

## **IMPACT OF PACKAGING ELEMENTS ON CONSUMER IMPULSE BUYING BEHAVIOR: A CASE STUDY OF INDOMIE NOODLE IN KADUNA METROPOLIS**

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### **ABSTRACT**

Impulse buying is mostly from extrinsic factors which lure customers into unplanned buying. This study aims at analyzing the Impact of packaging on Consumer impulse buying Behavior focusing on the four elements of packaging which are; size and shape as well as color and logo. Using multiple regression model, the study finds that; shape and size of packaging have positive and significant effect or relationship on consumer impulse buying behavior. More so, color and logo have positive and significant relationship or effect on consumer impulse behavior. It is based on these findings that the study recommends; that producers of goods should pay more attention to color and logo as it brings about more turnover which will in turn yield more profit to the firm. Companies should lay more emphasis to their product through designs of good product package. More research should be employed by companies in the designing of color and logo, as well as shape and size of their products because of their positive effect on the consumer impulse buying behavior. Bonuses and incentives should be accorded to the department involve in the designing of shapes and sizes as well as color and logo of a product as this will bring about a healthy competition between the employees in such department.

**Keywords:** Impulse buying, Packaging and consumer impulse behavior.

**JEL Codes:** M1, M2, M3.

### **1. INTRODUCTION**

Production cannot be complete when it did not reach the final consumer. This means that the aim of production is to maximize profit through satisfying the consumer. There are various avenues or ways to attract the consumer to buying a product or commodity. These among others include advertisement, bonanza, packaging, and etcetera. According to Adam Smith, consumption is the sole end and purpose of all production and the interest of the producer ought to be attended to only so far as it may be necessary for promoting that of the consumer. It is vital for producers and marketers to forecast the future of buying pattern of customers and devise appropriate marketing strategies to create long term customer relationship.

A lot of firms have embarked on one strategy or the other to attain more space in the market for their products. Some companies have engaged in different innovations so as to make their goods compete with that of their competitors, the form or method of packaging is one of the ways to arouse the interest of the potential consumer to buying a product. Despite the increasing popularity of packaging in the promotion of goods and services, the shape and size, color and logo of packaged products are much more neglected. These four elements of packaging lead to unplanned impulse buying which is a plus to the producer. Unattractive shape and size, logo and color might not lead to unplanned and pure impulse buying.

According to Silayoi and Speece (2004), packaging can be seen as a set of elements that communicate messages to consumers and the kind of message that is communicated depends on either visual or verbal elements. Where the verbal elements send out information, the visual elements affect emotions. The visual element is made up of color, shape, size, logo, material and graphics. On the other hand,

the verbal element entails name, brand, and producer/country of origin, information about a product, usage instructions and special offers.

As opined by Kuvykaite, Dovaliene and Navickiene (2009), a well-designed packaging is evaluated as a competitive advantage. In addition, Package designs ability to kick off an emotional dialogue with the consumer is what affects decisions making. However, Stewart 2004 posits that the influence of emotions makes packaging very important and influential in marketing. The Impulse buying is an unintended and unplanned buying behavior which stimulates the potential buyer to purchase a product.

This study seeks to examine the effect of Packaging elements (shape, size, color and logo) on consumer's impulse buying Behavior With a particular focus on indomie instant noodles in Kaduna Metropolis.

## **2. LITERATURE REVIEW**

### **Theories on consumer impulse buying behavior**

Several scholars have given theories on the consumer impulse buying behavior. Every consumer taste and preferences on buying vary depending upon the mood he goes through. Usually, consumer behavior is based on a rational model; he purchases a product after carefully analyzing the cost and its benefit. Notwithstanding, some researchers have identified the emotional aspect in consumers decision making. These theories among others include;

1- **The consumer Impulse Formation and Enactment Theory** was propounded by Dholakia (2000). This theory posits that impulsive behavior consist of elements that involve motivational, volitional and cognitive psychological processes. According to him, the most important factors of impulsive purchase behavior are ; marketing, stimuli, impulsivity trait and situational factors. Dholakia stressed that one of the factors in impulse buying process is the exposure to the marketing stimulus. According to him, marketers may increase the probability to buy impulsively, manipulating store atmospherics.

**2- Reference Point Model of Desire:** Alfred Marshall has opined the inconsistency in consumers' behavior is mainly due to change in their moods and tastes. In 1980 Winston stated the economic model of impulsive buying in which it has two sets of preferences, myopic and farsighted. The model fails to give insight on the happenings' and reasons for myopic reactions by the consumers.

**3-Prospect theory:** This is a critique of expected utility theory as a descriptive model of decision making under risk. According to Kahneman and Tversky (1979), choices among risky prospects exhibit several pervasive effects that are inconsistent with the basic tenets of utility theory. In particular, people underweight outcomes that is merely probable in comparison with outcomes that are obtained with certainty. This tendency, called the certainty effect, contributes to risk aversion in choices involving sure gains and to risk seeking in choices involving sure losses. In addition, people generally discard components that are shared by all prospects under consideration. This tendency, called the isolation effect, leads to inconsistent preferences when the same choice is presented in different forms. Kahneman and Tversky (1979) developed an alternative theory of choice, in which value is assigned to gains and losses rather than to final assets and in which probabilities are replaced by decision weights.

**4-Howard Sheth Model:** As in Vijay and Kumar (2020), Howard and Sheth (1969) explore the ideas of consumer behavior and the factor's (psychological, social and marketing forces) those effect on buying decision. The model generates information on affected factors as well as helps to provide an empirically testable depiction of that behavior. Four major components identified were Input Variables,

Hypothetical Constructs, Response Output variables and Exogenous Variables. The input variable decides three elements which are: a) Symbolic B) social condition and c) Significant.

a) Symbolic (as delineated by the media and sales rep),

b) Social condition (incorporates social class, family, reference gatherings),

c) Significant (those which straightforwardly impact with that of item properties for example Value, quality, administration and accessibility).

This Study, after reviewing the theories mentioned earlier, adopts the consumer impulse formation and enactment theory because of its relevance on this research.

### **Empirical Review**

Several scholars have from different countries have tried to assess the impact of packaging on consumer impulse behavior. But the studies have given mixed results. For instance, Kaur and Sharma (2020) examine the Impulsive buying behavior of consumers for essential goods due to COVID-19. Adopting a descriptive research design data from 830 consumers, ANOVA and regression analysis to examine the relationship Impulsive buying behavior of consumers for essential goods, results indicate that threat perception and consumer psychology significantly influence impulsive buying behavior. Moreover, panic condition and mass media lead to threat perception. Findings revealed that the income level of consumers influenced impulsive buying behavior.

Contrariwise, Prawira and Sihombing (2021) analyze the effect of social shopping; adventure shopping, value shopping, relaxation shopping, and idea shopping in influencing impulsive online buying behavior moderated by scarcity and serendipity information. The research employed quantitative research paradigm using surveys as a medium to obtain primary data. Using Structural Equation Modelling (SEM) approach, results show that there is a relationship between the value of hedonic shopping, scarcity, and serendipity information on impulsive online buying behavior.

In Pakistan, Desai, Qureshi, and Fazal (2019) identified the relationship of product packaging on consumer's buying behavior of millennial of Karachi. The study used primary data collected from the millennial of Karachi through questionnaires and then analyzed on SPSS software. The study revealed that color, material of packaging, wrapper design and innovation played an important role in consumer's purchase decision.

On the opposite, Farid and Ali (2018) study the impact of personality on impulse buying behavior. Employing an explanatory research study involving 400 people of diverse backgrounds and wide age brackets, results indicated significant effects of Openness, Extraversion, Conscientiousness and Neuroticism and insignificant effect of Agreeableness on Impulse Buying Behavior.

In a different manner, Khawaja (2018) assesses the factors influencing consumer- buying behavior toward impulse buying in hypermarkets. The study employed multiple regression and factor analyses for the data analyses. The findings revealed that demographic factors positively influence impulse buying behavior. Also, musical appeals, sexual appeal and humor appeal influence consumer impulse buyers.

Comparatively, Sener, Kinaci and Dogan (2017) explain the influence of packaging elements on the consumer purchase decision in the Çankaya district of Ankara in 2014. Employing Correlation Analysis, results show a statistically significant positive relationship between the consumer purchase decision and the following packaging elements: durability, printed information, material, size and ecological sustainability. However, no meaningful relationship was found between the consumer purchase decision and the packaging elements of graphics, color and font style.

On the contrast, Yeboah and Owusu (2017) explore the consumer impulse buying behavior from a range of consumer and product related factors. The study employed quantitative method. The data collected were analyzed with reliability statistics, Cramer's V-statistics under a cross tabulation statistical technique test to determine the association between the variables involved in this study. Findings from the study indicate that, the association between consumer impulse buying behavior and product physical quality, product price, product attractiveness, product origin and purchase location was not strong. Consequently, each of the five products related factors shows a weak association with consumer impulse buying behavior.

In a different manner, Pradhan (2016) examines some of the factors affecting impulsive buying behavior of consumers in supermarkets. It also aims to verify the interrelationship between these factors and impulsive buying behavior. Using structured questionnaire, the findings suggest that majority of supermarket goers buy impulsively.

In addition, Javed and Javed (2015) analyse whether product's packaging color influences customers' purchasing preferences using self-administered survey method. Their study revealed that buying preference of a customer is relatively more dependent on the color scheme than on time constraint. Their study emphasized that companies cannot afford to ignore the significance of time constraints and color scheme of the products on customers' buying behavior.

In China, Zhou and Gu (2015) employed  $2 \times 2$  two-factor experimental design, framed a price reduction in the amount of money versus percentage on products to investigate how the underlying mechanism (anticipated regret) influences likelihood to impulse buying. Compared with percentage-off presentation, the findings indicate that presentation shown at the amount of money leads to higher anticipated regret and consumer impulse buying intention.

### **3. METHODOLOGY**

#### **Model Specification**

This study employed multiple regression model. The reason for employing the model is that it assesses the strength of the relationship between the dependent variable and independent variable and the model can help in finding answers to the research questions raised. The model can be specified as thus;

$$CIM = \beta_0 + \beta_1 Sz + \beta_2 Sh + \beta_3 CL + \beta_4 LG + e$$

Where CIM stands for Consumer impulse Behavior

Sz stands for Size,

Sh stands for shape

CL stands for color

LG stands for Logo

$\beta_0$  stands for concept or intercept and  $\beta_1 \beta_2 \beta_3 \beta_4$  stands for parameters of the variable in the study.

$e$  = stands for error term.

#### **Sample Size and Technique**

The population of the study constitutes 392 consumers of indomie instant noodles in central market, kaduna state. The study employed non-probability stratified sampling technique in grouping the population into definite groups called strata. The study is a survey research based on primary data through the use of structured questionnaire which was used to elucidate information from the subscribers. For the statistical analysis of the data gathered, multiple regression analysis was employed. The rationale for using multiple regression analysis was because it is a statistical tool that not only explores the relationship between two variables but also indicates the direction and magnitude of the effect of independent variable (packaging, color and logo, shape and size) on the dependent variable (consumer impulse buying behavior).

**4. RESULTS AND DISCUSSION OF RESEARCH FINDINGS**

**Distribution Table for Demographic information of Respondents**

**Table1:**

S/N	Demographic factors	Frequency	Percentage
1	<b>GENDER</b>		
	Male	172	47.4
	Female	191	52.6
	<b>TOTAL</b>	<b>363</b>	<b>100</b>
2	<b>AGE</b>		
	17-22 Years	142	39.1
	23-28 Years	118	32.5
	29-34 Years	61	16.8
	35 Years and above	42	11.6
	<b>TOTAL</b>	<b>363</b>	<b>100</b>
3	<b>MARITAL STATUS</b>		
	<b>Single</b>	233	64.7
	<b>Married</b>	128	35.3
	<b>TOTAL</b>	<b>363</b>	<b>100</b>

**Source:** Researcher’s field survey

Table highlights the demographic variables concerning gender age, and marital status. The table explained the demographic characteristics of the respondents. From the table, out of 363 of the total respondents, 172 (which entail 47.4%) are male, while 191 (comprising 52.6%) are female.

This means that we have more female respondents than the male respondents. Looking at the age category of the respondents, out of 363 respondents, 142 that are 39.1% age 17-22, 118 that is 32.5% of the respondents age range from 23-28 years, 61 respondents that is 16.8% age are from 29-34 years while 42 respondents that is 11.6% are from 35 years and above. By implication, most of the respondents are single and not married. This suggests that most of the people that eat indomie are single and not married. In addition, most of the respondents are of the age range 17-22 years.

**Table 2: ANOVA MODEL SUMMARY RESULT AND REGRESSION**

Variables	Coefficients	Significance	t- statistics
Shape and Size	.486	0.000	8.563
<b>R 0.828</b>			
<b>R-Squared 0.745</b>			
<b>Adjusted R –squared 0.742</b>			
<b>Sum of squares 850.420</b>			
<b>Residual sum squares 290.486</b>			
<b>F- statistics 261-845</b>			

**Significance at 5%**

**Source : Author’s Computation, 2021.**

The multiple regression result as depicted in table 2 shows that shape and size of indomie instant noodles have positive and significant relationship with consumer impulse buying behavior. This suggests that the shape and size of indomie instant noodle can induce the consumer to buy the product without early plans to do so. The result of this study is similar to the one carried out by Yeboa and Owusu (2017) and Vyas (2015), that the shape and size of a product have positive effect on the impulse

buying of a commodity by the consumer. The  $R^2$  of the regression reveals the goodness of fit of the model. In addition, The Fisher Statistics of 261.341 reveals that the model is well specified.

Specifically, the coefficient of shape and size suggest that an increase in shape and size of package of indomie instant noodle results to 0.486% increase in consumer impulse behavior which is statistically significant at 8.563 t-value and 0.000 P-value at 5% level of significance respectively.

**Table 3: ANOVA MODEL SUMMARY RESULT AND REGRESSION**

Variables	Coefficients	Significance	t- statistics
Logo and Color	.252	0.000	9.433
<b>R            0.863</b> <b>R-Squared   0.828</b> <b>Adjusted R –squared 0.827</b> <b>Sum of squares   12.722</b> <b>Residual sum squares 90.668</b> <b>F- statistics        13.751</b>			

**Significance at 5%**

**Source: Author’s Computation, 2021.**

From the result presented in table 3 it denotes that logo and color have positive and significant relationship with consumer impulse buying behavior. This is in line with the study conducted by Javed and Javed (2015) that logo and color have positive and significant effect on customer’s buying behavior. However, the null hypothesis of no relationship between logo and color and consumer buying impulse is rejected. The  $R^2$  of 86.3% of shows the goodness of fit of the model and F-statistics of 13.751 shows that the model is well specified.

Specifically, the coefficient of color and logo reveals that an increase in packaging color and logo results to 0.252 increase in consumer impulse buying behavior which is statistically significant at 5%.

**5. CONCLUSION AND RECOMMENDATION**

From the findings so far discussed, the study concludes that; shape and size of packaging have positive and significant effect or relationship on consumer impulse behavior. More so, color and logo have positive and significant relationship or effect on consumer impulse behavior. It is based on the findings presented that the study recommends;

- 1) Producers of goods should pay more attention to color and logo as it brings about much turnover which will in turn yield much profit to the firm.
- 2) Companies should lay more emphasis to their product through designs of good package for the products.
- 3) More research and expertise should be employed by companies in the designing of color and logo, as well as shape and size of their products because of their positive effect on the consumer impulse buying behavior. This means that research unit is a very vital component in firms; therefore, it must be taken seriously.
- 4) Bonuses and incentives should be accorded to the department involve in the designing of shape and size as well as color and logo of a product by firms and business owners as this will bring about a healthy competition between the employees in such department and will augment the profit of the firm.

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