is the cornerstone of marketing.

A brand is a name, term, sign, symbol, or design, a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (the American Marketing Association).

In line with this, (Kotler 2000) further sees branding as essentially, a seller's promise to deliver a specific set of attributes, benefits and services consistently to the buyers. The best brand covers a warranty of quality. Brand name is that identity of a product that can be vocalized e.g. Supreme, Kingmos, Star Break and Sanyo. A brand mark refers to that part of brand that cannot be vocalized, such as symbols, distinctive packaging, while a trade mark is a brand part a brand that is given legal protection because it is assigned exclusively to the company e.g. VW Volkswagen products.

Different types of brands work for different marketing approaches that the business might take.

Basically, there are five general types of brands that business could fall into:

- i. **Manufacture Brands:** as the name implies manufacture brands are initiated by the products which make it possible for their name to be identified at the point of purchase. The manufactured brand is the best known brand in any product category. (Kotler 2000) attested to this fact when he stated that companies adopt manufacture brand name for their products. The marketers these brands stress quality and rely heavily on advertising and sales star larger, beer, Guilder, Guinness stout, Omo blue detergent, National

electronic, New cline ceiling fans, etc. manufacture brand are also known national brands (Kotler 2000)

- ii. **Private Brands:** private brands are initiated and owned by sellers. This type of branding is not so common in Nigeria, it is expected that with time, the environment will be conducive for private brands. Essentially, the arrangement involves the manufacturer and the reseller. The manufacturer will supply products manufactured by him but labeled with the reseller's own brand. The products may be the same with the one the manufacturer sells or different specifications and quality. (Kotler 2000)

The reasons why distributors may want to develop their own brands include.

- i. A brand to limit the control of manufacturer
- ii. A desire to create a store of company identity and loyalty.
- iii. Desire to introduce creature price variation.
- iv. A desire to protect margins, which many fall as a result of competition among powerful manufacturers.

**iii Product Brand:** Elevating the perceptions of commodities/goods so that they are associated with ideas and emotions that exceed functional capability. Consumer packaged goods brands (CPG), otherwise known as fast moving consumer goods brands (FMCG), are a specific application. (Kotler 2012)

**iv Public Brand:** Otherwise known as Government branding. Contentious. Many would argue that you can't brand something that doesn't have consumer choice and a competitive model attached to it. That's not to say that you can't use the disciplines and methodologies of brand strategy to add to stakeholder's understanding and trust of government entities. Caldwell refers to brands like Google and Facebook as "Embedded brands". (Kotler 2012)

v **Service Brand:** similar to product brands, but involves adding perceived value to services. More difficult in some ways than developing a product brand, because the offering itself is less tangible. Useful in areas like professional services. Enables marketers to avoid competing skill vs. skill (which is hard to prove and often develops to a price argument) by associating their brand with emotions. (Kotler 2012)

Most products offered to the market have to be packaged. According to (Kotler 2012), he defined packaging as all the activities of designing and producing the container for a product. He also said that a good package draws the consumer in and encourages product choice and it also affects consumers' later product experiences when they go to open the package and use the product at home.

Because of the relative importance of packaging in the total marketing effort, marketing experts called packaging the fifth element along with price, product, place and promotion but most marketers treat packaging as an element of product strategy. The package may be up to three (3) levels of materials:

- i. **The primary package:** this is the product immediate container. The bottle holding Remy Martins brandy is a primary package. It is usually discarded after the use of the product.
- ii. **The secondary package:** This refers to the material that protects the primary package and it is usually discarded when the product is about to be used e.g. the glossy cardboard box containing the Remy Martins bottle is a secondary package and it provides additional protection and promotion opportunity.

- iii. **The shipping package:** this refers to the packaging material that makes the product convenient for transportation and storage. The corrugated box carrying a dozens of Remy Martins bottles is a shipping package.

## 2.6 Reasons Why Firms Package and Brand their Products

Brands identify the source or maker of a product and allow consumers (either individuals or organizations) to assign responsibility for its performance to a particular manufacturer or distributor. Consumers may evaluate the identical product differently depending on how it is branded.

Reasons for branding include:

- i. Branding is important as a basis for advertising and competition. Advertising makes possible mass distribution, which is a necessary concomitant bring with it better products, prices and facilities.
- ii. Branding enables customers to identify a product retailer's. Substitution of the top qualities with inferior qualities becomes difficult when products have identities that clearly distinguish them.
- iii. Branding reflect the belief of a company in the quality of its product. No company worth its salt would want to circulate a poor quality product. That a product bears a company' trade makes goes to assure the customer of some level of quality.
- iv. The public may come to associate a company with low or high quality depending on want standard it has kept. But definitely, a yeast company with its name and trade make a pack a pack in place of yeast.

On the other hand, (Ayodele 2008) outlined the importance of branding to sellers as follows.

Branding helps the seller segment markets instead of NG's selling a simple detergent, it can offer eight detergent brands, and each formulated differently and aimed at specific benefit-seeking segments.

- i. The brand name makes it easier for the seller to process orders and track down problems.
- ii. The seller's brand name and trademark provide legal protection of unique
- iii. Branding gives the opportunity to attract a loyal and profitable set of customers. Brand loyalty gives sellers some protection from competition.
- iv. Strong brands help build the corporate image, making it easier to launch new brand and gain acceptance by distributors and consumers.
- v. Distributors and retailers want brand names because brands make the product easier to handle, hold production to certain quality standards, strengthen buyer preferences, and make it easier to identify supplier. Consumers want brand names to help them identify quality differences and shop more efficiently. Among it all, branding of products has an overwhelming effect on marketing productivity of the brand products. When consumers identify a top quality brand and purchase it continuously, brand loyalty is developed and this leads to increased sales of the brand of product, which eventually results into high level of profitability of the company.

The Reasons for packaging include:

- i. The primary reason for packaging is to protect it on its route from manufacturer to final consumer and even while it is being used by the customer. Packaged goods are cleaner, more convenient, and less susceptible to losses from evaporation, spilling and spoilage.

- ii. A package may be the only significant way of differentiating its product. It may be the only feature of identifying a product thereby preventing erroneous substitution of competitive goods with manufacturers' product.
- iii. Packaging is used to implement a company's marketing programme. The package is an inexpensive way to imply that the product has been changed or that the product has been improved upon. Packaging can be an innovative strategy.
- iv. The company may package its product in such a way as to increase profit possibilities. A package may add aesthetic values to the product that the customer will pay more to get the special package.

## **2.7 Effect of Packaging and Branding on Firms Productivity**

According to (Giles, 2000), one of the packaging decision problems is that packaging technology to be used for a particular product. Increased attention to packaging has led to a growing use of industrial designers as well as packaging technologist. Now a day, packaging technologists are note easily found to assist production managers in packaging of products.

Furthermore, packaging cost consumers. Marketing potential cannot be ignored by industrial goods product. It is very cost-intensive to design and develop packages for products. Hence, due to the problem of inadequacy of funds at the disposal of management, good packaging and branding decisions cannot be made. Also it is time- consuming to develop package design. Top management and production managers are usually faced with the problem of in adequate time to use in deliberating with packaging technologists and brand managers on the area of developing new packages and new product brand, respectively for the company.

The growing cost, complexity and time required developing package designs and name point to a greater need from top management co-ordination and direction of both packaging and branding policies as a vital factor in achieving sales.

Other problems of branding and packaging include:

Branding generates false differentiation of goods particularly in goods that are homogeneous.

- a) Branding leads to higher cost to consumer. As noted earlier, branding increases the cost of production which is ultimately passed to consumers.
- b) Branding is merely an ego booster without adding, any real value to the product.
- c) Packaging depletes our natural resources. However, this criticism is offset to some extent because most packages are made from recycled materials.
- d) Packaging is excessively expensive e.g. cosmetic packaging.
- e) Health hazards occur from some forms of plastic packaging and aerosol cans.
- f) Packaging is deceptive. A sophisticated and expensive package gives a high quality product impression to the consumer, whereas the real product may not be of high quality.

## **2.8 Factors that Has Contributed to Packaging and Branding as Marketing Tools.**

According to (Kolter, 2001) various factors have contributed to packaging growing use as a marketing tool, they include the following: -

- a) **Self-service:** The growth of self-service stores and the importance of gaining distribution, shelf- space and displace have made packaging decision in the field of consumer goods a highly important are of decision in regard to product policy and planning.

- b) **Consumer affluence:** Rising consumer affluence means that convenience, appearance dependability, and prestige of better packages. The packages are usually made so as to be commensurate with the prices the consumer will pay for the product.
- c) **Company and brand image:** packages contribute to instant recognition of the company or brand of products. For this reason, many companies spend a great deal of capital and funds in branding decision and brand management. In the case of Supreme Paints Ltd, the plastic container packages for the paint help in boosting the company's image.
- d) **Innovation opportunity:** innovative packaging can bring large benefits to consumers and profits to producer because the uniqueness of packaging brings more production as sought from the company concerned.

## 2.9 Relationship Between Branding and Economic Development

In addition to performing its basic functions of protecting preserving, presenting and promoting the product, a package should process the following attributes;

- i. It should be designed for consumer and trade convenience.

The sizes should be such that as much as possible afford the customers their desired option.

The design of the package should take into account suitability for stacking and bulk packing. It should also make provision for easy opening.

- ii The cost of the package should be economical.

That is, it should not be costly such as to increase the price of the product.

- iii It should augment the product in term of contributing and satisfaction of the consumers.

Packaging provides an opportunity for adding a host of benefits to a product to reinforce consumer's satisfaction. Some of these benefits may have been expected by the consumer,

which the other many never have been thought of. A company selling a stick line, for instance, is expected to include a device for easily opening the pack without soiling the hands. A company that provides a package that has an alternative use after the hand has been consumed is offering an unsolicited extra enhances to the value of the product to the customer and cognitive consonance.

iv Packaging provides a relatively in expensive life cycle of a product.

It is a lot cheaper modifying a package than initiating a total product change but there is a limit to which this can go.

## **2.10 Summary of the Review**

Companies need not only to produce good quality products, but also to learn good packaging and branding to attract and satisfy consumers of their products, as well as to achieve clear positioning of their products in the minds of the consumers. In order to make a new product to succeed, it must have the desired parameters for consumers, to be unique, and consumers should have the desired packaging and branding that will attract its audience.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

According to Sekaran (2003), the concept of research as an organized, systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it, while methodology is the system used in carrying out a research. Thus, the research methodology employed in this study refers to the methods used in carrying out the study so as to achieve its major objective of finding out the effects of packaging and branding on marketing productivity of locally products without focal point of study being Supreme Paint Ltd, Kaduna.

#### **3.2 Research Design**

Research design is the framework and strategy used in carrying out a study. This study was designed to use the survey research method in which the opinion of knowledge staff of Supreme Paints Ltd was sought on the subject of product packaging and branding and their effect on marketing productivity. This method of product design was considered most appropriate because of its cross- sectional approach that endures seeking the view of the individual on certain areas of product packaging and branding, which provide generalized statistics when data are abstracted from the number of individual cases

#### **3.3 Population of the Study**

The population for this study was made up of the entire staff of Supreme Paints Ltd. Kaduna which numbered one hundred and twenty staff (120) as supplied by the administrative department of the company.

### **3.4 Sample Size and Sampling Technique**

Sampling involves taking a sample out of the entire population. This study was intended to cover the entire staff of Supreme Paints Ltd, but since the entire staff of the company could not be surveyed based on the limitations of the study, a sample of hundred (100) staff were selected using judgmental sampling technique. To the believe of the research, the selected staff being staff of the production and marketing departments of the company were highly knowledgeable on the aspects of product packaging and branding so as to provide useful information for the purpose of the study.

### **3.5 Instrument for Data Collection**

The major source of primary data for this study was self-developed questionnaire, which was in two parts. The first part deals with personal data of respondents, while the second part was on items bordering on product packaging and branding. Secondary data were collected through the review of relevant material such as text used in updating chapter two.

#### **3.5.1 Validity of the Instrument**

The researcher employed internal consistency method of validation. This is done by presenting the draft plan of the data collection instrument to the expert researcher's supervisor for assessment and other experts in the department.

#### **3.5.2 Reliability of the Instrument**

The truthfulness of the instrument used in collecting data cannot be defined. This is because analysis relied on future researchers. Reliability of the instrument can be based on the statistical role employed as used for data analysis. Questionnaires were tested by the researcher in achieving the aims and objectives of the research questions and hypothesis which are also tested.

### 3.6 Method of Data Collection

This is the technique used by the researcher to obtain data for analysis. The researcher used questionnaire, interview and personal observation. Formulated questions relevant to the subject matter were used and printed with instructions to guide the respondents and enable them to express their opinion. The personal observation was made by the researcher as he listened to the respondents thereby drawing conclusion.

### 3.7 Method of Data Analysis

The analysis of data is the means by which research problems are solved. This is the ordering and breaking down of data with its constituent parts. However, there are several techniques of data analysis, but for the purpose of this study. The following technique is employed. The simple percentage analysis technique will be used or adopted in order to analyze responses based on the questionnaire administered. The descriptive statistical techniques (Chi-Square) are also used to test the validity of the formulated hypothesis. This is represented by the formula below:

$$X^2 = \frac{\sum(O - E)^2}{E}$$

Where

$\sum$  = Summation

O = The observed frequency of any value

E = The expected frequency of any value

X = The chi-square

The researcher will surely compare the chi-square value obtained from the formula.

**DECISION:**

The data collected used chi-square ( $X^2$ ) goodness of fit test to validate statistical hypotheses at level of significance. To arrive at a decision, the researcher used the decision rule.

**DECISION RULE:**

Decision rule reject null hypotheses ( $H_0$ ) if the calculated value is greater than the table value, otherwise accept.

## **CHAPTER FOUR**

### **DATA PRESENTATION AND ANALYSIS**

#### **4.1 Introduction**

In presenting primary data generated from the field, the researcher chooses to apply simple percentage tabular presentation mode. This is for convenient, clarity and for better understanding. The researcher presents all the questionnaire items, contained in the questionnaire that would provide answers to the researchers identified problem. All the presentations shall be according to questionnaire items and responses.

In the (20) twenty questionnaire items developed from the framed research questions, the researcher aimed at using them to elicit answers to his topic problem. So a total of one hundred (100) copies of questionnaire were produced and distributed to the researcher's sampling size. In the distribution process which was done personally by the researcher, effort was made to ensure that target segments or group perceived to have answer to the problem were reached. At the cause of gathering filled questionnaire, (100) hundred copies were returned by respondents. Note: all presentations are done in simple percentage tabular mode, while simple descriptive analysis technique was used to describe what items were contained in the table.

#### **4.2 Data Presentation and Analysis**

This section considers the data presentation and analysis.

##### **SECTION A: Personal Data**

1. Sex

Table 1

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Male	82	82
Female	18	18
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to the question on the distribution of respondents according to their sex, 82 respondents representing 82% of the population are male, while 18 representing 18% are female.

## 2. Marital Status

Table 2

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Single	91	91
Married	9	9
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

Majority of the respondents 91 representing (91%) are single while 9 representing (9%) are married. Therefore, from the table above, most of the respondents are single.

## 3. Educational Qualification

Table 3

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
WASE/GCE	61	61
ND/NCE	19	19
B.SC/HND	16	16
M.Sc/Ph.D	4	4
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

Table 4.3 above shows the educational qualification of respondents. It shows that 61 respondents representing (61%) has WASE/GCE, 19 respondents representing (19%) has ND/NCE and 16 respondents representing (16%) has B.Sc/HND. However, 4 respondents representing (4%) has M.Sc/Ph.D.

#### 4. Duration of Service

Table.4

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
1 – 5years	59	59
6 – 10years	21	21
11 – 15years	12	12
16 – 20years	5	5
20years and above	3	3
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

From the table above, 59 (59%) respondents are of the age range of 1-5 years, 21 (21%) respondents are between the ages of 6-10 years. However, 12 (12%) respondents are between the age of 11-15 while 5 (5%) of the respondents falls between the age of 16 -20years and 3 respondents representing (3%) are 20years and above.

## 5. Status/Position

Table 5

<b>Responses</b>	<b>Frequency</b>	<b>Percentage</b>
Higher Class	16	9
Middle class	27	27
Lower Class	57	57
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to table 4.5 above, 57 (57%) shows that majority of the respondent's status/position is Lower Class. 27 respondents representing (27%) are on the middle class status, while 16 respondents representing (16%) belongs to the higher class.

### **SECTION B: Based on the research questions**

#### **Research Question one: What is the scope of branding and packaging of products?**

6. Does supreme paint Ltd uses branding and packaging for its products?

Table 6

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	69	69
Agreed	26	26
No comment		
Strongly Disagreed	3	3
Disagreed	2	2
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

From the table above, 69 respondents representing (69%) strongly agreed that supreme paint uses branding and packaging for its products, 26 respondents representing (26%) agreed that supreme

paint uses branding and packaging. However, 5 remaining respondents representing (5%) strongly disagreed that supreme paint does not use branding and packaging for its products.

7. Does branding and packaging promotes the products of Supreme Paint Ltd?

Table 7

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	69	69
Agreed	26	26
No comment		
Strongly Disagreed	3	3
Disagreed	2	2
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

From the table above, 69 respondents representing (69%) strongly agreed that branding and packaging promotes supreme paint products, 26 respondents representing (26%) agreed that branding and packaging promotes supreme paint products. However, 5 remaining respondents representing (5%) strongly disagreed that supreme paint does not use branding and packaging to promote its products.

8. Does the scope used for branding and packaging affects supreme paint products?

Table 8

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	71	71
Agreed	19	19
No comment		
Strongly Disagreed	7	7
Disagreed	3	3
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to table 4.8 above, 71 (71%) shows that majority of the respondents strongly agreed that supreme paint uses scope to affect branding and packaging of its products while 19 respondents representing (19%) also agreed that supreme paint uses scope to affect branding and packaging of its products. However, the remaining 10 respondents representing (10%) strongly disagreed that supreme paint does not use scope to affect branding and packaging.

9. Does the scope used for branding and packaging affects supreme paint positively?

Table 9

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	71	71
Agreed	21	21
No comment	2	2
Strongly Disagreed	4	4
Disagreed	2	2
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to table 4.9 above, 71 (71%) shows that majority of the respondents strongly agreed that supreme paint uses scope to affect branding and packaging of its products while 21 respondents representing (21%) also agreed that supreme paint uses scope to affect branding and packaging of its products. However, the remaining 8 respondents representing (8%) strongly disagreed nor gave no comment if supreme paint use scope to affect branding and packaging.

**Research Question Two: What is the reason for firm’s branding and packaging of its products?**

10. Do firms have reasons for branding and packaging of its products?

Table 10

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	14	14
No comment		
Strongly Disagreed	1	1
Disagreed	1	1
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

From the table above, 84 respondents representing (84%) strongly agreed that firms have reasons for branding and packaging products, 14 respondents representing (14%) agreed that firms have reasons for branding and packaging products. However, 2 remaining respondents representing (2%) strongly disagreed that firms do not have reasons for branding and packaging of its products.

11. Do you agree that the reasons for packaging and branding of firm's products are protection, convenient, differentiation, increase profit?

Table 11

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	14	14
No comment		
Strongly Disagreed	1	1
Disagreed	1	1
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to table 4.11 above, 84 (84%) shows that majority of the respondents strongly agreed that supreme paint uses every reasons mentioned above for its branding and packaging of its products while 14 respondents representing (14%) also agreed also that supreme paint uses every reasons mentioned above for its branding and packaging of its products. However, the remaining 2 respondents representing (2%) strongly disagreed that supreme paint does not use the reasons mentioned above for its branding and packaging.

12. Does those reasons affect the profitability of the firm?

Table 12

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	14	14
No comment		
Strongly Disagreed	1	1
Disagreed	1	1
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to table 4.12 above, 84 (84%) shows that majority of the respondents strongly agreed that supreme paint uses every reasons for firm's profitability while 14 respondents representing (14%) also agreed also that supreme paint uses every reasons for more firm's profitability of its products. However, the remaining 2 respondents representing (2%) strongly disagreed that supreme paint does not use the reasons to increase the company's profitability.

**Research Question Three What is the level of effect of packaging and branding on the marketing productivity of the firms' products?**

13. Does packaging and branding have any effect on marketing productivity of firm's products?

Table 13

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	16	14
No comment	-	-
Strongly Disagreed	-	-
Disagreed	-	-
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to table 4.13 above, 84 (84%) shows that majority of the respondents strongly agreed that supreme paint branding and packaging has a very strong effect on marketing productivity of its product while 16 respondents representing (16%) also agreed also that supreme paint branding and packaging has a very strong effect on marketing productivity of its product.

14. What level of effect does packaging and branding has on marketing productivity?

Table 14

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	16	16
No comment	-	-
Strongly Disagreed	-	-
Disagreed	-	-
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to table 4.14 above, 84 (84%) shows that majority of the respondents strongly agreed that supreme paint branding and packaging has a very strong effect on marketing productivity of

its product while 16 respondents representing (16%) also agreed also that supreme paint branding and packaging has a very strong effect on marketing productivity of its product.

15. Does these effects affect packaging and branding of marketing productivity positively?

Table 15

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	16	16
No comment	-	-
Strongly Disagreed	-	-
Disagreed	-	-
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to table 4.14 above, 84 (84%) shows that majority of the respondents strongly agreed that supreme paint branding and packaging has a very strong effect on marketing productivity of its product positively while 16 respondents representing (16%) also agreed also that supreme paint branding and packaging has a very strong effect on marketing productivity of its product positively.

**Research Question Four: What are the contributing factors to the growth of branding and packaging as a marketing tool?**

16. Are there factors contributing to the growth of branding and packaging as a marketing tool?

Table 16

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	14	14
No comment	-	-
Strongly Disagreed	1	1
Disagreed	1	1
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

From the table above, 84 respondents representing (84%) strongly agreed that there are factors contributing to the growth branding and packaging as a marketing tool, 14 respondents representing (14%) agreed that there are factors contributing to the growth branding and packaging as a marketing tool. However, 2 remaining respondents representing (2%) strongly disagreed that there are no factors contributing to the growth branding and packaging as a marketing tool.

17. Does these factors like innovation opportunity, company and brand image, self-service and consumer affluence contribute to growth of branding and packaging as marketing tool?

Table 17

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	14	14
No comment	-	-
Strongly Disagreed	1	1
Disagreed	1	1

<b>Total</b>	<b>100</b>	<b>100%</b>
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*Source: field survey 2018*

From the table above, 84 respondents representing (84%) strongly agreed that those factors mentioned above contribute to the growth of branding and packaging as a marketing tool, 14 respondents representing (14%) agreed that those factors also contribute to the growth of branding and packaging as a marketing tool. However, 2 remaining respondents representing (2%) strongly disagreed that those factors do not contribute to the growth of branding and packaging as a marketing tool.

18. How effective are these factors to growth of branding and packaging?

Table 18

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	14	14
No comment	-	-
Strongly Disagreed	1	1
Disagreed	1	1
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to table 4.18 above, 84 (84%) shows that majority of the respondents strongly agreed that those factors are very effective to the growth of branding and packaging while 14 respondents representing (14%) also agreed that those factors are very effective to the growth of branding and packaging. However, the remaining 2 respondents representing (2%) strongly disagreed that those factors are not effective to the growth of branding and packaging.

**Research Question Five: What problems are encountered by the firm in making branding and packaging decision for its products?**

19. Are there problems encountered by supreme paint in branding and packaging of its products?

Table 19

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	59	59
Agreed	27	27
No comment	2	2
Strongly Disagreed	7	7
Disagreed	5	5
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

From the table above, 59 respondents representing (59%) strongly agreed that there are problems encountered by supreme paint in branding and packaging of its products, 27 respondents representing (27%) also agreed that there are problems encountered by supreme paint in branding and packaging of its products. However, 12 remaining respondents representing (12%) strongly disagreed that there are no problems encountered by supreme paint in branding and packaging of its products while 2 respondents representing (2%) gave no comment on whether there are problems encountered for branding and packaging or not.

20. Does these problems affects the firms' profitability?

Table 20

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	2	2
Agreed	3	3

No comment	12	12
Strongly Disagreed	53	53
Disagreed	30	30
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In response to table 4.20 above, 53 respondents representing (53%) strongly disagreed that those problems do not affect the firm's profitability while 30 respondents representing (30%) also disagreed that those problems do not affect the firm's profitability. However, 12 respondents representing (12%) gave no comment. The remaining 5 respondents representing (5%) strongly agreed that these problems affect firm's profitability.

### 4.3 Test of Hypotheses

This researcher tested all the hypotheses and considered them very important in this study. The hypotheses are tested with a view to find out whether the result would confirm some speculations or prove them otherwise. Chi-square goodness of fit test was used to test the hypotheses. Chi-square is calculated by finding out the difference between each observed and theoretical (expected) frequency squaring them, dividing each by the theoretical frequency, and taking the sum of the results.

Statistically, the formula is

$$X^2 = \frac{\sum(O - E)^2}{E}$$

Where  $X^2$  = chi square

O = Observed frequency of any value

E = Expected (theoretical) frequency asserted by null hypotheses

$\sum$  = Summation

## Hypothesis One

**H<sub>0</sub>**: There is no scope for branding and packaging of product.

**H<sub>1</sub>**: There is scope for branding and packaging of product.

In testing this hypothesis, table 8 on the questionnaire is used to determine if scope is used for branding and packaging of products.

Table 4.8

Response	Frequency	Percentage
Strongly Agreed	71	71
Agreed	19	19
No comment	1	1
Strongly Disagreed	6	6
Disagreed	3	3
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In testing this hypothesis, Chi-square goodness of fit test was used to test the hypotheses. Chi-square is calculated by finding out the difference between each observed and theoretical (expected) frequency squaring them, dividing each by the theoretical frequency, and taking the sum of the results.

Statistically, the formula is

$$X^2 = \frac{\sum(O - E)^2}{E}$$

Where  $X^2$  = chi square

O = Observed frequency of any value

E = Expected (theoretical) frequency asserted by null hypotheses

$\sum$  = Summation

Table 4.3.1: Result and calculation to test of hypothesis one

Response	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Strongly Agreed	71	25	46	529	21.16
Agreed	19	25	-6	36	1.44
Undecided	1	25	-24	576	23.04
Strongly Disagreed	6	25	-19	361	14.44
Disagreed	3	25	-22	484	19.36
	<b>100</b>				<b>79.44</b>

Source: field survey 2018

$$X^2 = 79.44; p = 4; df = 0.05; X^2 - 9.488$$

#### Decision rule:

Since the calculated chi-square value (79.44) is greater than the table value (9.488), we accept the statistical hypothesis (**H<sub>1</sub>**) which states that “There is scope for branding and packaging of product”, and reject the (**H<sub>0</sub>**) which says that there is no scope for branding and packaging of product. The acceptance of statistical alternative hypothesis (**H<sub>1</sub>**) is that it received statistical support after testing it.

#### Hypothesis Two

**H<sub>0</sub>**: There are no reasons for firm’s branding and packaging of its products.

**H<sub>1</sub>**: There are reasons for firm's branding and packaging of its products.

In testing this hypothesis, table 10 on the questionnaire is used to determine if there are reasons for firm's branding and packaging of its products.

Table 4.10

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	13	13
No comment	1	1
Strongly Disagreed	1	1
Disagreed	1	1
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In testing this hypothesis, Chi-square goodness of fit test was used to test the hypotheses. Chi-square is calculated by finding out the difference between each observed and theoretical (expected) frequency squaring them, dividing each by the theoretical frequency, and taking the sum of the results.

Statistically, the formula is

$$X^2 = \frac{\sum(O - E)^2}{E}$$

Where  $X^2$  = chi square

O = Observed frequency of any value

E = Expected (theoretical) frequency asserted by null hypotheses

$\sum$  = Summation

Table 4.3.2: Result and calculation to test of hypothesis one

Response	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Strongly Agreed	84	25	59	3481	139.24
Agreed	13	25	-12	144	5.76
Undecided	1	25	-24	576	23.04
Strongly Disagreed	1	25	-24	576	23.04
Disagreed	1	25	-24	576	23.04
	<b>100</b>				<b>214.12</b>

Source: field survey 2018

$$X^2 = 214.12; p = 4; df = 0.05; X^2 - 9.488$$

**Decision rule:**

Since the calculated chi-square value (214.12) is greater than the table value (9.488), we accept the statistical hypothesis (**H<sub>1</sub>**) which states that “There are reasons for firm’s branding and packaging of its products”, and reject the (**H<sub>0</sub>**) which says that there are no reasons for firm’s branding and packaging of its products. The acceptance of statistical alternative hypothesis (**H<sub>1</sub>**) is that it received statistical support after testing it.

**Hypothesis Three**

**H<sub>0</sub>**: There is no level of effect of packaging and branding on marketing productivity of firm's products.

**H<sub>1</sub>**: There is a level of effect of packaging and branding on marketing productivity of firm's products.

In testing this hypothesis, table 14 on the questionnaire is used to determine if there is a level of effect of packaging and branding on marketing productivity of firm's products.

Table 4.14

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	16	16
No comment	-	-
Strongly Disagreed	-	-
Disagreed	-	-
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In testing this hypothesis, Chi-square goodness of fit test was used to test the hypotheses. Chi-square is calculated by finding out the difference between each observed and theoretical (expected) frequency squaring them, dividing each by the theoretical frequency, and taking the sum of the results.

Statistically, the formula is

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Where  $X^2$  = chi square

O = Observed frequency of any value

E = Expected (theoretical) frequency asserted by null hypotheses

$\sum$  = Summation

Table 4.3.3: Result and calculation to test of hypothesis one

Response	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Strongly Agreed	84	25	59	3481	139.24
Agreed	16	25	-9	81	3.24
Undecided	-	25	-	-	-
Strongly Disagreed	-	25	-	-	-
Disagreed	-	25	-	-	-
	<b>100</b>				<b>142.48</b>

Source: field survey 2018

$$X^2 = 142.48; p = 4; df = 0.05; X^2 - 9.488$$

**Decision rule:**

Since the calculated chi-square value (142.48) is greater than the table value (9.488), we accept the statistical hypothesis (**H<sub>1</sub>**) which states that “There is a level of effect of packaging and branding on marketing productivity of firm’s products”, and reject the (**H<sub>0</sub>**) which says that there is a level of effect of packaging and branding on marketing productivity of firm’s products. The acceptance of statistical alternative hypothesis (**H<sub>1</sub>**) is that it received statistical support after testing it.

**Hypothesis Four**

**H<sub>0</sub>**: There are no contributing factors to the growth of branding and packaging as a marketing tool.

**H<sub>1</sub>**: There are contributing factors to the growth of branding and packaging as a marketing tool.

In testing this hypothesis, table 14 on the questionnaire is used to determine if there is a level of effect of packaging and branding on marketing productivity of firm's products.

Table 16

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	84	84
Agreed	14	14
No comment	-	-
Strongly Disagreed	1	1
Disagreed	1	1
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In testing this hypothesis, Chi-square goodness of fit test was used to test the hypotheses. Chi-square is calculated by finding out the difference between each observed and theoretical (expected) frequency squaring them, dividing each by the theoretical frequency, and taking the sum of the results.

Statistically, the formula is

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Where  $X^2$  = chi square

O = Observed frequency of any value

E = Expected (theoretical) frequency asserted by null hypotheses

$\sum$  = Summation

Table 4.3.4: Result and calculation to test of hypothesis one

Response	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Strongly Agreed	84	25	59	3481	139.24
Agreed	14	25	-11	121	4.84
Undecided	-	25	-	-	-
Strongly Disagreed	1	25	-24	576	23.04
Disagreed	1	25	-24	576	23.04
	<b>100</b>				<b>190.16</b>

Source: field survey 2018

$$X^2 = 190.16; p = 4; df = 0.05; X^2 - 9.488$$

**Decision rule:**

Since the calculated chi-square value (190.16) is greater than the table value (9.488), we accept the statistical hypothesis (**H<sub>1</sub>**) which states that “There are contributing factors to the growth of branding and packaging as a marketing tool”, and reject the (**H<sub>0</sub>**) which says that there are no contributing factors to the growth of branding and packaging as a marketing tool. The acceptance of statistical alternative hypothesis (**H<sub>1</sub>**) is that it received statistical support after testing it.

**Hypothesis Five**

**H<sub>0</sub>**: There are no problems encountered by firm in making branding and packaging decision for its products.

**H<sub>1</sub>**: There are problems encountered by the firm in making branding and packaging decision for its products.

In testing this hypothesis, table 14 on the questionnaire is used to determine if there are problems encountered in making branding and packaging decision for its products.

Table 19

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Strongly Agreed	59	59
Agreed	27	27
No comment	2	2
Strongly Disagreed	7	7
Disagreed	5	5
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: field survey 2018*

In testing this hypothesis, Chi-square goodness of fit test was used to test the hypotheses. Chi-square is calculated by finding out the difference between each observed and theoretical (expected) frequency squaring them, dividing each by the theoretical frequency, and taking the sum of the results.

Statistically, the formula is

$$X^2 = \sum \frac{(O - E)^2}{E}$$

Where  $X^2$  = chi square

O = Observed frequency of any value

E = Expected (theoretical) frequency asserted by null hypotheses

$\Sigma$  = Summation

Table 4.3.5: Result and calculation to test of hypothesis one

Response	O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
Strongly Agreed	59	25	34	1156	46.24
Agreed	27	25	2	4	0.16
Undecided	2	25	-23	529	21.16
Strongly Disagreed	7	25	-18	324	12.96
Disagreed	5	25	-20	400	16
	<b>100</b>				<b>96.52</b>

Source: field survey 2018

$$X^2 = 96.52; p = 4; df = 0.05; X^2 - 9.488$$

**Decision rule:**

Since the calculated chi-square value (96.52) is greater than the table value (9.488), we accept the statistical hypothesis (**H<sub>1</sub>**) which states that “There are problems encountered by the firm in making branding and packaging decision for its products”, and reject the (**H<sub>0</sub>**) which says that there are no problems encountered by the firm in making branding and packaging decision for its

products. The acceptance of statistical alternative hypothesis ( $H_1$ ) is that it received statistical support after testing it.

#### **4.4 Discussion of Findings**

In the research work, all the questionnaire items were presented and analyzed and opened way for evidence-based information in finding out the importance of branding and packaging on marketing productivity of locally made products of supreme paint Ltd. However, this discussion would be based on the fact finding from the research questions.

Based on this research question “What is the scope of branding and packaging of products” it was discovered that most respondents in table 4.8 strongly agreed that supreme paint Ltd uses a very effective scope for branding and packaging of their products.

Again, the second research question “What are the reason for firm’s branding and packaging of its products” reviewed that there are so many reasons for firm’s branding and packaging of its products. Therefore, branding and packaging from the research findings shows that branding and packaging has really improved the firm’s products.

The third research question on “What is the level of effect of packaging and branding on the marketing productivity of the firm’s products shows that there is a very high positive level of effect of packaging and branding that has help in marketing productivity of its products.

Research question four on What are the contributing factors to the growth of branding and packaging as a marketing tool and it shows that the majority of respondents agreed that there are factors contributing to the growth of branding and packaging used as a marketing tool.

Finally, the last research question on What problems are encountered by the firm in making branding and packaging decision for its products, it was discovered that there are problems

encountered by the firm in making branding and packaging decision for its products but these problems are always taking care of and has less effect on its products.

## **CHAPTER FIVE**

### **SUMMARY OF MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION**

#### **5.1 Introduction**

This chapter presents the summary of research findings, exposition of the findings, conclusions, policy recommendations based thereon, proposes various strategies for further research on the importance of branding and packaging on marketing productivity of locally made products using supreme paint Ltd as study. The findings are summarized in line with objectives of the study as described in chapter one of this research project.

#### **5.2 Summary of Major Findings**

Product packaging and branding as revealed by the study has high effect on marketing productivity of companies. Therefore, the following are the summary of major findings as reviewed by the research work;

5.2.1 Both quality packaging and branding of products have been identified by marketers (or sellers) as the main way to ensure that product loyalty is created in consumers.

5.2.2 It has also been found to be responsible for creating cognitive consonance in buyers. Cognitive consonance on its part lead to repeat buys or purchases by the year.

5.2.3 Packaging and branding have very important role they play in marketing of products. They form an integral part of promotional advertisement in marketing of product to consumers.

5.2.4 Packaging and branding are part of the product mix in the marketing strategy and as such are considered seriously marketing product planning decision.

### **5.3 Conclusion of the Study**

This study was designed to find out the importance of packaging and branding on marketing productivity of locally made products with Supreme Paints Ltd taken as the focal point of study. The first chapter of the study gave preliminary information about the topic and statement of problem was made. Objectives of the study and research questions were stated and asked respectively to give or find out the reason for the research. A descriptive survey was the approach used for the study. A judgmental sampling technique was used in selecting hundred (100) samples of which was finally used as samples. The instrument used for the study was a questionnaire that was close or structured form. Data collection was through the use of questionnaires, while data analysis employed was the descriptive statistics- frequencies and percentages. Data obtained were computed and analyzed in relation with the research questions findings obtained were discussed supported by citing relevant literature.

Therefore, findings revealed that firm embarks on branding and packaging of its products so that customers can easily identify it. The finding also showed that the firm packages it product in the present way so as to prevent chemical changes of the product (paint) due to its chemical composition. It has also been established that packaging and branding have the combined effect of increasing the profitability of firms.

### **5.3.1 Implication of the Study**

Finally, the study shows that the importance of branding and packaging on marketing productivity of locally made products is strongly agreed, and could increase the profitability level and standard of branding and packaging as well as the productivity level of supreme paint products. Again, on the importance of scope used by supreme paint to increase their branding and packaging of products, it was deduced that high level of scope is used by the firm to improve on the best method of branding and packaging of their products.

Finally, on the importance of contribution factors to the growth of branding and packaging, it was discovered that there are so many factors that contributes to the growth of branding and packaging of supreme paint and these factors has really helped to improve the standard of the firm.

### **5.4 Recommendation**

Based on the research findings, the researcher makes the following recommendation:

- i. Firms should introduce policies for branding and packaging of its products so as to attract its targeted audience.
- ii. Provision should be made for good branding and packaging of any firm's products so as to create more profit for the company.
- iii. Firms should review their branding and packaging methods and come out with fine packaging so as to sell its products to consumers because good branding and packaging sells the company.
- iv. Finally, branding and packaging should be given more attention by firms who are into full time production.

I further recommend that other researchers should build on the areas of branding and packaging on marketing productivity of locally made products.

### **5.5 Contribution to Knowledge**

This research work can serve as a secondary data to other research work to be conducted in this area in the future. This is also hoped that firms and production companies will find it useful when formulating their strategies on branding and packaging of their products so that they can be able to achieve the maximum efficiency in productivity, performance and profitability.

### **5.6 Suggestion for Further Studies**

The study recommends that future studies should take a holistic view of importance of branding and packaging on marketing productivity of locally made products. In order to enhance the performance in the whole production sector, the same study can be studied in micro firms to see whether the same strategies applied in big firms can also be applied in micro firms.

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## **APPENDIX I**

Salem University Lokoja,

Kogi State.

Department of Business Administration

20 April, 2018.

Dear Respondent,

### **QUESTIONNAIRE**

I am a final year BSc student of the above named institution carrying out a project research on “The Importance of branding and packaging on marketing productivity of locally made products, A case study on Supreme Paints Ltd, kaduna”.

You are please requested to supply correct answers to the attached questionnaire. The purpose is purely for academic use and as such all information supplied by respondents would be handled with utmost confidentiality.

Thanks for your co-operation

Yours faithfully

**Amos Joshua**

## APPENDEIX II

**INSTRUCTION:** Tick as appropriate or fill in the spaces provided below

### SECTION A: PERSONAL DATA

1. Sex

male {      }

Female {      }

2. Marital Status

single {      }

Married {      }

3. Educational Qualification

O' level {WASC/GCE} {      }

ND/NCE {      }

B.Sc/ HND {      }

M.Sc/Ph.D {      }

4. duration of service

1 – 5years {      }

6-10years {      }

11 -15years {      }

16 – 20years {      }

20 years and above {      }

5. position/Status

Higher Class {      }

Middle Class {      }

Lower Class { }

**SECTION B: BASED ON THE RESEARCH QUESTIONS AND OBJECTIVES**

**Research Question one: What is the scope of branding and packaging of products?**

6. does supreme paint Ltd uses branding and packaging for it's products?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

7. Does branding and packaging promotes the products of Supreme Paint Ltd?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

8. How does the scope used for branding and packaging affects supreme paint products?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

9. Does the scope used for branding and packaging affects supreme paint positively?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

**Research Question Two: What is the reason for firm's branding and packaging of its products?**

10. Does firms have reasons for branding and packaging of its products?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

11. Do you agree that the reasons for packaging and branding of firm's products are protection, convenient, differentiation, increase profit?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

12. Does those reasons affect the profitability of the firm?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

**Research Question Three What is the level of effect of packaging and branding on the marketing productivity of the firms' products?**

13. Does packaging and branding have any effect on marketing productivity of firm's products?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

14. What level of effect does packaging and branding has on marketing productivity?

Very High effect { }

High effect { }

Undecided { }

Very high ineffective { }

High ineffective { }

15. Does these effects affect packaging and branding of marketing productivity positively?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

**Research Question Four: What are the contributing factors to the growth of branding and packaging as a marketing tool?**

16. Are there factors contributing to the growth of branding and packaging as a marketing tool?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

17. Does these factors like innovation opportunity, company and brand image, self-service and consumer affluence contribute to growth of branding and packaging as marketing tool?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

18. How effective are these factors to growth of branding and packaging?

Very effective { }

Effective { }

Undecided { }

Very ineffective { }

Ineffective { }

**Research Question Five: What problems are encountered by the firm in making branding and packaging decision for its products?**

19. Are there problems encountered by supreme paint in branding and packaging of its products?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }

20. Does these problems affects the firms' profitability?

Strongly Agreed { }

Agreed { }

Undecided { }

Strongly Disagreed { }

Disagreed { }