**INFLUENCE OF PRODUCT PACKAGING AND LABELLING ON CONSUMER’S PURCHASE DECISION OF SELECT SOAP DETERGENT IN UYO”.**

**BY**

**PAUL, MAUREEN EDET**

**UCP/H2015/MC/069**

**TO**

**THE DEPARTMENT OF MASS COMMUNICATION**

**UYO CITY POLYTECHNIC, UYO**

**AKWA IBOM STATE**

**SEPTEMBER, 2017**

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**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF HIGHER NATIONAL DIPLOMA (HND) IN MASS COMMUNICATION**

**SEPTEMBER, 2017**

**CERTIFICATION**

This is to certify that this research was carried out by **Paul, Maureen Edet** with Registration Number **UCP/H2015/MC/069** of the Department of Mass Communication under the supervision of;

Dr. George Udoh ………………….

**(Supervisor) Signature/Date**

Mr. Victor Ikpatt .………………….

**(Head of Department) Signature/Date**

**DEDICATION**

I dedicate this work to the Almighty God whose love and guidance made me to able to scale through the sunny and rainy days of studying in the department of Mass Communication. And also to my parent Mr./Mrs Edet Paul.

**ACKNOWLEDGEMENTS**

I wish to express my gratefulness to Almighty God for His infinite mercies with long life and protection throughout my Stayed in school.

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I also want to acknowledge my friends in the department of Mass Communication most especially the 2015/2017 class towards for the contributions to knowledge during the period, I appreciate you all.

**ABSTRACT**

The study focused on “Influence of Products Packaging and labelling on Consumers Purchase Decision of select soap detergents in Uyo”. This research was chosen because of the mere fact that most customers were not enlightened about products packaging and labelling. The study to delimit to consumers residing in Uyo metropolis. The design of the study was the survey method. The study’s tool was the questionnaire; the data were obtained from responses from the respondents that is from the questionnaires. The population of the study based on 2006 census was 554090 and a sample of 309 was considered for this study. In analyzing the data the researcher adopted simple percentage as statistical tool. Findings revealed that most consumers were not fully aware of advertising on packaging and labelling of select soaps determent. Secondly, consumers were not aware of which detergent was good in order for them to patronage it. Based on these findings, the study recommended that effective advertising of packaging and labelling of soap detergent should be done by the advertisers. Also, marketing segmentations should be carried out in order to reach to the ultimate consumers. Also, reliable communication channels should be used by the manufacturers of detergent in order to draw the attention of buyers based on packaging and labelling.

**TABLE OF CONTENTS**

Cover page

Title page

Certification - - - - - - - i

Dedication - - - - - - - ii

Acknowledgements - - - - - - iii

Abstract - - - - - - - - iv

Table of contents - - - - - - v

**CHAPTER ONE: INTRODUCTION**

* 1. Background to the study - - - - 1
  2. Statement of the Problem - - - - 4

1.3 Objectives of the Study - - - - - 5

1.4 Research Questions - - - - - 5

1.5 Significance of the Study - - - - 6

1.6 Delimitation of the Study - - - - 7

1.7 Limitation of the Study - - - - 7

1.8 Definition of Terms - - - - - 8

**CHAPTER TWO: REVIEW OF RELATED LITERATURE**

2.1 Introduction - - - - - - 10

2.2 Influential factors on consumer behaviour - 10

2.3 Consumer Buying Decision Process - - 13

* 1. Models of Consumer Buying Behaviour - - 19
  2. Promotional Functions and Product Branching - 21
  3. Definition of Concepts - - - - - 24

2.7 Ann (2003) states different types they are: - 31

**CHAPTER THREE: RESEARCH METHODS**

3.1 Introduction - - - - - - - 34

3.2 Area of the Study - - - - - - 34

3.3 Research Design - - - - - - 35

3.4 Population of the Study - - - - 36

3.5 Sample and Sampling technique - - 36

3.6 Instrumentation - - - - - 37

3.7 Validity and Reliability of the Instrument - 38

3.8 Method of Data Collection - - - - 38

3.9 Method of Data Analysis  - - - -  **39**

**CHAPTER FOUR: PRESENTATION OF DATA, ANALYSIS AND DISCUSSION OF FINDINGS**

* 1. Introduction - - - - - - 40
  2. Presentation of Data - - - - - 40
  3. Discussion of Findings - - - - 50

**CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION**

5.1 Introduction - - - - - - 53

5.2 Summary - - - - - - - 53

5.3 Conclusion - - - - - - - 54

5.4 Recommendations - - - - - 55

**REFERENCES**

**APPENDICES**

**CHAPTER ONE**

**INTRODUCTION**

* 1. **Background to the study**

A name is a handle. It furnishes a handle on a person, product, or an idea. It could be very difficult to identify or tell apart a product that is nameless. The identification of a nameless product would be laborious and inefficient. Such an exercise would entail a description of the product in terms of its colour, size, shape, taste, smell, and so on.

Thus, precious time would be needlessly wasted on a task that can quite quickly and effectively be done with a word or two. This is why manufacturers identify their products with brand names. Manufacturers spend much resource to develop, promote and protect their brand names. Not infrequently, corporate lawsuits arise in efforts to ensure such protection.

Jefkins (2008:1) and Ugboajah (1986:88) say that “brand name is a vital piece of communication”. It fixes the product in the consciousness of the consumer. Brand name communicates not just the physical attributes of the product like its colour or packaging, more important, it comes, with time, to stand for the product quality. A mention of the brand name calls up the product image which may be that of reliability, low cost or inferior finishing.

Jefkins and Ugboajah also state that implicit in a brand name is goodwill. This refers to brand loyalty, the preference of consumers for a product among a basket of products available on the market. Brand loyalty is born of the consumer perception that the brand has the right product fitness or quality at the right price (Bovee and Arens, 1986:157).

If brand name is so important, its effective communication to the consumer should be given utmost attention. Jefkins and Ugboajah (1986:iii) have advised that whatever the name, it should be easy to pronounce, spell and remember. It should not be ambiguous or confusing, and if possible it should be identified with the product or service, or quickly associated with what it represents. Generally, consumers’ decisions are always directed towards packaging and labeling of products. That’s our focus in this study.

* 1. **Statement of the Problem**

Consumers are always attracted by packaging and labeling of product. This is the case with select soap detergent. We have understood that must consumers have not been educated on the importance and at time the significance of soap detergent in terms of their uses either for domestic or any other purpose. It becomes very difficult to evaluate the packaging and labeling of these products.

Must consumers have not been really or by packaging and labeling of product. This study would like to explore that aspect. It is against the background that some questions should be raised. Has packaging and labeling of select soap detergent been of significance to consumers? Do the manufacturers exhibit advertising tendency for product? Are consumers properly been sensitized on quality product is term of packaging and labeling?

**1.3 Objectives of the Study**

The objective of the study was constructed in order to:

1. fine out to what extent the customers were aware of the advertisements of packaging and labeling of detergents.
2. ascertain their view about the select detergent they knew
3. determine the medium of communication that best attracted them in terms of select soap detergents.
4. find out the significance of the packaging and labelling of select soap detergents to these consumers

**1.4 Research Questions**

The research questions formulated were:

1. To what extent were consumers aware of the advertising of packaging and labelling of detergent?
2. How could we ascertain respondent view about the select detergent they know?
3. Which of the medium of communication that best attracted them in terms of select soap detergents.
4. To what level is the significance of packaging and labeling of select soap detergent is these consumers?

**1.5 Significance of the Study**

The study is significant because it will highlight more on packaging and labeling of select soap detergent. The study also will be significant because it will add more to the body of knowledge that means it will attract research. In addition, the study will go a long way to educate consumers on the need to purchase goods or product that are well packaged and labeled. The study also will be of significance to student of mass communication as well as to manufacturers of soap detergent.

**1.6 Delimitation of the Study**

The study want to throw its search light on the influence of product packaging and labeling on consumers’ purchase decisions of select soap detergent in Uyo. Therefore respondent of Uyo will be interviewed via or through questionnaire on the subject matter.

**1.7 Limitation of the Study**

The limitation of the study lies in the fact that consumer behaviour, the dependent variable in this study, is not fully understood. The consumer purchase decision is a very complex phenomenon. He may not be conscious of what influences his purchase decisions. Yet the basic assumption of the study is that the consumer is aware of what influence his decision to buy and is articulate enough to express this. Also lack of funds was another limitation which delayed the immediate realization of the research.

**1.8 Definition of terms**

Key terms have been defined. They are:

**Influence**

It refers to the impact of packaging and labeling of select soap detergent on the consumers’ purchase decision.

**Product**

It refers to goods like detergents and soaps

**Packaging**

It deals with the way select soap detergent are arranged into package

**Labelling**

It refers to the way select soap detergent are given inscriptions in term of brand.

**Consumers**

These are purchase of select soap detergent residing in Uyo.

**Purchase Decision**

Buying act after seeing the packaging and labeling of select soap detergent.

**Select soap detergent**

These are product used domestically and otherwise to clean the body and the environment.