



GHANA INSTITUTE OF JOURNALISM

TOPIC:

**ASSESSING PACKAGING COLOURS AS AN EFFECTIVE
COMMUNICATION TOOL IN CONSUMER DECISION MAKING**

BY

NYARKO SAMUEL SOMUAH

(MAPR20140)

SCHOOL OF GRADUATE STUDIES AND RESEARCH

DEPARTMENT OF PUBLIC RELATIONS

2021



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**A LONG ESSAY PRESENTED TO THE SCHOOL OF GRADUATE STUDIES
AND RESEARCH, GHANA INSTITUTE OF JOURNALISM IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF A
MASTER OF ARTS (MA) DEGREE IN PUBLIC RELATIONS.**

2021

DECLARATION

Student Declaration

I hereby declare that this project is a result of my original research work conducted under the supervision of the undersigned supervisor, that all consultations done have been duly acknowledged and that no part of this work has been presented in part or whole, in respect of any other academic award.

Nyarko Samuel Somuah


(Student) 

Date: 10-12-2021

Supervisor's Declaration

I hereby declare that the preparation and presentation of the project were supervised in accordance with the guidelines on supervision project laid down by Ghana Institute of Journalism.

Dr.Ebo Afful

(Supervisor) 

Date: 10-12-2021

DEDICATION

The work is dedicated to my family and friends especially my mum Peace Atieku.

ACKNOWLEDGEMENTS

My profound appreciation goes to the Almighty God for His abundant grace and protection throughout my stay on campus and in the course of my research work.

Special thanks go to Ebo Afful (PHD) for his direction, assistance, suggestions and contributions in the course of my research work. I am grateful to my mum and siblings who contributed and supported me immensely throughout my stay on campus.

My final appreciation goes to staffs and directors of Ghana Airport Company for their support, as well as my colleagues, God richly bless them.

ABSTRACT

The study assesses packaging colours as a communication tool in consumer decision making. Probability Sampling (Simple Random Sampling) was used in selecting sample for the research in order to make generalization. With this technique, the researcher gave individuals an equal chance of being selected as a subject. In all 40 respondents were selected for the study. Tools employed for data collection were questionnaire design. The study reported that personal factor influence many to purchase a particular packaged food, followed by impulse buying and social factors emerging as the second influential factor in package food, followed by cultural factors and psychological factors greatly influence consumer purchase decisions. Comparing both questions indicates that the consumers who feel Good when they first see familiar food package colours recorded the highest percentage and Very good exceed those who feel Very bad and Bad when they see familiar packaged food colours. The findings again shows that the percentage of consumers who feel Good and Very Good when they first see Unfamiliar food package colours are less than who feel Bad and Very bad when they see Unfamiliar food packaged colours. And these responses attest to the fact familiar packaged food colours play a very big role in advertising

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CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter unfolds with all the related and relevant information which consist: the background to the study, statement of the problem, research question. The chapter also outlines the purpose of the study, the objectives of the study, the significance of the study, limitations (problems), delimitation (scope), and definition of terms and organization of the rest of text.

1.1 Background to the Study

In today's competitive environment, the role of packaging has changed due to increasing self- service and changing consumer's lifestyle all over the globe affecting every market in the world. This competitive environment is so undoubtedly heavily present in Ghana, precisely the nation's capital Accra. Firm's interest in the package as a total of sales promotion is growing increasingly. The package becomes an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and reducing promotional costs. Pilditch (1973) has defined packaging as the silent salesman in the store and it was the only communication between a product and the final consumer at the point of sales, most consumers are moved by the products package, that is by the colour of the design used, barrier protection, the image used, information transmission that is how to use the product and mostly containing the expiry date for the product.

Packaging can be defined as the container which is necessary to convey a product to the ultimate consumer, as contrasted with packing (cartons, crates, etc.) that is required for bulk shipment.

Packaging is today perhaps the most powerful weapon in a supplier's marketing and sales promotion armoury. By comparison, advertising of all sorts delivers a broad and indirect message to the potential consumer. Due to the general absence of sales staff at most retail outlets, only the package, perhaps accompanied by 'point of sale' promotional materials is present as 'silent salesperson' at the moment of purchasing decision. It is mainly for this reason that so much attention and resources are now devoted to the perfecting of pack appearance.

Packaging design is therefore no longer a minor component in the marketing campaign. It is now often considered as the most important and critical advertising tool.

Now, packaging has become itself an advertising tool for organizations. The consumer's buying behaviour is also stimulated by the packaging quality, colour, wrapper, and other characteristics of packaging. It is an ultimate selling proposition, which stimulates impulse buying behaviour. Packaging increases sales and market share and reduces market and promotional costs. From the stand point of producers and manufactures, their product can only cover their cost and return their profit if they reach their eventual customer safely and are fit for their intended use.

Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. It can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. A package contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, and institutional, industrial and personal uses.

According to Rundh (2005) package appeals to consumer's attentiveness towards a certain brand, increases its image, and stimulates consumer's perceptions about product. Furthermore, packaging conveys distinctive value to products (Underwood, 2003; Silayoi, & Speece, 2007), packaging works as an instrument for differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer's buying behaviour (Wells, Farley & Armstrong, 2007).

On average it only takes ninety seconds of interaction with a product for a consumer to decide whether to purchase the product (Singh 2006). This means that marketers, designers, and advertisers have only ninety seconds to convince consumers that their product is the one that the consumer should choose to purchase. Imagine a consumer visits a store at the any shopping mall where different or similar products are sold. All of the packaged product lining on the shelves emanate a variety of visual cues: colours, fonts, and logos. This variety of stimuli is ever-present. The consumer mind tries to process this huge overload of information, while also making subconscious judgments about the products based on what is seen. The astounding fact is that sixty-two to ninety percent of those subconscious judgments are based on colour alone. Colour is the most important of all visual cues. This is due to the extreme power that colour possesses. Colour has the ability to do many things which can potentially lead to purchase. It can be a source of information by conveying messages and associations, and it can also differentiate brands, companies, and products. Colour can positively influence recall and attract attention, and most importantly influence emotions, moods, and feelings.

Colour is a central element of products, services, packages, logos, displays, and collaterals which influences perceptions (Aslam, 2006). Colour is central to these products because it brings the designs alive through the creation of a high level of aesthetic beauty and psychologically affects consumer subconsciously. Colours can play roles not only in forming consumers' brand perceptions but also in customers' responding and purchasing behaviour which is independent of brand preferences.

Colours can be used strategically to influence buying intentions, personality, and congeniality of a brand. In order to plant the overall impression of a product or an outlet into consumers' consciousness colours should not be disregarded. It is of great importance to make the client feel the sense of pleasure and relaxation when they walk into a shop and not create the feeling of anxiety or irritation. Colours help create a positive atmosphere which can result in a purchase as well as in attracting them to return in the future, which also should not be disregarded.

1.2 Statement of the Problem

According to Héroux et al. (1988), advertisers spend considerable time and money on packaging products in a manner that will attract consumer attention and promote its consumption. A question that emerges is therefore how consumers perceive products on the market? To answer this question, this thesis focuses on package colour and consumer decisions. It emphasize on colour compositions that are deemed most appealing to consumers regardless of the reasons for their choices.

Why colours? Colours have meanings and, as such, they are a fundamental tool in advertising strategies and communications. These underlying meanings are often used

for the purpose of product and brand differentiation and also on the basis of consumer perceptions. Colour also has the most decisive effect upon the consumer's purchase decision.

In Accra, the stakes are high; it's win or lose at the retail shelf. Consumers make choices in seconds when it comes to shopping; the researcher revealed that consumers at the mall who are actively involved in purchasing packaged foods are more conscious about their social status and health so they prefer packaged products which to some extent affect their consumer buying behaviour negatively. To rectify the said problem, this research is constructed on hypothetical analysis into packaging colours. This study uncovers the features, which are having the eventual influence on consumer's choice, when multiple and different choices are available.

1.3 Purpose of the Study

Based on the problem discussed, the purpose of this thesis is to provide some understanding on package colour and consumer decisions. Four research questions have been outlined above. Answering these will help gain the knowledge necessary to reach the above purpose.

1.4 Significance of the Study

The outcome of the study is expected to remind practitioners of the need to make sure that product package colour, communicates what is intended. It will enable management to determine what benefits they want to communicate and what the package actually communicates. Companies know the fact that the benefits associated with colours on packages can be used to promote the product with the other forms of

advertising. For instance, companies could design television commercials that show the benefits of product package colours in cases where the package colour is an important part of the product.

1.5 Delimitations

The scope of this research is limited to selected food packages and colours - red, orange, yellow, green, blue, purple\violet, pink, brown, grey/gray, white, black respectively. The research was conducted in four areas in the Greater Accra metropolis; West – Hill Mall, Accra Mall, Achimota Mall and Junction Mall. These four areas were selected due to the different level of educational background which the researcher believes influence the purchase of a product.

1.6 Limitations

Data collection from respondents was a major problem. Respondents were reluctant in giving out information for the research.

1.7 Abbreviations and Acronym Used

IBM - International Business Machine

RISC - Research in Socio-cultural Change

S.H.S - Senior High School

1.8 Organisation of the Study

This study is divided into five chapters. Chapter one is the introduction of the study. It includes background of the study, statement of the problem, research objectives, research questions, purpose of the study, significance of the study, delimitation,

limitation, and definition of terms used, abbreviations and acronyms used and the organization of the rest of the text.

Chapter two presents a comprehensive review of related literature in an attempt to position the study in an appropriate academic framework. Thus, discusses findings of related researchers to this study.

Chapter three deals with the research methods used in this study. Here, the researcher looked at the research design, target population, sample size, methods of data collection, methods of data analysis, and sources of data.

Chapter four entails analysis, representation and interpretation of data collected. It also outlines the interventions implemented to address the problem which necessitated the research.

Chapter five is the concluding chapter, which present the summary, recommendations and conclusions of the research.

1.9 Conclusion

The chapter dealt with all the related and relevant information which included: the background to the study, statement of the problem, research question. The chapter also outlined the purpose of the study, the objectives of the study, the significance of the study, limitations (problems), delimitation (scope), and definition of terms and organization of the rest of text

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 Introduction

This chapter describes package colour and consumer decisions in detail and the theoretical framework showing the relationships between these variables is presented. In addition, the hypotheses will be developed and specified at the end of this chapter.

2.1 Product

One element of the marketing mix is the product. As marketers we have to find the right products for our target market. The product should deliver superior customer value. What therefore is a product?

A product can be defined as anything that we can offer to a market for attention, acquisition, use or consumption that could satisfy a need or want. However, the definition of product does not only involve tangible goods such as a car, a fridge or a phone. The definition of product must be extended to include intangible objects as well, because they can be offered to a market as well. Therefore, the broad definition of product includes services, events, persons, places, organizations or even ideas. Thus, the definition of product leads us to a broad range of things: a car, a phone and a coffee can be a product. (Claessens M. 2015). According to the Ulrich and Eppinger (1995), "A product is something sold by an enterprise to its customers.

From all the definition given, the researcher defines product as a good, idea, method, object created as a result of a process and serves a need or satisfies a want. It has a combination of tangible and intangible attributes that a seller offers a buyer for purchase.

2.2 Definition of Packaging

Packaging is one of the most important processes without which nowadays products would not be finished. When the competition is high, like it is today, the products of rivalling companies become very similar in their functions. More often than ever before, customers pick the product not by their characteristics but by the characteristics of their package.

A research conducted by Ohene (2001) explained packaging as a science for inventing structures that could speak and perform the functional needs of the content, as well as marketing the manufacturer. Packaging is also defined as any material which is used to contain, protect, handle, deliver and present goods. Items like glass bottles, plastic containers, aluminium cans, food wrappers, timber pallets and drums are all classified as packaging (EIONET, 2009). According to Ulrich R. Orth (2009) Packaging is used for identification of the product and it plays an important role in attracting the consumer.

From the definition given above, the researcher can reason that packaging does not only speak and perform the functional needs of the content but at the same time, it also contains, preserves, protects and sells the product as well.

Packaging conveys distinctive value to products (Underwood, 2003; Silayoi, & Speece, 2007), packaging works as an instrument for differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer's buying behavior (Wells, Farley & Armstrong, 2007). Furthermore, Soroka (1996) described packaging as a coordinated system of preparing goods for transport, distribution, storage, sale, and use. He further stated

that, it is a complex, dynamic, scientific, artistic, and controversial business function, which in its most fundamental form contains, protects/preserves, provides convenience, and informs/sells, within acceptable environmental constraints. William & Weilbercher (1979) defined packaging as, 'A broadcast commercial opportunity offered for sale at a particular time for a particular price'.

From the above stated definitions, the researcher orates that, these definitions seems to be broad and thus talks about what really goes into packaging the product. It is a service function that cannot exist by itself; it does need a product. If there is no product, there is no need for a pack. The complex nature of packaging is seen in the fact that, there are a number of aspects which have to be in harmony so that one side should not be in conflict with the other.

For instance, manufacturers should not concern themselves with only the container that is supposed to protect the product since the concern is on getting the product to the final consumer as a whole. They need to consider the labelling, shape and colour aspects of packaging, etc. Packaging is seen to be dynamic because it deals with human beings whose tastes keep changing.

Packaging is also the interface between the product and the consumer. It is the expression of the brand identity of the product, its intrinsic qualities, and its "philosophy" Packaging is the voice of the product, its dress-sense and its "look". It is the product's first sales pitch, which is of key importance to its market positioning. Packaging's physical proximity brings it closer to consumers who look at it, lift it up for a closer look, read it, handle it, take it home and use it. The form, colours and

texture of packaging provoke sensations in the consumer. In a word, it is the spokesperson of the product.

2.2.1 The History of Packaging

The prehistoric man cared less about packaging. This was due to the fact that commodities were consumed in their raw states either on the spot or sometimes carried to their abodes or caves in their bare hands. It is also probably because society had not developed to the extent that there was no competition as regards the manufacture and sale of products. With evolution, however, packaging in one form or other developed gradually.

The most significant era of packaging is when man started keeping some of his wares in leaves, gourds and shells as containers, endowed by nature. The oldest information on manufactured package available to the research dated as far back as 1844 when paper production was introduced in Europe. What necessitated the use of manufactured package could be linked primarily to transportation and agglomeration ("History of Packaging", 2006). Packaging started in a different form from what we know today. The earliest form was by the use of animal skins, shells, broad leaves and hard "skin" fruits and vegetables. Liquids were stored in containers made from animal skins, hollowed out logs, gourds, coconuts and shells. In Ghana, most food made of corn, such as the "Ga kenkey" (komi) and "nkyekyera" of the Asantes for example, are still wrapped in corn husk to this day. Foodstuffs were and are still carried from the farm to market places or homes in woven palm fronds called "Bede" in the Twi language. From this, it may be concluded that packaging is not new to Ghanaians. Branded packaging is however, fairly new in Ghana. Essuman K. (2008)

In the Ancient Egypt and Roman Empires, materials such as clay were used as containers. Glass, metal and paper were later introduced upon their invention and therefore used for packaging. Butter and cheese were kept in baskets, vinegar in barrels, and tea in chests whilst grains were put in sacks during the Victorian times (Hook & Heimlich, 2007).

The first ever branded package was introduced in England in 1746 by one Dr. Robert James who packaged his "Fever-Powder" in a box for retailing. Other people followed suit by introducing other forms of packaging by using 12 different materials such as metal and glass. A. F. Pears, an Englishman established the first soap packaging company. Yardley of London also packaged his famous lavender water in glass bottles, whilst Crosse and Blackwell also branded olive oil and mustard in jars (Ariev, 2007).

Packaging as a method for food preservation began in the latter part of the 16th century. In 1795, when the French War was raging, there was an urgent need for food preservation for soldiers in the war. As a result, food had to be canned. The famous French warrior Napoleon Bonaparte realizing the need to preserve and transport food to his army, offered a prize to reward anyone who could find answers to his demands. In 1809, one Nicholas Appert, a confectioner, invented the process of canning by introducing an airtight glass jar to win the prize. By this, he introduced canning which was further developed to the light weight cans of today (Hook & Heimlich, 2007).

Canned product was first used by the army before it came to the consumer's domain. The British Army first used the canned food during the Crimean wars (1853 – 1865); In the American Civil war (1861 – 1865) the militant groups used these bulky cans for

food preservation and transportation. It is interesting to note that light cans that we have today and are easy to open used to be bulky and required the use of hammer and chisel for opening when it was first introduced. Product packaging became very important during the World Wars. Therefore, the author finds this contradictory to Herdeg (1961) assertion that the problem of packaging may appear of a relatively little importance to people when they face problems that involve their survival. The author is of the view that although war is bad but this development of food product. Packaging is one good thing that was initiated by the demands of war at that period in history. The 19th century was the period when advancements in canning and paper containers fabrications we use today got started. The packaging industry at that time availed itself with the development of mechanical printing processes, photoengraving and process colour printing. Many packages were decorated using the printing processes to make them more attractive to the buyers, to bear the names of the products and their manufacturers' information. This marked the beginning of packaging.

2.2.2 The role of Packaging

According to Gontard (2013), the main functions of packaging are to protect and stabilize product until its consumption. Once these central functions are addressed, all the others (marketing, communication, distribution etc.) should be equally considered. Packaging should ensure product integrity that means to avoid exposure to physical damage like mechanical shock, or detrimental environmental elements such as light, dust, chemical and microbial contamination. In addition, the packaging is also expected to maintain the sensory attributes (texture, colour, flavour) and the safety of the product.

As said by Kuvykaite (2009) package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about a product. Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of package, its elements and their impact on consumer's buying behavior became a relevant issue. On the word of Charles W. Lamb et al., (2011), in their book "Essentials of Marketing" think that packaging has four distinct marketing functions. It contains and protects the product. It promotes the product. It helps consumers use the product and finally, packaging facilitates recycling and reduces environmental damage. From the contributions stated above the researcher can confidently say packaging does more than just protecting the company's products. It also helps in developing the image of the product in consumer mind. So, failing to pay attention to the design of the packaging can decrease the chances of being visible and attractive, which can result in losing sales.

Prendergast and Pitt (1996) review the basic functions of packaging, and define them by their role in either logistics or marketing. The logistical function of packaging is mainly to protect the product during movement through distribution channels. In the marketing function, packaging provides an attractive method to convey messages about product attributes to consumers at the point of sale. It may be difficult to separate these two package functions, as they are usually needed. The package sells the product by attracting attention and communicating, and also allows the product to be contained, apportioned, unitized, and protected.

The researcher can reasoned from the above explanation that package is a critical factor in the decision-making process because it communicates to consumers.

Intention to purchase depends on the degree to which consumers expect the product to satisfy them when they consume it. How they perceive it depends on communication elements, which become the key to success for many marketing strategies.

2.3 Theoretical Framework

Paradigms may be defined as the belief systems that apparently guide a research. Many varieties exist in how scientific paradigms, approaches and perspectives are labelled, and how the literature defines that they are related to each other. For example, Schwandt (2000) defines those three epistemological viewpoints can be located in social inquiry: interpretivism, hermeneutics, and social constructionism. Alvesson and Sköldbberg (2000) say that four methodologies can be located in social inquiry: empirically oriented current (e.g. grounded theory), hermeneutics, critical theory, and postmodernism.

Denzin and Lincoln (2000) define that all qualitative research is interpretive, and accordingly research can be located as positivist and post positivist, constructivist interpretive, critical, and feminist post structural. Lincoln and Guba (2000) define five paradigms, namely positivism, post positivism, critical theory, constructivism, and participatory. In this classification the interpretive approach of hermeneutics/dialectic is labelled as methodology belonging to the paradigm of constructivism. Tashakkori and Teddlie (1998) consider that four prime paradigms exist in social inquiry: positivism, post positivism, pragmatics, and constructivism.

The present study follows the acknowledgement that knowledge can be sought in accordance with two main research approaches: the positivist and the interpretivist

approaches (Beckmann and Elliott 2000). It can be claimed that the two approaches represent two extreme approaches to conduct consumer research. Positivism has dominated within marketing and consumer research (Hudson and Ozanne 1988).

However, Beckmann and Elliott (2000) state that interpretive approaches have gained more attention during the last years. The two main streams differ in many respects. First, they differ in the beliefs about *ontology*, i.e. regarding how they perceive reality. Positivism assumes that there is one objective reality, which can be studied precisely. The interpretive approach bears a different view on reality. It declares that reality is socially constructed and created by the individuals in the society. This means that multiple realities exist. The meaning of reality is viewed holistically, and it is contextual (Hudson and Ozanne 1988). Second, the two research approaches differ in *epistemological* assumptions. According to the positivist view objective knowledge can be gained, which means that the researcher and the object to be studied can be separated in order to conduct an objective study (Guba and Lincoln 1994, Hudson and Ozanne 1988). Positivist epistemology searches for causal relationships, and it further declares that generalisations can be made and applied to various phenomena (Burrell and Morgan 1987). The interpretive approach is far more subjective, and it points out the interaction between the researcher and the object. It declares that knowledge is dependent on the context and place. Due to the diverse assumptions on the ontological and epistemological issues the two approaches also differ regarding the methodological approach. *Methodology* refers to how a phenomenon will be studied, and broadly defined a distinction can be made between taking a quantitative or qualitative approach. Positivist paradigm indicates collecting data, and basically positivistic research means taking a quantitative approach using quantitative techniques (Lincoln and Guba 2000). The interpretivist aims at reconstruction, and it

means that data is rather generated (Guba and Lincoln 1994). According to Gummesson (1988) this indicates primarily non-quantitative data, i.e. interpretive research means basically taking a qualitative approach and relying on qualitative techniques. A fundamental difference between these two paradigms is also according to Ozanne and Hudson (1988) that a positivist aims primarily at explaining, while the interpretivist aims at understanding.

The present study is about understanding and exploring a phenomenon in depth, and this has steered the methodological considerations, and the selection of method and techniques. In order to answer the research questions posed and achieve the goals of the study, quantitative method was used. This involved a conjoint task, which provides quantitative evidence. The conjoint task was immediately followed by the qualitative part, and in fact the study postulates that they were performed simultaneously.

The assumption on reality is linked to the view on how knowledge can be gained, the epistemological and ontological viewpoints of this study must be declared as well. The study is shaped according to the specific belief I acknowledge about the world. In other words, this study is based on my assumption that reality is a social construction. I consider that reality is something subjective, and, therefore, based on subjective values and interpretations. This means that my reality does not necessarily coincide with yours. The same concerns the interpretations made on various phenomena. Thus, my interpretation of a specific colour is hardly identical with yours.

However, if we share many similar values, the interpretation of a specific colour may result in similar meanings. In fact, a package is regarded as a gestalt, which means that it is the package as a whole that matters. However, it may be assumed that some colours may in some cases have a greater impact on the choice process, and thus it may be possible to make some generalizations regarding some specific products.

This paradigm also acknowledges that an external reality exists, but that the way in how it is explained may vary. Further, it acknowledges that knowledge gained can be objective as well as subjective. However, the present study acknowledges primarily the ontological assumption that reality takes form as multiple mental constructions, and the epistemological subjective viewpoint. Thus, based on the discussion above including the specific characteristics of a conjoint analysis the present study should rather be located in the interpretive approach of conducting consumer research.

2.4 Colour

The history of the science of colours goes back to the times of Greek philosophers Plato and Aristotle. The scientific approach continues to the times of Newton, Helmholtz, Hering, Munsell, Land and Ostwald who lived in the second half of the 19th and the second half of the 20th centuries and they were the ones to set the foundations of the comprehension and understanding of the colour phenomenon we have today. Later research showed that different colours can be created by combining light. For instance, if red and yellow lights are mixed orange colour is created. Despite the influence of colour through history, psychologists increasingly deal with the question of how the colours influence human beings. It has been proven that colours are important because of their effect on the mood and that 87% of all perceptive impressions are received through colours. However, each individual person

responds to different colour combinations depending on the light, mood etc. Juric, B., Vukovic D., Šuput B. (2014)

According to Juric, B et al (2014), the psychology of colours deals with discovering the impact of each individual colour on different people and the emotional state they provoke in them. This particular field of psychology is very complex since if a person shows a strong adverse emotion towards a particular colour it is often based on a strong psychological reason closely related to their personality. By closely studying each colour, characteristics of personality can be discovered. Colours that cannot be obtained by mixing various pigments are known as basic colours, and they are red, blue and yellow. Secondary colours created by mixing two primary colours such as orange, violet and green colours. Despite the fact that the experience of a particular colour is very individual, there are two types of colour that carry universal meaning. Red, orange and yellow colours belong to the red spectrum of colours.

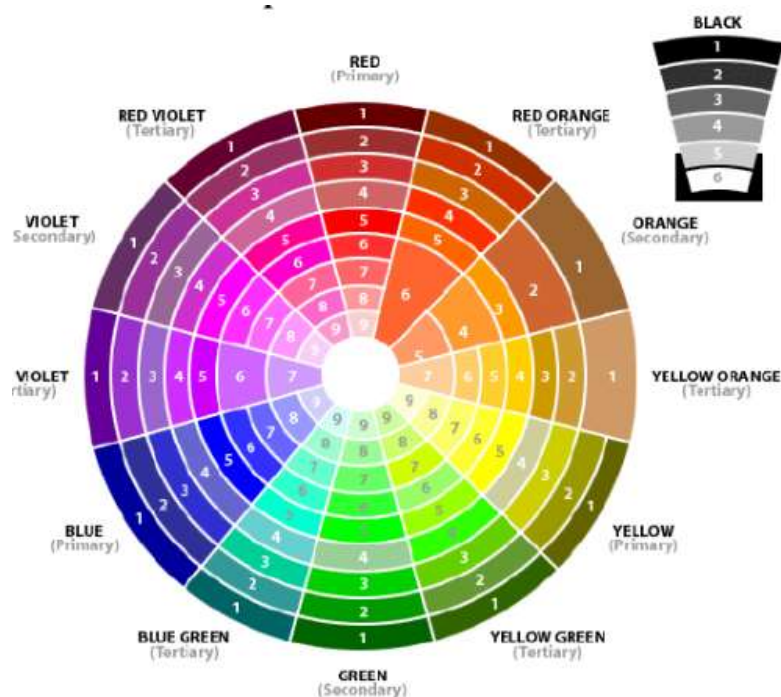


Figure 1: Colour Spectrum.

The choice of colour in art is laden with symbolism and cultural connotation. Perception of colour is affected both by these factors and by visual reception. Artists use colour in many ways, for example, to explore visual perception and effects, or to represent or evoke an emotion.

Colour plays a vitally important role in the world in which we live. Colour can sway thinking, change actions, and cause reactions. It can irritate or soothe your eyes, raise your blood pressure or suppress your appetite. When used in the right ways, colour can even save on energy consumption. As a powerful form of communication, colour is irreplaceable. Red means "stop" and green means "go." Traffic lights send this universal message. Likewise, the colors used for a product, website, business card, or logo cause powerful reactions.

Based on hue, colors are broadly divided into cool and warm colors. Cool colors are also known as colors with short wavelengths (i.e. violet and blue). Warm colors are also known as colors with long wavelengths (i.e. red and orange). There exists a hierarchy in color from violet, blue and green (short-wavelength colors) to yellow, orange and red (long-wavelength colors) (Crowley, 1993).



Figure 2: Cool and Warm Colours used in Package Design.

2.4.1 The Role of Colour on packaging product

The colour of a package may be as important as catchy advertising or innovative marketing to product sales. According to package designers, consumers see colour before they see logotypes or brand names. "In packaging design, colour is right up at the top of the list, just after simplicity of design," said Charles Biondo, chairman of Charles Biondo Design Associates in New York.

Packaging colours are one of the elements that will set your business apart from others and your choice of colours will set your product apart from your competitors' products. The colours you choose should send the right concealed messages to inspire any potential customer to buy your product. Colour is the best way to reflect and enhance a unified image and branding of your product as it is such a visual medium. Your choice of colours should relate to your logo and reflect the image you are sending to the market place to attract buyers.

Hemani S. and Puneekar M.R says research has shown that colours are an important product characteristic and play an important role in the commercial viability or the sale of the products. However, colours of products packaging, specifically every-day products, are very important not just for influencing sales but also for making products pleasant to use. Attractive products packaging produces positive emotions, causing mental processes to be more creative, and users to be more tolerant of minor difficulties in case of day-to-day products. The colour of a product and its packaging as well as the way it is displayed is usually the first thing that a consumer sights in the showrooms even before inquiring about the product's features and functions. We sometimes find the less successful product brands using the colour of a successfully

established brand in the market selling a similar product to hike its sale. Some colours also get associated with certain products over time and gradually stands for the trust and quality for that product.

2.4.2 Colour Symbolism

In order to utilize colour in marketing activities, marketers ought to understand which emotions and also the needs behind that each colour can trigger from the target customers. The meanings associated with colours vary from culture to culture; there are no absolutely universal meanings applied for any colour. Nowadays, the most widely known researches about what feelings that colours represent and trigger are from North America. With the global spread of North American culture, the interpretation of colour meanings by people around the world has been alternated and gradually shares some common points (Scott-Kemmis 2013). In view of this, the researcher used the North American set of colour meanings presented below since is also similar to the Ghanaian interpretation of colours.

As said by (Scott-Kemmis 2013), females tend to have broader range of colour preferences and these preferences are typically different from those of males. In addition, it is not rare that a number of Western males are red/green colour blind. However, there are also unisex colours such as blue, red, black, white, silver or gold which can be used in marketing materials targeting both males and females. The more mature we become, we switch from bright and primary colours in solid blocks to more subdued and sophisticated colours with patterns. Reaching the adulthood, people seem to be less open for experimenting new colours; instead they rather stick with their safer favourites. In a similar manner with age, the more educated people get the

more complex their colour choices seem to be, with relatively unusual names given. Moreover, climate and the nature of the living environment have huge impacts on people's colour perception and preferences. People have a tendency to duplicate the colours that they are familiar with and become part of their lives. Thus, it is to believe that people from tropical climate respond more positive to bright and warm colours, while those who live in colder regions prefer cooler and more toned down colours.

2.5 Package Design, Attraction and Decision Making

The home market is flourishing; the product is selling well; management thinks about exporting; entering new markets is a formidable task; market research is expensive and time consuming; financial arrangements must be made, valid international contacts for the sales of goods must be drafted and signed; the product must perhaps be adapted to foreign tastes. In addition, the product packaging must be carefully planned and designed. The designer should ensure that the product arrives in good shape, in a package the consumer finds attractive and meet the environmental preference and regulations of the importing country.

Orth and Malkewitz (2008) defines package design as “the various elements chosen and blended into a holistic package design to achieve a particular sensory effect. Designers choose design elements, decide how to mix them, and determine the desired level of congruity among them”. He further argues that package design is an incredibly significant medium because it has such a huge impact on a consumer's decision making. The package is what the consumer sees at the moment they make their decision to purchase. Bruce and Daly (2007) also states that design adds value to products and companies. Package design adds to the “creativity, intellectual property,

and competence of the company”. The researcher defines package design as a medium made of different elements that are organized to create an impression, add value to capture consumers’ attention and to add creativity, intellectual property, and competence of the company.

Attraction is the action or power of drawing forth a response. It is the cognitive process of selecting information that is available in the environment. Packaged products attract attention. When we pay attention to certain package designs, we are actually attracted to select and focus on certain amount of information to be processed in our cognitive system. The degree of attention attached to certain package designs increase the probability of the information to be stored in memory. In other words, the information that we pay more attention to is more likely to be remembered than the information that we ignore and do not pay attention to. Colours attract and help us in memorizing certain information by increasing our attention level. The role played by colour in enhancing our attention level is undisputable. The more we get attracted and focus on certain stimuli, the more chances of the stimuli to be transferred to more permanent memory storage for the consumer to make decisions.

Consumers make decisions to buy products or goods according to their needs and requirements. Since consumers have experience and product knowledge, they tend to make purchase choice. Consumer decision making is the process undertaken by consumer in regard to a potential market transaction before, during and after the purchase of a product or service. This process generally involves five stages. The first step is problem recognition. Here, the consumer sees the difference between the current state and the desired one. Purchase decision making process begins when a

buyer becomes aware of an unsatisfied need or problem. This is the vital stage in buying decision process, because without recognizing the need or want, an individual would not seek to buy goods or service. The next step is information search. The consumer investigates the data and makes a reasonable decision. After the consumer has recognized the need, he/she will try to find the means to solve that need. First he/she will recall how he used to solve such kind of a problem in the past, this is called nominal decision making. Again, a consumer will try to solve the problem by asking a friend or goes to the market to seek advice for which product will best serve his need, this is called limited decision making. Third step is evaluation of alternatives. Consumers evaluate criteria referring to various dimensions; features, characteristics and benefits that a consumer desires to solve a certain problem. Product features and its benefit is what influence consumer to prefer that particular product. The consumer will decide which product to buy from a set of alternative products depending on each unique feature that the product offers and the benefit he/she can get out of that feature. Fourth step is called purchase choice. This stage involves selection of brand and the retail outlet to purchase such a product. Retail outlet image and its location are important. Consumer usually prefers a nearby retail outlet for minor shopping and they can willingly go to a faraway store when they purchase items which are of higher values and which involve higher sensitive purchase decision. After selecting where to buy and what to buy, the consumer completes the final step of transaction by either cash or credit. Fifth step is called post-purchase actions. Consumer favourable post-purchase evaluation leads to satisfaction. Satisfaction with the purchase is basically a function of the initial performance level expectation and perceived performance relative to those expectations. Consumer tends to evaluate their wisdom on the purchase of that particular product. This can result to consumer experiencing post

purchase dissatisfaction (Belk, R.W., 1988). If the consumer's perceived performance level is below expectation and fail to meet satisfaction this will eventually cause dissatisfaction, and so the brand and/ or the outlet will not be considered by the consumer in the future purchases. This might cause the consumer to initiate complaint behaviour and spread negative word-of-mouth concerning that particular product.

2.6 Food package colour and consumer decision making

Food package is a package for food. A package provides protection, tampering resistance, and special physical, chemical, or biological needs. A wrap, pouch, bag, box, cup, tray, can, tube, bottle and jar are some of the many forms of packages that contain food products. It must contain a food as well as protect and preserve it for a specific length of time. Each package must by law display product information for the consumer - bear nutritional facts label and other information about food being offered for sale. Some products package have long-standing and very strong colour associations, such that a consumer might find it difficult to recognise and accept a non-traditional choice of colour for the product concerned. An example of this colour "code" widely accepted for drinks, which red signifies colas, green - ginger, alas, blue - sodas, yellow - tonic waters. Other examples of 'traditional' colours used for certain products are:

Salt and sugar	-	white, red and blue
Bottled water	-	blue and green
Chicken	-	red, brown and black

Today, food package design is one of the necessities of human life. Different types of packages play a crucial role in the production, storage, distribution, and marketing of consumer goods and non-consumer goods. Food package design can differentiate

some companies from their competitors and be a competitive advantage for them. Again, with new product offerings, a distinctive design can render older competitors obsolete and make later competitors appear as shallow copies. Smith and Taylor (2004), there are six attributes that must be taken into consideration by marketers in creating effective package design. This includes; graphics, colour, size, form, material and flavour.

With regards to what both researchers said, it is undisputable to conclude that colour plays a crucial role on packages to attract consumers. Colour is made up of different components and that understanding it will help designers and consumers know colours that are visible and invisible to the human eyes, why people are not attracted by a certain colours and even if they do, how do they sense colour on packages? Some products or packages may be seen to have a particular colour visually but under microscopic or prismatic view, there might be colours behind it.

2.6.1 Colour as an influential medium used in food package designing

Colour surrounds us and influences our everyday shopping. It can affect consumers psychologically and physically. Colour acts on human bodies, minds and emotions, it influences moods and feelings triggering deep and subtle responses on consumers subconscious level; sway thinking, spur action and reactions. Colour can be distinguished in hue, brightness and saturation. Based on hue, colours are broadly divided into cool and warm colours. There exists a hierarchy in colour from violet, blue and green (short-wavelength colours) to yellow, orange and red (long-wavelength colours) (Crowley, 1993).Cool colours are also known as colours with

short wavelengths (i.e. violet and blue). Warm colours are also known as colours with long wavelengths (i.e. red and orange).

Brightness and saturation also play an important role in the perception of colour. Brightness determines the lightness or darkness of a colour. Much light reflection indicates a light colour, low light reflection indicates a dark colour. Saturation points to the purity of a colour: high saturation represents a pure colour and low saturation a pale, grayish colour. Colours are seen as more pleasant by an increase of both characteristics.

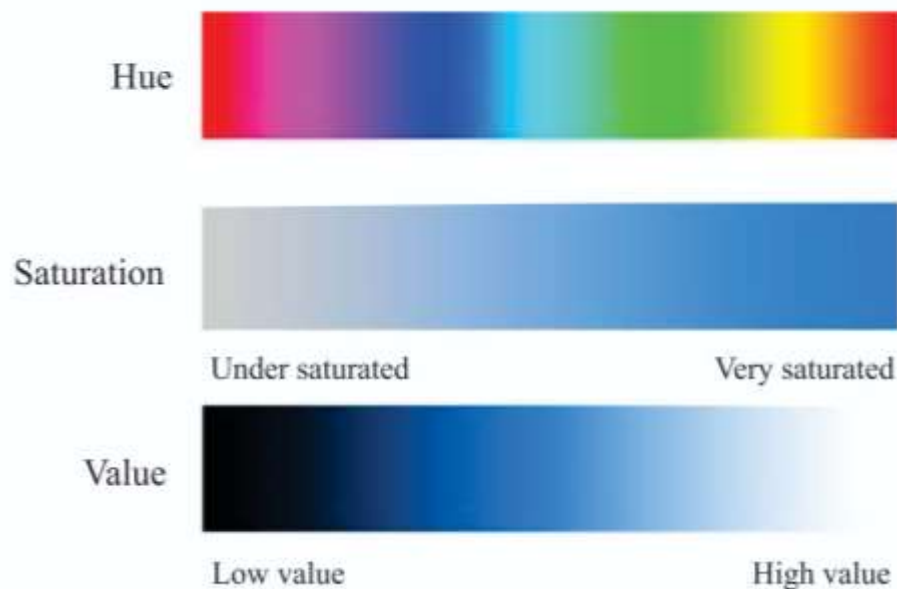


Figure 3: Hue, Saturation and Value: Three properties of Colour use in Package Design.

Colours have physical and psychological properties which results from an interaction between light, object, and the viewer. It is light that has been modified by an object in such a manner that the viewer - such human visual system perceives the modified light as a distinct colour. All these three elements must be present for colour to exist.

Let's examine colour's origins in more detail by first studying light.

Light is the visible part of the electromagnetic spectrum. Light is often described as consisting of waves. Each wave is described by its wavelength - the length from wave crest to adjacent wave crest. Wavelengths are measured in nanometers (nm). A nanometer is one-billionth of a meter.

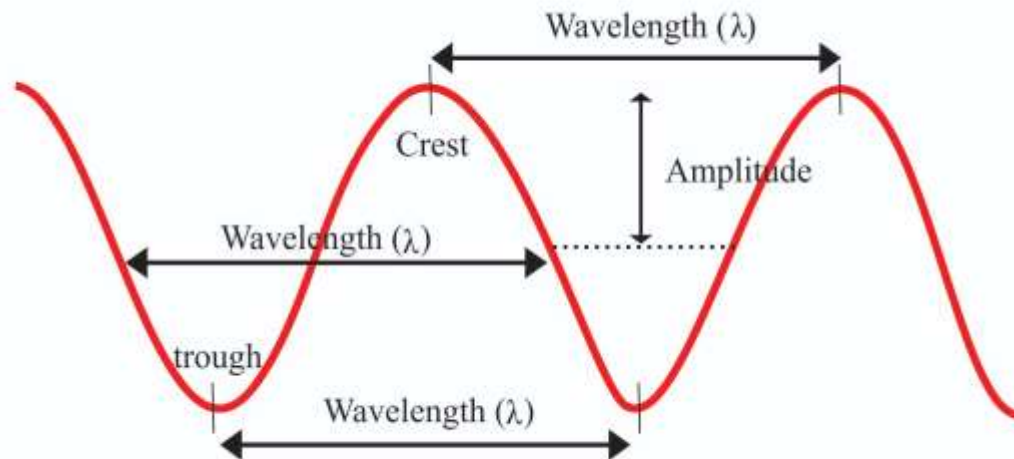


Figure 4:Wavelength in light that helps identifies the colour of a packaged product.

The region of the electromagnetic spectrum visible to the human eye ranges from about 380 to 760 nanometers. This amounts to a mere slice of the massive electromagnetic spectrum. Although we can't see them, we use many of the invisible waves beyond the visible spectrum.

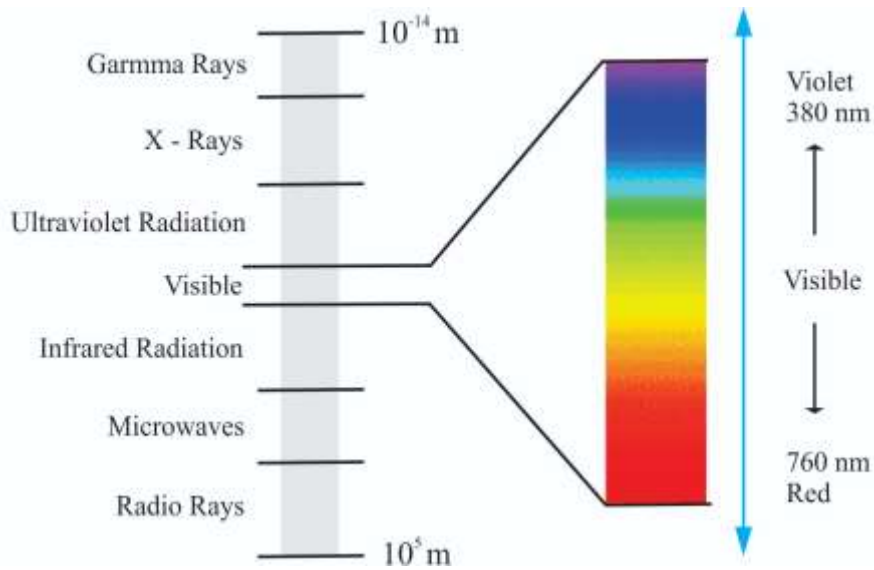


Figure 5: The Visible Spectrum: Colours of packaged products that is visible to the human eye.

Our eyes have light sensors that are sensitive to the visible spectrum’s wavelengths. When light waves strike packaged foods, the package’s surface absorbs some of the spectrum’s energy, while other parts of the spectrum are reflected back from the package. The modified light that is reflected from the package sends signals to the brain. Then, these signals are perceived by the brain as a particular colour. There is a well-known riddle that asks: “If a tree falls in the woods and no one is there to hear it, does it make a sound?” Actually, a similar question can be asked in regards to colour: “If a milo tin is not seen, does it have colour?” The answer which may surprise you is no. Technically, colour is there in the form of wavelengths (the spectral data). However, the colour we know as “green” dominating; only happens in our minds, after our visual sensory system has responded to those wavelengths. Exactly which colour is perceived depends on the composition of wavelengths in the light waves. For example, if the sensors detect all visible wavelengths at once, the brain perceives white light. If no wavelengths are detected, there is no light present and the brain perceives black.



Figure 6: How the human brain perceive wavelength as colour of a packaged food.

Knowing how our eyes and brain respond to the presence of all visible wavelengths or no wavelengths, let's examine how our vision system responds to each individual wavelength. Passing a beam of white light through a prism disperses the light so that we can see how our eyes respond to each individual wavelength. This experiment demonstrates that different wavelengths cause us to see different colours. We can recognize the visible spectrum's dominant regions of red, orange, yellow, green, blue, indigo, and violet; and the "rainbow" of other colours blending seamlessly in between.

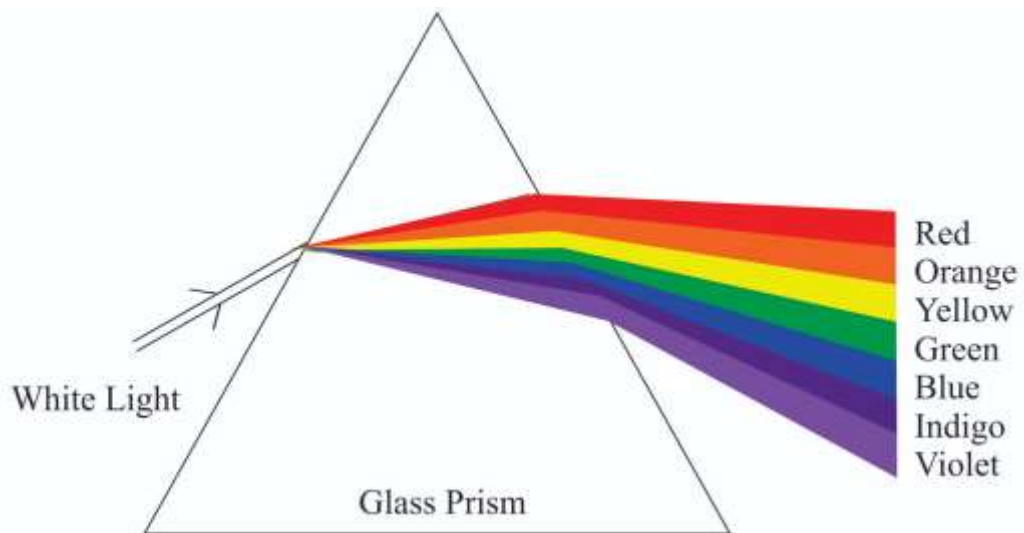


Figure 7: Colour prism indicating the rainbow colours: how human vision system responds to each individual wavelength as colour of a packaged food.

When our visual system detects a wavelength around 700nm, we see “red;” when a wavelength around 450-500nm is detected, we see “blues;” a 400nm wavelength gives us “violet;” and so on. These responses are the basis for the billions of different colours that our vision system detects every day. However, we rarely see all wavelengths at once (pure white light), or just one wavelength at once. Our world of colour is more complex than that. Colour is not simply a part of light - it is light. When we see colour, we are seeing light that has been modified into a new composition of many wavelengths. For example, when we see a red object, we are detecting light that contains mostly “red” wavelengths. This is how all objects get their colour - by modifying light. We see a world full of colourful objects because each object sends to our eyes a unique composition of wavelengths.

For our visual palette of colours to exist, all three elements of colour - light, object, and viewer must be present. Without light there would be no wavelengths; without objects there would be only white, unmodified light; and without the viewer there

would be no sensory response that would recognize or register the wavelengths as a unique “colour.”

2.7 Colour symbolism and consumer colour preferences for packaged foods

In order to utilize colour in marketing activities, marketers ought to understand which emotions and also the needs behind that each colour can trigger from the target customers. The meanings associated with colours vary from culture to culture; there are no absolutely universal meanings applied for any colour. Nowadays, the most widely known researches about what feelings that colours represent and trigger are from North America. With the global spread of North American culture, the interpretation of colour meanings by people around the world has been alternated and gradually shares some common points. Because the research is targeted at the people of Accra which is located in Ghana, the North American set of colour meanings presented below which is rather similar to the Ghanaian mode of colour interpretation was used.

Table 1: The North American meanings of colours (content adopted from Scott-Kemmis 2013).

Colour	Meaning (Symbolism)	Effects
Red	Energy: Action; Desire; Love; Passion	Stimulating, fixing and motivating, Attention getting; Assertive and Aggressive
Orange	Adventure and risk taking; Social and communication interaction; Friendship and divorce	Enthusiasm; Rejuvenation; Stimulation; Courage; vitality; Fun; Playful
Yellow	Mind and intellect; Happiness and fun; Communication of new idea	Creative; Quick decisions; Anxiety producing; Critical; Non-emotional; Light; Warmth; Motivation
Green	Harmony and balance, Growth; Hope; Wealth; Prestige; Serenity	Rejuvenation; Nurturing; Dependable; Agreeable and diplomatic; Possessiveness; Envy
Blue	Communication; Peace and calm; Honesty; Authority; Religion; Wisdom	Conservation; Predictable; Orderly; Rigid; Trustworthy; Dependable; Secure; Responsible
Purple\ Violet	Inspiration; Imagination; Individuality; Spirituality; Royalty; Sophistication; Nostalgia; Mystery	Empathy; Controlled emotion; Respectable and distinguished; Impractical; Immature; Dignity; Cynical
Pink	Unconditional love; Compassion; Nostalgia; Hope; Girlishness	Calming; Non-threatening; Affectionate; Caring; Immature
Brown	Stability; Security; Natural and wholesome; Earth-like	Comforting; Protective; Materialistic; Simplistic; Durable
Grey\ Gray	Neutrality; Compromise; Control	Indecision; Detached; Depression; Unemotional
White	Innocence and purity; New beginning; Equality and unity; Fairness	Impartial; Rescuer; Futuristic; Efficient; Clean; Soft; Noble
Black	Mystery; Power and control; Timelessness; Prestige; Sophistication; Value; Evil	Formal, dignified and sophisticated; Depressing; Pessimistic

The colours that we see in this world are not exactly the same, they are different due to the dependence on lighting condition, observing position as well as surrounding environment, particularly other adjacent colours, can affect the manner the brain

perceives a specific colour. Furthermore, even when we can see the same colour, how we perceive it, what it means to us and which emotions it can trigger from us vary largely from each individual to another. The reason for this uniformed and varied colour perception and preference is that they are coloured by our gender, our age, our education, the culture we grew up in, preconceived colour beliefs of the societies we live in, our childhood associations with certain colours, and our life experiences, whether those associations are negative or positive.

In a study by Choungourian (1972), it was found that variations in colour preferences indicate individual differences. Choungourian's subjects were from four diverse national backgrounds - the United States, Lebanon, Iran, and Kuwait. There were 160 subjects, with an equal representation of males and females for each nationality. Some marked variations in colour preferences were noticed among the subjects from the different countries. Americans had the highest preference for red and blue, but these were not preferred by subjects from the other countries. "Blue-green, which is least preferred in the United States, takes as its preference value the first position in Iran and Kuwait" Choungourian's findings indicate definite cultural differences in colour preferences.

Females tend to have broader range of colour preferences and these preferences are typically different from those of males. In addition, it is not rare that a number of Western males are red/green colour blind. However, there are also unisex colours such as blue, red, black, white, silver or gold which can be used in marketing materials targeting both males and females. The more mature we become, we switch from bright and primary colours in solid blocks to more subdued and sophisticated

colours with patterns. Reaching the adulthood, people seem to be less open for experimenting new colours; instead they rather stick with their safer favourites. In a similar manner with age, the more educated people get the more complex their colour choices seem to be, with relatively unusual names given. Moreover, climate and the nature of the living environment have huge impacts on people's colour perception and preferences. People have a tendency to duplicate the colours that they are familiar with and become part of their lives. Thus, it is to believe that people from tropical climate respond more positive to bright and warm colours, while those who live in colder regions prefer cooler and more toned down colours. (Scott-Kemmis, 2013).

2.8 Objective use of colour in food packaging

Moriarty (1991) discusses colour, mentioning that colour in packaging serves a variety of purposes. It creates moods, it draws attention, it emphasizes, and it intensifies memorability. Moriarty further states that colour can be used as a cue, to either associate with or symbolize something else. Moriarty also claims that the primary function of colour in advertising is to help create mood and emotional responses. Certain colours are inherently eye-catching. Yellow is powerful because of its luminosity, and it is especially powerful when used with black. Red is aggressive and a strong attention-like pink will stand out when a bright shade is used. Strong attention-getting colour can be used with a centre of interest to make sure the eye is attracted to the most important element. Using strong attention-getting colours to attract the eye is another way to emphasize what you believe is the most important element to be seen. Emphasis means contrast, and to make something stand out it has to contrast with everything around it.

2.9 Colour coding in food packaging

Colour coding in packaging is a process of establishing visual cues to packages. Colours are easy to remember and, if you can create an indelible association between a colour and a product, then you will be assisting the retention process. In packaging, the first objective of the colour is to command the eye. It has to be seen, to jump off the shelf, if it is to survive the intense competition of the self-service environment. Next the package colour is chosen for its ability to be associated with certain desired qualities such as elegance, naturalness, softness, and so on. (Morarity, 1991).

To explain colour coding in details, the first thing to talk of is implementing colour associations in package designs. Marketers use colour associations to increase product sales by sending a message to the consumer. Ideal milk (*see fig.6*), for example, consists primarily of blue and white. Blue is associated with cleanliness, emphasizing the product's promise of clean, white teeth. White is associated with purity making it an ideal accent colour. 'Nestle rich chocolate package (*see fig.7*), demonstrates the effective use of red and brown in packaging. Although red is linked to danger in specific contexts, in this context it is associated with physical needs and our will to survive. It exudes a strong and powerful masculine energy. Red is energizing. It excites the emotions and motivates us to take actions. It signifies a pioneering spirit and leadership qualities, promoting ambition and determination. It is also strong-willed and can give confidence to those who are shy or lacking in will power. The colour brown is a serious, down-to-earth colour signifying stability, structure and support. Relating to the protection and support of the family unit, with a keen sense of duty and responsibility, brown takes its obligations seriously. It encourages a strong need for security and a sense of belonging, with family and friends being of utmost

importance. In the meaning of colours, brown is the colour of material security and the accumulation of material possessions. Indomie Instant-Noodles(see fig.8), is packaged in a green and yellow package. Green is associated with nature and the outdoors, which is appropriate for this product's sales pitch of wholesome, all - natural, and healthy ingredients. Furthermore, it is the easiest colour for the eyes to process. Yellow is associated with sunshine and optimism, promoting the product in a warm and positive manner.



Figure 8: A tin of Nestle Ideal Milk



Figure 9: A paper pack of Nestle Rich Chocolate



Figure 10: A sachet of Indomie Instant Noodles

Establishing brand recognition with colour is the next item to emphasize. Brand recognition is the consumer's ability to identify or associate a product with a brand. Marketers establish brand recognition by using specific colours and shapes to form a brand mark. The key is consistency; the same colours must be present across all facets of a company. For example, a company's website should be visually relatable to its store and consumer products. Researchers at the University of Loyola found that colour increases brand recognition by up to 80%. (Morton "Why Colour Matters). In another study, when a group of people were shown 3 - second advertisements, over 62% developed an association to a brand based purely on the colours they saw (Chang and Lin, 2010). Brand recognition has a large impact on consumer purchasing behaviour. Aside impulse shoppers, many shoppers seek out products of brands they recognize. Successful colour manipulation enables shoppers to quickly and easily identify the brand they are looking for amongst a sea of similar products. Once a company succeeds at establishing brand recognition, it can temporarily manipulate trademark colours to add interest to a product. Heinz, which successfully established brand recognition by using the colour red, introduced EZ Squirt Blastin' Green

ketchup in October 2000. This dramatic alteration from the familiar deep - red ketchup bottles boosted product sales by \$23 million. Consumers had developed such strong associations between Heinz and red ketchup bottles that the green bottles attracted attention and drew interest.

Lastly, establishing brand image with colour. Colour does more than establish brand recognition. It also conveys traits about a company and reflects a company's personality, or, brand image. In this sense, colour serves as a subliminal language. A study in the African Journal of Business Management reveals how consumers perceive the colours used by companies like Coca Cola, Hermes, Starbucks, and IBM. Participants considered the red of Coca-Cola conveys stimulus, vividness, youth, happiness and energy. Participants regarded Hermes as courage, ego, uniqueness, differentiation, youth and in vogue. They considered that the green of Starbucks conveys quiet, leisure, youth, staidness and comfort. Participants perceive IBM as reliable, staid, professional, cool, novel, and trustworthy. (Chang, Lun, and Lin, 2010). In addition, the colours purple, white, and yellow reflect the following traits, respectively: imaginative, down-to-earth, and spirited. Companies choose colours for their logos and store designs not just because they look good, but to communicate specific qualities about a service or product.



Figure 11. A *sample Coca-Cola logo*



Figure 12. *A sample Starbuck Coffee logo*

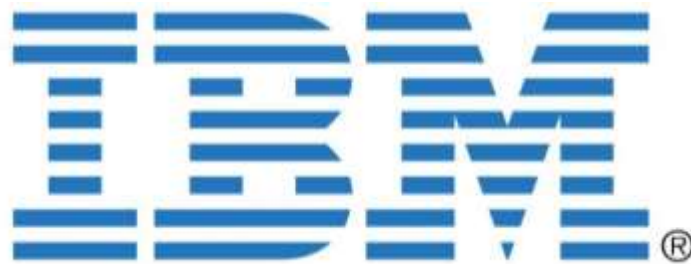


Figure 13: *A sample IBM logo*



Figure 14: *A sample Hermes Paris logo*

2.10 Factors affecting consumer buying behaviour of a packaged product

When consumers purchase something, they are influenced by cultural, social, personal and psychological characteristics. In other words, while they are purchasing something they consider their own cultural, their social status, lifestyle, as well as other factors. Therefore, if marketers want to be successful, they should understand these characteristics and satisfy different needs of the consumers (Philip Kotler et al.2005).

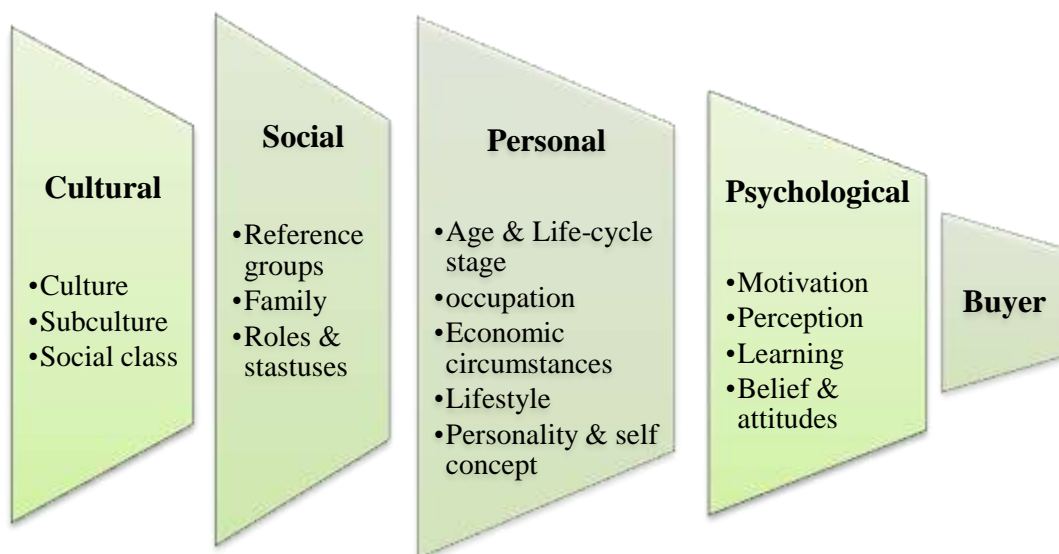


Figure 15: Diagram on factors affecting consumer buying behaviour of a packaged product.

Cultural factors which include culture, subculture and social class are very important issues affecting consumer decisions. Culture is the most basic factor that affects consumer decisions. It can be defined as a person who contacts basic traditions, taboos, values, attitudes, perceptions, wants, and behaviours from the family and society since childhood to grow up. Marketers need to be acquainted with cultural shifts, and imagine new products to satisfy consumers. Cultural shift represents the complexity of consumer behaviour and international variety. Subculture can be

defined as group of people who share value systems due to common life experiences and situations; subcultures include nationalities, religions, racial group and geographic regions (Philip Kotler & Armstrong 2008). For example, there are different preferences and taboos of patterns and colours in different nations and regions. So subcultures cannot be ignored. Many clever marketers often design products based on subcultures factors to tailor different needs of consumers. The people of social classes share similar values, interests and behaviour. The social class is determined by the combination of occupation, income, education, wealth, and other various aspects. The expensive and top brands are status symbols. That is to say, the richer and higher status the consumers are, the more expensive brands they would purchase.

Social factors which include groups, family, roles and status can affect consumer responses. Therefore, marketers also need to design their strategies based on social factors. Membership groups technically can be defined as certain amount of people that have direct influences to each other and belong to actual groups. The regular but informal interactions are called primary groups, such as family, friends, neighbours and fellow workers. Moreover, the secondary groups more formality but have less regular interaction, such as religious groups, professional associations and trade unions. Reference groups, also called leader or model groups, can be defined as certain amount of people that have direct or indirect influences on attitudes and behaviour among each other. Sometimes, family that can also be called a primary reference group, along family and marital status might also play an important role in consumer decisions (David Jobber & Geoff Lancaster 2000). There are two types of families, one is family of orientation, and the other is family of procreation. The first

type, family of orientation means parents give their children an orientation that including religion, politics and economics, and sense of personal ambition, self-worth and love. However, the second type, family of procreation means the purchasing behaviour has more direct influence by spouse and children. Furthermore, the majority of wives purchase for their families; such as food, household products and clothing. But if it involves expensive products, husbands and wives usually make joint decisions. In addition, there are five consumers purchasing roles. These are the initiator who is the person first has suggestions or ideas about buying something; the influencer means the advices of a person could influence purchasing decision; the decider is the person who finally makes decisions to buy or not; the buyer is the person who really buys; the user is the person who uses the product, in many cases the user is not the buyer. A person has different positions in the family, group, company and organizations. Different roles and society status of a person will influence his or her purchasing behaviour, people usually buy suitable goods for their roles and status. (Philip Kotter & Gray Armstrong 2008).

Personal factors which consist of buyer's age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept also influence consumer decisions (Philip Kotter et al. 2005). People purchase different goods and services largely depending on their ages and lifecycle stages. Furthermore, even if life-cycle stages are same, shifting lifestyles will also lead to decline of purchasing some products and growth in others. In addition, psychological life-cycle stages also affect purchasing decision. People experience passages and transformations in their lives, some transformations could stimulate people's purchasing interests. Different occupational groups have different demands. Marketers should research their different

interests, and specialize in providing products to satisfy different needs according to their occupation. Various economic situations of different people can influence their purchasing decision. If a person has a high income, he or she is able to purchase relatively more expensive goods and luxury; however in contrary, if a person has a relatively low income he or she will purchase reasonably economical goods. And if economic indicators show there is an economic recession, marketers should consider re-pricing the products. (Philip Kotler et al. 2005). Lifestyle is a person's living mode, including activities, interest and opinions. Once, RISC research agency of Paris investigated to know how social changes affect market trends. They found that there are six types of people; the traditionalist, the homebody, the rationalist, the pleasurer, the striver, and the trend-setter. (Philip Kotler et al. 2005). Each person has his or her unique personality, and the unique characteristic affects his or her purchasing behaviour. The personality includes self-confidence, sociability, autonomy, defensiveness, adaptability and aggressiveness. Based on personality, marketers analyse consumer behaviour for certain product brand selection. The basic self-concept is possessions of people that reflect their identities. Marketers should be aware of the relationship between consumer self-concept and possessions.

Consumer decision is also affected by four important psychological factors: motivation, perception, learning, as well as beliefs and attitudes (Philip Kotler et al. 2005). There are some different human needs, such as physical needs, like hunger, thirst or discomfort and psychological needs, like recognition or belonging. Motivation is a need that people seek satisfaction. We learn information by five senses: sight, hearing, smell, touch and taste. And perception is the complex process of selecting, organising and interpreting the sensory information (David Jobber 2001).

In addition, there are three perceptual processes: selective attention, selective distortion and selective retention. Selective attention means people screen out the information that they are most interested in, in other words, marketers should work hard to catch the attention of people. Furthermore the attention can be influenced by size, colour and movement of a stimulus. Selective distortion occurs when people distort the message that their existing beliefs and attitudes. Moreover, colour also affects interpretation. For example, blue and green are felt cool and security; red and yellow are felt warm and cheerful; black is regarded as a symbol of strength. Thus, consumer behaviour can be influenced by using suitable colour in packaging design. Selective retention means people retain memories that support their attitudes and beliefs. Learning can be defined as changes in people's behaviour due to their long-term memories and experiences. The interplay of drives, stimuli, cues, responses and reinforcement could make learning occur. In addition, if a new company enters the market, it can appeal to a same drives and provide a same cues with its competitors, because consumers like changing their mind among similar brands; this is generalization. However, if a new company enters the market, it designs its brand to appeal to different drives and provide strong cues to transform brands; this is discrimination (Philip Kotler et al. 2005). A belief means a person holds or believes about something (David Jobber 2001). Marketers pay attention to the beliefs, because the belief make up product and brand images that influence consumers' behaviour. An Attitude means a person is always favourable or unfavourable evaluations, feelings and tendencies for an object or idea. Attitudes are difficult to change, so marketers should try to make the products fit for existing attitudes instead of changing attitudes (Philip Kotler et al. 2005).

Buyer-readiness stages can mean the stages that buyers pass through on their way to purchase, including awareness, knowledge, preference, conviction (Philip Kotter et al. 2005).

International marketers must determine what products enter in which country, and whether the products standardize or adopt the international markets. In addition, consumers all over the world have their own cultures, attitudes and purchasing behaviours. International marketers also face the challenges of different packaging standard. Consumers around the world also have their different packaging preferences. For instance, Europeans tend to efficient, functional, recyclable boxes with understated designs. However, some, Asian, like Japanese and Chinese, often use well-designed packaging as gifts to present to their families as well as business partners. In brief, companies must know different wants of the consumers from different countries, design suitable products and packaging to attract consumers and win the competitors.

2.11 Research Questions

The following research questions were asked by the researcher:

- What factors influence consumer buying decision?
- How does packaging colour influence consumer's attitude towards familiar and unfamiliar product?
- How does the colour of a packaged product affect consumer perception of a product?
- What is the impact of colour in packaging on the buying behaviour of consumers?

2.12 Definition of Terms

Technology: The application of scientific knowledge for practical purposes, especially in industry.

Cool colours: Colours which have blue or green in it. It is thought of as the colour of water or sky and suggests coolness.

Hue: Is the set of “pure” colours within a colour space. It ranges from to 359° when measured in degrees.

Warm colours: Colours made of orange, red, yellow and a combination of them all. They tend to make you think of sunlight and heat.

Beam of light: Is a directional projection of light energy radiating from a light source.

Buying behaviour: Buying behaviour is the decision processes and acts of people involved in buying and using products

Consumer behaviour: Consumer behaviour refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants.

Packaging: Packaging is the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable and keep it clean.

Package: Package is a wrapper or container that covers or holds something.

Product: A product is something sold by an enterprise to its customers.

2.13 Conclusion

This chapter looked at some products packaging colours, theoretical frameworks and colour, the impact of colour in formation process, Colour dimensions and impact of preferences on consumer choices, Effects of colour on the formation of attitude

towards the product, definition of packaging, the history of packaging, the role of packaging, colour, the role of colour on packaging product, colour symbolism, package design, attraction and decision making.

The chapter also discussed food package colour and decision making, colour as an influential medium used in food package design, colour symbolism and consumer colour preference for packaged foods, objective use of colour in food packaging, colour coding in food packaging and factors affecting consumer buying behaviour of packaged products.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter focuses on the design and method adopted for the research as well as the conceptual framework for the analysis. It is intended to explain the variables and their units of measurements and analysis, data collection tools/techniques and sources as well as the expected output of this research.

Data Collection

This section discusses the population studied, the study design, the sample size and sampling procedures, measurement instrument and methods of data collection.

3.1 Research design

Burns and Grove (2003) defined research design as “a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings”.

This study relied on the qualitative research method. It is qualitative since data collected is characterized by words or text including images rather than numbers. Moreover, it is qualitative because the researcher used it to reveal range of behaviours and perceptions towards the preference of colour on consumer buying. It was used to process and analyse information gathered to make the research topic more understandable.

This study as a whole relied on the qualitative research method. This is because the data collected is characterized by words and statements rather than numbers. Data collected is empirical as those participants who answered the questionnaires are

people who have practical experiences in the area of study. Empirical research focuses on advancing knowledge in a field of study. Insights may be generalized to other settings; theories, hypothesis/research questions derived from more general theoretical propositions. The researcher carefully selected the above approaches because they offered the best means of obtaining valid data for the study.

3.2 Sample and Sampling Techniques/Procedure

Sidhu (2003) explains sampling as the process of selecting a representative unit from the population. The way of obtaining this sample is what is termed as sampling technique. Probability Sampling (Simple Random Sampling) was used in selecting sample for the research in order to make generalization. With this technique, the researcher gave individuals an equal chance of being selected as a subject. This made it a fair way of selecting a sample from the population. The sample selected consisted of forty (40) people from the various shopping mall, each mall being represented ten (10) respondents.

3.3 Data Collection Instruments

A self-administered questionnaire would be employed providing a set of questions for respondents. The questionnaire is made up of closed and open questions.

The questionnaire was used because of the following

- It provides all targeted respondents with the same questions.
- It does not provide the researcher opportunity to influence responses
- There is the tendency on behalf of the researcher to ask personal questions.

3.4 Data Collection Procedure

Primary and secondary data techniques were used for this study. Primary technique was used through the questionnaires while the secondary data consisted of the review of literature on the impact of product's packaging colour on consumer purchase the researcher collected the data by himself. Questionnaires were based on personal opinions about product package colour on consumer purchase. All questionnaires were guided by the purpose and objectives of the study for accuracy and consistency of the results.

The questionnaires were directed to the literate and the illiterate respectively. Responses were collected as primary data immediately after respondents finished responding to the questionnaires. For those who do not understand the English language, the researcher translated questions into the local language and responses were retranslated into the original language (English).

3.5 Target Population

Creswell (2011) defines population as “the total number of units from which data can be collected”, such as individuals, artefacts, events or organizations. Burns and Grove (2003) describe population as all the elements that meet the criteria for inclusion in a study. Holmes and Solvang, (1997) and Ofori, (2008) emphasizes that, it is of great importance to find the right respondents to get the right information for the attainment of research objectives.

The population for this study is mainly the customers and shop attendants within the various geographical locations thus the West Hills mall, Accra mall, Junction mall

and Achimota Retail Center. A population of about forty (40) consumers including shop attendants and customers.

The target population for a survey is the entire set to be used to make inferences. Thus, the target population defines those units for which the findings of the survey are meant to generalize. For the purpose of this research, the researcher would target the selected food packages and colours - red, orange, yellow, green, blue, purple\violet, pink, brown, grey/gray, white, black respectively. The research was conducted in four areas in the Greater Accra metropolis; West – Hills Mall, Accra Mall, Achimota Mall and Junction Mall. These four areas were selected due to the different level of educational background which the researcher believes influence the purchase of a product.

3.6 Method of Data Collection

The selection of respondents was based on simple random sampling. The researcher administered questionnaire to the people who can be found in the malls. The rationale for choosing the method was due to the fact that it conforms to certain criteria. Thus it selected with a definite purpose based on the evidence available. Sidhu also described questionnaire as a form prepared and distributed to secure responses to certain questions. This means that it is a device for soliciting answers to questions listed on a form which are filled by respondents. The questionnaire seeks to identify views of consumers about their behaviours.

Open-ended and closed-ended questioning methods were employed in preparing the questionnaire. The closed-ended questioning method consisted of items or questions

that called for short check responses, while open-end questions structured called for free responses in the respondent own words.

The researcher used both primary and secondary method of data collection to achieve the objectives set for the study. The primary data was collected through questionnaires while the secondary data consisted of the review of literature on package colour and consumer decisions.

3.7 Method of Data Analysis

Content analysis was carried out by the researcher to analyse the data. Krippendorff (1980) defines content analysis as a systematic research method for analysing textural information in standardized way that allows evaluators to make references about the information. It is a research method that uses a set of procedures to make a valid inference from a text (weber, 1990). Going by the definition of these two personalities, all the questionnaires were scrutinised to ensure, accuracy and completeness. Data collected were recorded and assembled in narrative form, charts and also as tables that describe package colour and consumer decisions. These were analysed and interpreted to give a fair idea of the situation on the ground. Details of this have been provided in the next chapter.

3.8 Conclusion

The chapter explained the design and method employed for the research as well as the conceptual framework for the analysis. Also the chapter further explained variables and their units of measurements and analysis, data collection tools/techniques and sources as well as the final output of the research.

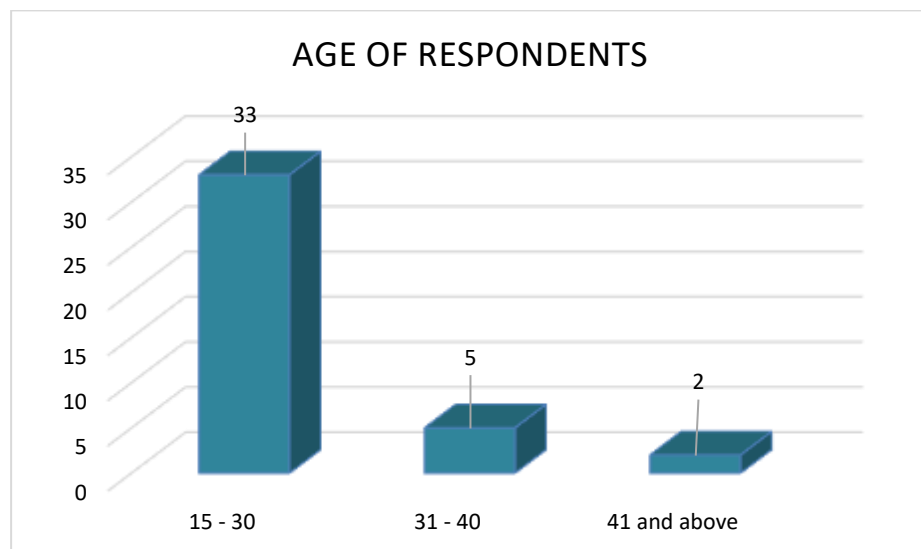
CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.0 Introduction

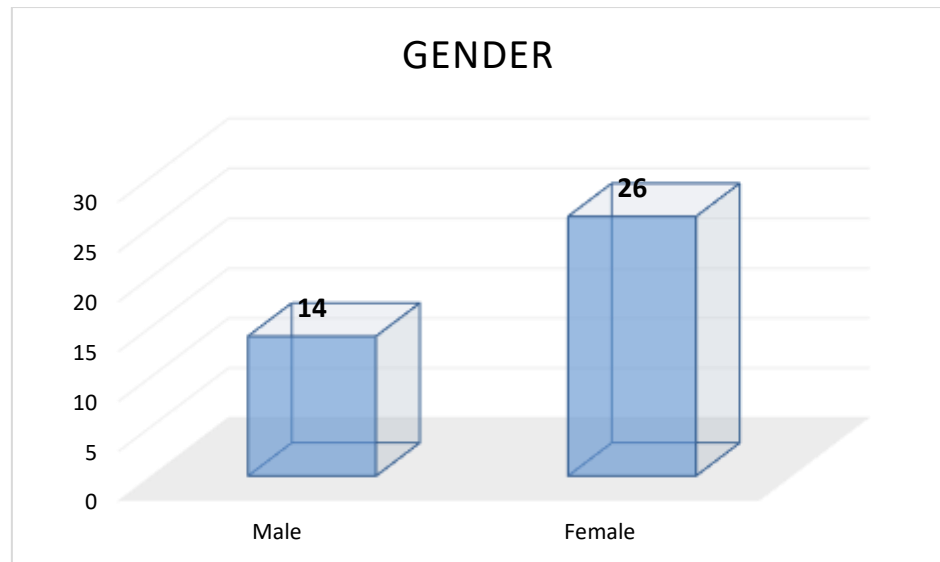
This chapter presents the analysis of various responses given by the forty (40) respondents engaged in the study; ten (10) responses for each mall. Useful information is highlighted, suggestions and decisions are made and conclusions drawn based on the data collected in relation to the research questions. The purpose of this study is geared towards examining the factors that influence consumer buying decisions; investigate the impact of packaging colour on consumer's attitudes towards familiar and unfamiliar products, and find out how the colour of a product package affects consumer perception of a product. As such the researcher through his data collection instrument (questionnaire) was able to obtain data from the respondents based on their knowledge on the topic; package colour and consumer decisions.

4.2 Background information of Respondents



Source: Field Survey, 2021

Figure 16: *Age distribution of Respondents*



Source: Field Survey, 2021

Figure 17: Gender distribution of Respondents.

Personal data of each respondent was collected to make the research more reliable and valid. This information includes age, gender, nationality and educational background. With age differences, 14 males and 19 females were recorded ranging from 15 to 30 years, 5 females 30 to 40 years and 2 female 40 years and above summing up to 40. Ninety two percent (92%) of the respondents were Ghanaians and eight percent (8%) from other countries. The data gathered depicts that in all, the participants had education background whiles others were students who have completed or pursuing education in the second cycle institutions, primary/Junior high school and tertiary institutions.

4.3 Analysis of research question one: What factors influence consumer buying decision?

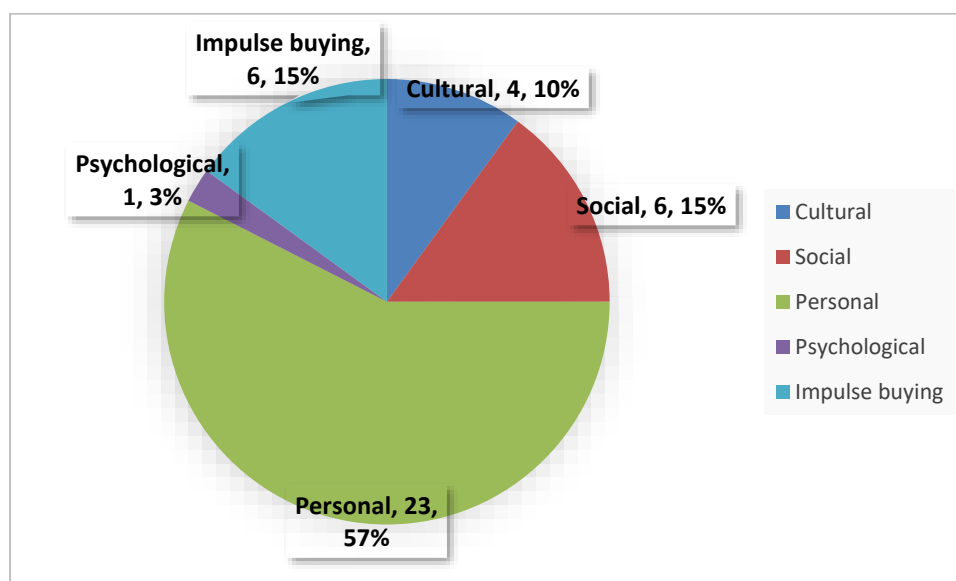
The results from the interview conducted suggest there are several factors that may influence consumer decisions. In answering this question, the researcher asked; ‘What

factor(s) may influence you to buy a particular packaged food? The research proved that personal factor (57.5%) influence many to purchase a particular packaged food, which recorded the highest percentage, followed by impulse buying (15%) and social factors (15%) emerging as the second influential factor in package food, followed by cultural factors (10%) and psychological factors (2.5%) greatly influence consumer purchase decisions. When probed further, it indicated that personality and self-concept recorded (30%) which is categorized under personal factors was the most common factor that influences consumer purchase decisions followed by lifestyle (25%). Other factors had less influence on consumer purchase decisions not forgetting impulse buying which may negatively influence consumers over already decided packaged product to be purchased. The tables and figure below further explains the responses of respondents. As said by Kuvykaite (2009) package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about a product. Thus package performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase of package, its elements and their impact on consumer's buying behavior became a relevant issue. Prendergast and Pitt (1996) shows that packaging provides an attractive method to convey messages about product attributes to consumers at the point of sale. The package sells the product by attracting attention and communicating, and also allows the product to be contained, apportioned, unitized, and protected. Orth and Malkewitz (2008) confirms that package design is an incredibly significant medium because it has such a huge impact on a consumer's decision making. The package is what the consumer sees at the moment they make their decision to purchase

Table 2: Factors influencing consumer purchasing decision for packaged foods.

Factors	Frequency	Percentage (%)
a. Cultural	4	10
b. Social	6	15
c. Personal	23	57.5
d. Psychological	1	2.5
e. Impulse buying	6	15
Total	40	100

Source: Field Survey, 2021



Source: Field Survey, 2021

Figure 18: Pie chart showing factors that influence consumer purchasing decisions for packaged foods.

Table 3: Details on factors influencing consumer purchasing decisions for packaged foods.

Factors influencing consumer purchasing decisions for packaged foods	Frequency	Percentage (%)
Cultural factors	5	12.5
Social factors	3	7.5
Personal factors	25	62.5
Psychological factors	2	5
Impulse buying	5	12.5
Total	40	100

Source: Field Survey, 2021

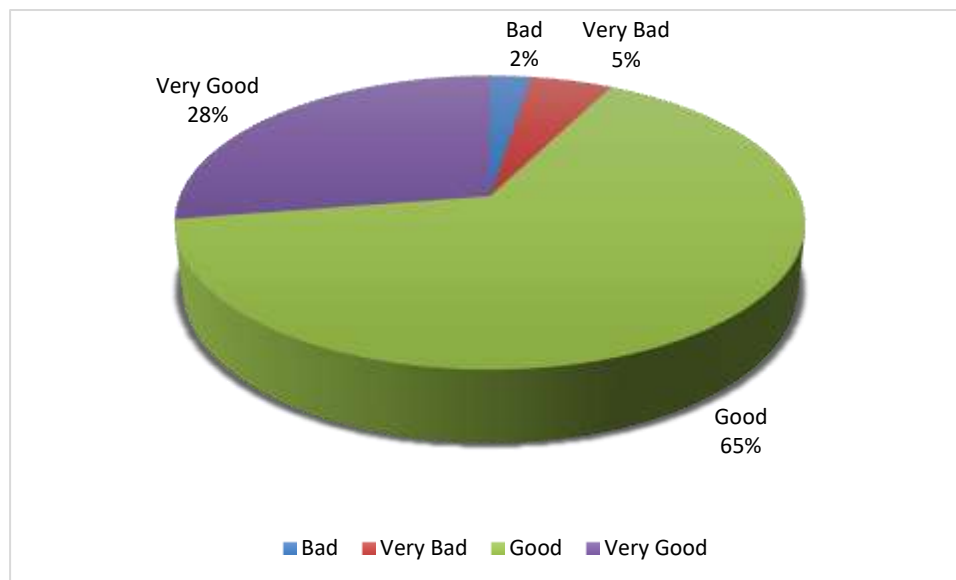
4.4 Analysis of research question two: How does packaging colour influence consumer’s attitude towards familiar and unfamiliar product?

This question was further broken into smaller but relevant series of questions laying much emphasis on consumers’ attitude towards familiar and unfamiliar packaged foods. Here, two questions were asked by the researcher; “How do you feel when you first see familiar package colour(s)?” again “How do you feel when you first see unfamiliar package colour(s)?”

Table 4: Consumer feeling towards familiar package colour(s).

Remarks	Frequency	Percentage (%)
Bad	1	2.5
Very Bad	2	5
Good	26	65
Very Good	11	27.5
Total	40	100

Source: Field Survey, 2021



Source: Field Survey, 2021

Figure 19: Pie chart showing consumers' feeling towards familiar package colour(s).

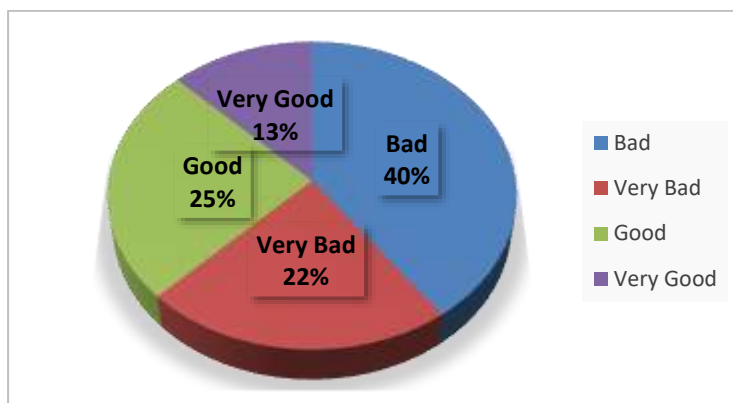
From the pie chart and the table above, comparing both questions indicates that the consumers who feel Good when they first see familiar food package colours recorded the highest percentage (65%) and Very good (28%) exceed those who feel Very bad (5%) and Bad (2%) when they see familiar packaged food colours. This indicate that

Colour play a very vital role in packaging foods. Hemani S. and Punekar M.R says research has shown that colours are an important product characteristic and play an important role in the commercial viability or the sale of the products. However, colours of products packaging, specifically every-day products, are very important not just for influencing sales but also for making products pleasant to use. The colour of a product and its packaging as well as the way it is displayed is usually the first thing that a consumer sights in the showrooms even before inquiring about the product's features and functions. The role played by colour in enhancing our attention level is undisputable.

Table 5: Consumer feeling towards Unfamiliar Package Colour(s).

Remarks	Frequency	Percentage (%)
Bad	16	40
Very bad	9	22.5
Good	10	25
Very Good	5	12.5
Total	40	100

Source: Field Survey, 2021



Source: Field Survey, 2021

Figure 20: Pie chart showing consumers' feeling towards unfamiliar package colour(s).

Moreover, the responses above indicates that the percentage of consumers who feel Good (25%) and Very Good (13%) when they first see Unfamiliar food package colours are less than who feel Bad (40%) and Very bad (22%)when they see Unfamiliar food packaged colours. And these responses attest to the fact familiar packaged food colours play a very big role in advertising. According to Juric, B et al (2014), it has been proven that colours are important because of their effect on the mood and that 87% of all perceptive impressions are received through colours. It is stated that colours influence buying. Colour plays a vitally important role in the world in which we live. Colour can sway thinking, change actions, and cause reactions. As a powerful form of communication, colour is irreplaceable. Likewise, the colors used for a product, website, business card, or logo cause powerful reactions. Also, Charles Biondo, stated that colour of a package may be as important as catchy advertising or innovative marketing to product sales. According to package designers, consumers see colour before they see logotypes or brand names

4.5 Analysis of research question three: Find out how the colour of a product package affects consumer perception of a product?

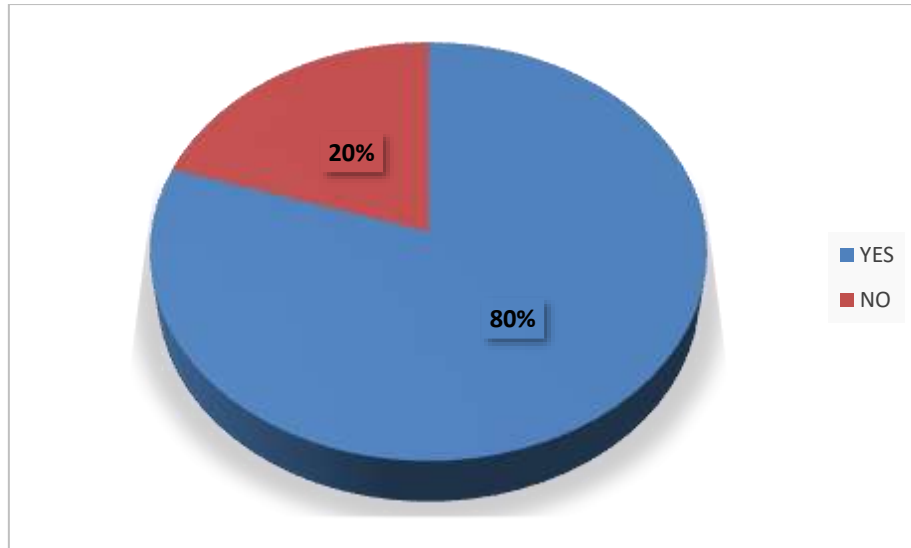
With knowledge on how colour influence consumers' attitude towards familiar and unfamiliar products there was the need to find how the colour of product package affects consumer perception of a product negatively or positively. Indirectly, the researcher asked; Have a package colour(s) deceive you to buy a particular product before? If yes, how did you feel after?

Table 6: Responses from consumers indicating whether a package colour(s) have deceive them before to purchase a particular product.

Responses	Frequency	Percentage (%)
Yes	32	80
No	8	20
Total	40	100

Source: Field Survey, 2021

From the data above, it is clear that majority of the consumers (80%) were deceived by package colours to purchase a product whereas only (20%) of the respondents were not deceived by package colours. Further probed questions pointed out that, consumers have very bad feeling after been deceive to purchase unknown product(s). Reaching the adulthood, people seem to be less open for experimenting new colours; instead they rather stick with their safer favourites. In a similar manner with age, the more educated people get the more complex their colour choices seem to be, with relatively unusual names given. Moreover, climate and the nature of the living environment have huge impacts on people's colour perception and preferences. People have a tendency to duplicate the colours that they are familiar with and become part of their lives. Thus, it is to believe that people from tropical climate respond more positive to bright and warm colours, while those who live in colder regions prefer cooler and more toned down colours.



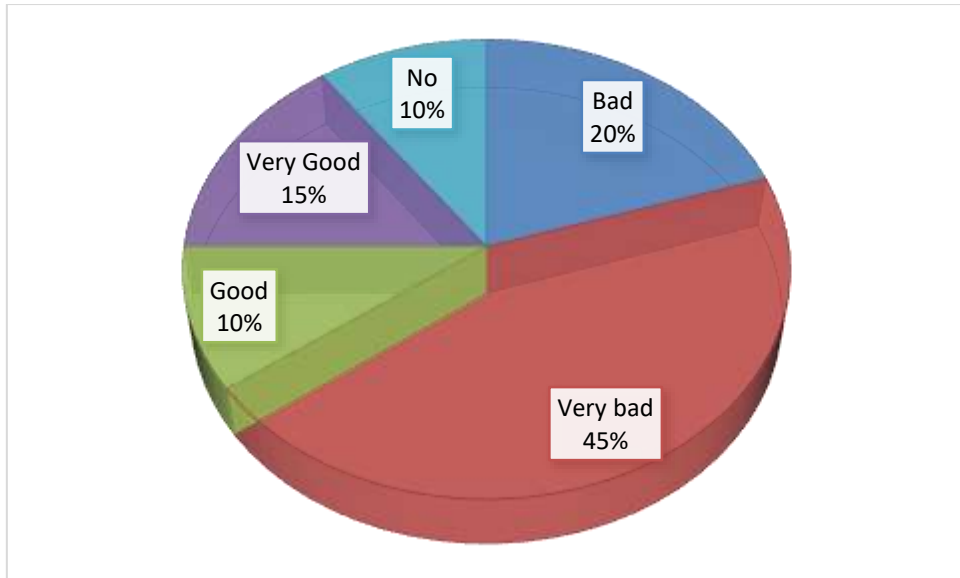
Source: Field Survey, 2021

Figure 21:. Pie chart showing responses from consumers indicating whether a package colour(s) have deceive them before to purchase a particular product.

Table 7: Feelings of consumers after been deceived to purchase unplanned packaged product.

Remarks	Frequency	Percentage (%)
Bad	8	20
Very bad	18	45
Good	4	10
Very Good	6	15
No	4	10
Total	40	100

Source: Field Survey, 2021



Source: Field Survey, 2021

Figure 22: Pie chart on consumers' feelings after being deceived to buy an unplanned packaged product.

From the data above, most respondents (45%) felt Very bad after being deceived to purchase an unplanned product, followed by Bad (20%), simply implies that colour packaging have deceived many to buy what they never intended buying. Consumer favorable post-purchase evaluation leads to satisfaction. Satisfaction with the purchase is basically a function of the initial performance level expectation and perceived performance relative to those expectations. Consumer tends to evaluate their wisdom on the purchase of that particular product. This can result to consumer experiencing post purchase dissatisfaction (Belk, R.W., 1988). If the consumer's perceived performance level is below expectation and fail to meet satisfaction this will eventually cause dissatisfaction, and so the brand and/ or the outlet will not be considered by the consumer in the future purchases. This might cause the consumer to initiate complaint behaviour and spread negative word-of-mouth concerning that particular product.

4.6 Conclusion

It was found that personal factor influence many to purchase a particular packaged food, followed by impulse buying and social factors emerging as the second influential factor in package food, followed by cultural factors and psychological factors greatly influence consumer purchase decisions. Comparing both questions indicates that the consumers who feel Good when they first see familiar food package colours recorded the highest percentage and Very good exceed those who feel Very bad and Bad when they see familiar packaged food colours. This indicate that C Moreover, the responses above indicates that the percentage of consumers who feel Good and Very Good when they first see Unfamiliar food package colours are less than who feel Bad and Very bad when they see Unfamiliar food packaged colours. And these responses attest to the fact familiar packaged food colours play a very big role in advertising. A summary of the findings, conclusion and recommendations would be presented in the following chapter.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents summary of the main findings of the study, draws conclusions based on analyzed data which will provide answers to the research questions stated in chapter one. Finally, recommendations are made regarding ways by which consumers of packaged foods sold at the four (4) malls, producers involved in designing and producing food packages can minimize or stop the rate at which packaged foods colours deceive consumers.

5.1 Summary of findings

From the onset of the research, the researcher kept in mind the objectives and research questions of the study that served as a foundation or guiding principles that assisted in achieving the final results. At end of the study, the following findings were made.

Age, gender and education play a major role in the consumer purchase decisions. Respondents who participated in the study were mostly between the ages 15 to 40 years as few people were recorded to be between the ages of 30 to 40 years above. This indicate that most consumers in Accra, engage in purchasing packaged foods are youths who have inadequate knowledge on package design which goes to the extent of influence their purchase decisions. These teenagers love colours at their youthful ages but do away as they grow. Equal selection of both sexes (females and males) depicted that males purchase packaged foods than females despite females visit the market often.

It is obvious that at the malls most consumers who purchase packaged foods are attracted by the content and beauty of packages and that colour plays a major role to attract them. Personal factors, impulse buying, cultural factors, social factors and psychological factors influence consumers purchase decisions. Minor factors with personality and self-concept being the highest, followed by lifestyle, occupation and economic circumstances and the rest contributes tremendously to influence consumer's purchase decisions with the exception of family issues, age and life-cycle stage, motivation, learning, beliefs and attitudes which were recorded not to influence consumer purchase decisions.

Moreover, it is understandable that consumers who purchase packaged foods at the Malls have favorite colour(s) which immensely have influence on their purchasing decision and always wish to see their favorite colour(s) on food packages. They feel good when they first see familiar packaged food colours than the unfamiliar ones.

Lastly, in percentage wise the numbers of consumers deceived by a package colour to purchase a product are greater than those who prefer food packages of any colour(s).

5.2 Conclusions

After carefully analyzing the findings, it can be concluded that, now consumers of packaged foods who visit the Malls often are youths between 15 to 30 years. These consumers deem it abnormal when they purchase packaged foods without their favorite colour(s) because they have little knowledge on package design and colour selection. Upon the interview conducted and questionnaire administered on both genders, the researcher considers the psychological and physical implications that package colour have on some consumers to depend on the consumer's involvement

level, time pressure or individual characteristics (mood) of consumers before and during purchasing of the products. Also, personal factors, impulse buying, cultural and social factors, and psychological factors are all factors that affect influence consumers' purchase decision with the exception of some minor factors like family, age and life-cycle stage, motivation, learning, beliefs and attitudes which do not affect them.

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APPENDIX
GHANA INSTITUTE OF JOURNALISM
SCHOOL OF GRADUATE STUDIES AND RESEARCH
DEPARTMENT OF PUBLIC RELATIONS

RESEARCH QUESTIONNAIRE

**QUESTIONNAIRE ON ASSESSING PACKAGING COLOURS AS AN
EFFECTIVE COMMUNICATION TOOL IN CONSUMER DECISION
MAKING**

The researcher is a final year student of the department of Public relations, school of graduate studies and research, Ghana Institute of Journalism, Accra who is conducting a study on “Assessing packaging colours as communication tools in consumer decision making”. You are kindly requested to respond to the questions as frankly as possible. Your respond will contribute greatly towards the success of this study. Answers provided would however be treated with all confidentiality. Thank you.

The respondent is requested to answer the following:

Section A

(Tick / write short answers where necessary).

1. Are you easily attracted by nicely designed packages?

a. Yes [] b. No []

2. Which part(s) of package attract you to buy a product?(one or multi choices)

a. Packaging design [] b. Brand [] c. Price [] d. Colour []

3. What factor(s) may influence you to buy a particular packaged food?

- a. Cultural [] b. Social [] c. Personal [] d. Psychological [] e. Impulse buying []

4. With answer(s) selected in question 3, tick under each them.

Cultural

- a. Culture []
b. Sub culture []
c. Social class []

Social

- a. Reference group []
b. Family []
c. Roles and statuses []

Personal

- a. Age and life-cycle stage []
b. Occupation []
c. Economic circumstances []
d. Lifestyle []
e. Personality and self-concept []

Psychological

- a. Motivation []
b. Perception []
c. Learning []
d. Belief and attitudes []

5. Do you have a favorite colour(s)?

- a. Yes [] b. No [] If Yes, which colour(s) and why? /No why?

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Leave question 5 and 6 if you don't have a favorite colour(s)

6. Does your favorite colour have influence on your purchase decision for a particular food product?

- a. Yes [] b. No []

7. Do you buy products that do not have your favorite colour?

- a. Yes [] b. No [] If Yes/No why?

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8. How do you feel when you first see familiar package colour(s)?

- a. Bad [] b. Very bad [] c. Good [] d. Very Good []

9. How do you feel when you first see unfamiliar package colour(s)?

- a. Bad [] b. Very bad [] c. Good [] d. Very Good []

10. Do you enjoy food package of any colour(s)?

- a. Yes [] b. No [] If Yes why? /No why?

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11. Have a package colour(s) deceive you to buy a particular product before?

- a. Yes [] b. No [] If Yes, how did you feel after?

- a. Bad [] b. Very bad [] c. Good [] d. Very Good []

12. Do you believe we have particular colour(s) for a specific food package?

- a. Yes [] b. No []

13. Do you visit the mall often?

- a. Yes [] b. No []

14. Which food product do you purchase most?

- a. Packaged [] b. Unpackaged []

15. Are you easily attracted by products package colours?

- a. Yes [] b. No []

16. If Yes, does the colour (s) have influence on your purchase decision?

- a. Yes [] b. No []

17. What advice will you give to package designers if selecting colour(s) for a particular food package? *Write if any.*

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Section B (Personal Data)

1. AGE a. 15 – 30 [] b. 30 – 40 [] c. 40 and above []
2. GENDER a. Male [] b. Female []
3. NATIONALITY a. Ghanaian [] b. Other []
4. EDUCATIONAL BACKGROUND
 - a. Primary/J.H.S level []
 - b. Second Cycle (S.H.S/High School, 'O' and 'A' level) []
 - c. Tertiary (Prof. Inst., Polytechnic, University, Vocational) []
 - d. None []