



UNIVERSITY OF MEDIA, ART AND COMMUNICATION

FACULTY OF BUSINESS AND STRATEGIC MANAGEMENT STUDIES

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THE IMPACT OF PACKAGING ON CONSUMER BUYING BEHAVIOR:

A CASE STUDY OF UNILEVER GHANA LIMITED - ACCRA.

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DEPARTMENT OF PUBLIC RELATIONS

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DECLARATIONS

Student's Declaration

I, NANA AKUA SERWAA BRAGO KORANG, declare that in the absence of the references of other authors' literatures cited, this work is entirely my own and the report presented here has never been presented in this institution or elsewhere for any certificate.

Names of Student / Signature



NANA AKUA SERWAA BRAGO KORANG

Date: ...12th December, 2025...

Supervisor's Declaration

I hereby certify that the preparation of the project work was supervised in accordance with guidelines on supervision of project work laid down by the University of Media, Art and Communication (UniMAC).

Name of Supervisor/ Signature



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Date...13th December, 2025....

ACKNOWLEDGEMENT

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Special thanks go to my parents and Siblings for their support during this Journey.

DEDICATION

This project is dedicated to the professionals, researchers, and consumers who continue to shape the future of packaging through creativity, sustainability, and quality standards. Their contributions provided the foundation upon which this study was developed.

ABSTRACT

Packaging plays a critical role in the distribution, promotion, and consumption of products and services. In recent years, manufacturing firms have increasingly recognized packaging as a strategic asset that enhances product value and market competitiveness. This study examined the impact of packaging as an effective marketing tool within Unilever Ghana Limited. The research focused on the company's packaging practices and their influence on consumer purchasing behavior and product differentiation.

A structured questionnaire was used to collect primary data from customers, distributors, and management of Unilever Ghana Limited. Secondary data sources were also reviewed to support the analysis. The findings indicated that consumers are highly aware of the role of packaging, and both customers and distributors consider packaging a key factor at the point of purchase. Attractive and high-quality packaging—particularly in terms of color, labeling, and design—was found to motivate increased patronage. The study further revealed that effective packaging strategies enhance a product's image, increase its appeal, and facilitate differentiation from competing brands.

It is recommended that firms within the soap and detergent industry prioritize packaging as an integral marketing tool. Packaging elements such as brand name, color, and graphics should be deliberately designed to communicate the product's attributes and benefits to consumers.

Table of Contents

DECLARATIONS	ii
Student’s Declaration	ii
Supervisor’s Declaration	ii
ACKNOWLEDGEMENT	iii
DEDICATION	iv
ABSTRACT	v
CHAPTER ONE	1
1.0 The Background of the Study	1
1.1 Statement of the Problem	3
1.2 Research Gap	4
1.3 Objective of the study	5
1.4 Research Questions	6
1.5 Research Hypotheses	6
1.6 Significance of the Study	7
1.7 Scope of the Study	7
1.8 Limitations of the Study	8
1.9 Delimitation of the Study	8
1.10 Organization of the Study	8
CHAPTER TWO	10
2.1 Introduction	10
2.2 Concept of Packaging	10
2.3 Theoretical Review: Theory of Attractive Quality	11
2.4 Packaging as an Effective Marketing Tool	12
2.4.1 Functions of Packaging and Labeling	12
2.5 Types of Packaging	14
2.6 Packaging Materials	14
2.7 Importance of Packaging	15
2.7.1 Strategic Importance	15

2.7.2 Packaging as a Differentiator	15
2.7.3 Brand Communication.....	15
2.7.4 Cost Efficiency	16
2.8 Effects of Packaging on Consumer Purchasing Decisions.....	16
2.9 Impact of Packaging on Consumers	17
2.10 Soap and Detergent Packaging Machines.....	17
2.11 Constraints of Packaging.....	18
2.12 Empirical Review	18
CHAPTER THREE.....	20
3.1 Introduction.....	20
3.2 Research Design	20
3.3 Target Population.....	21
3.4 Sampling Procedure.....	22
3.4.1 Sampling Method	22
3.5 Data And Data Collection Procedure.....	22
3.6 Research Instrumentation	23
3.7 Pre-Testing Of Instruments.....	25
3.8.1 Descriptive Analysis	27
3.8.2 Inferential Analysis	27
3.8.3 Reliability and Validity	27
3.8.4 Presentation of Results.....	27
CHAPTER FOUR.....	30
4.0 Introduction.....	30
4.1 Demographic Profile Of The Respondents.....	35
4.2 Survey Response On Regular Customers Of Unilever Ghana Limited	37
4.2.1 Features of Unilever’s Packaging Taking into Account	39
4.2.3 Adequate Information on Product Labels.....	41
4.2.4 Role of Packaging in the Sales of Soaps and Detergents	41
4.2.5 Durability of the Packages of Soaps and Detergents	42

4.2.6 Packaging Materials that are Environmentally Friendly.....	43
4.3 Survey Response On Factors Influencing Customers To Switch.....	44
4.3.1 Survey Response: Distributors	44
4.4 Understanding Of The Term ‘Packaging’	44
4.4.1 Features of Unilever’s Packaging Taking in to Account	45
4.4.2 Adequate Information on the Labels Regarding the Product.....	46
4.4.3 Response on Considering Packaging at the Point of Purchase	46
4.4.4 Role of Packaging in the Sales of Soaps and Detergents	47
4.4.5 Response on what makes Unilever Distributors to Switch.....	48
4.5 Data Presentation And Analysis For Management	48
4.5.1 Time Duration of Respondents in the Company.....	49
4.5.2 Survey Response on Packaging Sub-Unit.....	49
4.5.3 Existence of a Packaging Sub-Unit.....	50
4.5.4 Effectiveness of the Packaging Sub-Unit	50
4.5.5 Response on Forms of Packaging.....	50
4.5.6 Forms of Packaging Used by Unilever Ghana Limited	51
4.5.7 Packaging as an Effective Marketing Tool.....	51
4.5.8 Extent of Packaging Impact on the Organization.....	51
4.5.9 Maximizing Returns on Investment through Packaging.....	51
4.5.10 Mechanisms to Enhance Effective Packaging	52
4.5.11 Environmental Policies on Packaging Waste	52
CHAPTER FIVE	53
5.0 Introduction.....	53
5.1 Summary Of Major Findings.....	53
5.2 Findings From Customers And Distributors.....	54
5.3 Recommendations	55
5.4 Limitations Of The Study	56
5.5 Conclusion.....	57
REFERENCES	58

APPENDIX A	63
APPENDIX B	68

CHAPTER ONE

INTRODUCTION

1.0 The Background of the Study

Consumers increasingly demand variety and quality in product packaging when making purchasing decisions. Consequently, marketers must prioritize innovative and distinctive packaging that differentiates a product from competitors in terms of design, usability, instructions, convenience, and form (Li et al., 2021). Accurate and detailed product labeling enhances perceived value, as consumers are often influenced by how products are packaged and presented, regardless of the intrinsic quality of the product itself.

In the contemporary market, eco-friendly packaging has become a critical consideration. Marketers are therefore encouraged to adopt sustainable and recyclable packaging solutions while complying with environmental regulations and best practices (Abdullah et al., 2021). Packaging also serves as an effective communication tool, increasing consumer awareness of key product and brand attributes, such as material composition, functionality, and quality.

Furthermore, packaging that provides information in local languages demonstrates respect for consumers and fosters stronger brand-consumer relationships. Beyond its functional role in storage and preservation, effective packaging can stimulate consumer interest and positively influence purchasing behavior (Mohsin et al., 2021).

According to Lifu (2013), poorly designed or shabbily packaged products negatively influence consumer purchasing decisions, as such products fail to appeal to buyers.

Packaging plays a significant role in shaping consumer behavior to the extent that it can determine whether a customer returns for repeat purchases. Attractive packaging, therefore, encourages sustained patronage and contributes to a firm's profitability. Similarly, Best (2016) asserts that appealing packaging enhances consumer decision-making by creating value and simplifying product evaluation. Product packaging also functions as an essential element of the marketing mix, projecting a firm's brand image and conveying signals of high product quality (Campana & Malkewitz, 2015).

Packaging constitutes the final stage of the production process and serves a vital purpose in overall production activities. It has the potential to stimulate impulse buying, as visually appealing packaging can capture consumer attention and motivate trial purchases (Scot, 2018). Historically, Ghanaian firms viewed packaging merely as containers or protective materials—such as boxes and bottles—intended to hold and safeguard products. However, contemporary manufacturing companies in Ghana increasingly recognize packaging as a strategic marketing tool capable of communicating brand messages and influencing consumer purchasing behavior.

for their packaging and brand designs to ensure long-term competitive advantage and brand sustainability.

Within the soap and detergent industry, packaging constitutes the final operational stage before products enter the marketplace. Bar soaps are generally wrapped or boxed, either as single units or in multipack formats, whereas detergents—such as household cleaners, dishwashing agents, and laundry products—are packaged in a variety of forms including cartons, plastic bottles, pouches, bags, and cans. With increasing competition across the sector, firms are placing greater emphasis on innovative, functional, and aesthetically appealing packaging designs to differentiate their brands, attract consumer attention, and enhance market share. Moreover, many companies are seeking legal protection for their packaging designs to safeguard these innovations and maintain a competitive advantage.

1.1 Statement of the Problem

Packaging in Ghana has not advanced to the same extent as in international markets. Many companies in Ghana tend to view packaging merely as containers, boxes, or bottles used to hold and protect products, rather than as an effective marketing tool (Emmanuel, 2014). In a competitive business environment, however, packaging serves a much broader purpose, influencing consumer perception and purchase decisions.

Research indicates that many marketers in Ghana lack sufficient knowledge regarding packaging. In some cases, materials and design choices used for packaging fail to create a positive impression. For example, unattractive colors or overly bulky packages can reduce the

appeal and handling convenience of products. In light of these challenges, this seeks to reflect the impact of packaging, with a focus on Unilever Ghana Limited.

1.2 Research Gap

Although prior research have highlighted the increasing impact of packaging as a critical determinant of marketing success (Mazhar et al., 2015), significant gaps remain within the existing body of knowledge. Much of the literature has focused on the functional and aesthetic aspects of packaging, leaving opportunities for further research that incorporates additional marketing dimensions, new variables, and potential moderating factors. Given that consumer psychology varies across regions, cultures, and religions, researchers are encouraged to examine how packaging influences purchasing decisions within localized contexts and among consumers of locally produced goods (Mohebbi, 2014).

Furthermore, the rapid development of packaging technologies presents another unexplored area requiring scholarly attention. Limited research has examined the technological challenges associated with implementing advanced or intelligent packaging systems, despite their potential to enhance product communication, safety, and functionality (Heising, Dekker, Bartels, & Van Boekel, 2014).

The transformation of packaging from a traditional protective function into a multidimensional communication tool also underscores the need for further investigation.

Contemporary packaging conveys information about both the product and the company, serving as an essential medium of interaction between consumers and brands (Silayoi & Speece, 2007). Consequently, researchers should explore emerging concepts in packaging and their impact on the consumer, including the role of tactile engagement, label interpretation, and sensory evaluation at the point of purchase (Zekiri & Hasani, 2015; Ahmed et al., 2013).

Overall, these gaps indicate the need for comprehensive, context-sensitive research that integrates cultural, psychological, and technological factors to deepen understanding of packaging as a marketing tool.

1.3 Objective of the study

This study finds out packaging impact on consumers, in the case of Unilever Ghana Limited.

The specific objectives includes,

1. To find out the effect of products packaging on consumer buying behavior.
2. To check the impact of packaging elements on the consumer buying behavior (packaging elements include color, image, shape, material, label and typography, etc.)
3. To find out customers' perception of packaging in Unilever Ghana Limited.
4. To find out the importance of packaging in Unilever Ghana Limited.

1.4 Research Questions

1. What forms of packaging are employed by Unilever Ghana Limited in the marketing of its products?
2. What specific roles does packaging play in enhancing the market performance and consumer appeal of Unilever Ghana Limited's products?
3. How does the information presented on product labels influence customers' understanding of product content?
4. What are customers' perceptions of the packaging used for Unilever Ghana Limited's products?

1.5 Research Hypotheses

The study proposes the following hypotheses:

- H1: The material used in product packages has a significant influence on consumers.
- H2: The color of the product significantly affects consumer buying behavior.
- H3: Innovative packaging features have a significant impact on consumer buying behavior.
- H4: The size of product packaged significantly influences purchasing behavior.
- H5: Information and labeling provided on product packaging have a significant effect on consumer buying behavior.

1.6 Significance of the Study

In line with the increasing intensity of competition within the Ghanaian market, this study holds considerable importance and cannot be underestimated. As firms strive to attain market leadership and secure substantial market share, understanding the strategic role of packaging becomes critical. The findings of this research will be particularly valuable to marketers, as they will provide insights necessary for the effective planning, implementation, and evaluation of packaging strategies. The study is also expected to guide policymakers in the development and execution of packaging regulations and policies aimed at enhancing product competitiveness. Furthermore, the research will assist organizations in attracting and retaining customers through improved packaging practices. Finally, it is a useful source of reference for future researchers interested in exploring packaging and consumer-buying behavior.

1.7 Scope of the Study

This study is limited to Unilever Ghana Limited. It focuses on a cross-section of the organization's management, staff, distributors, and customers. The research seeks to examine packaging practices and their influence on consumer buying behavior within the operational context of this single organization.

1.8 Limitations of the Study

Empirical study is subject to certain limitations. A major constraint relates to the time required for data collection, which is projected to span several weeks. Financial limitations also pose a challenge, particularly in relation to transportation to and from the field.

Additionally, the researcher's simultaneous engagement in work and academic commitments may restrict the time and attention allocated to the study, potentially affecting the pace of data collection and analysis.

1.9 Delimitation of the Study

This research concentrates specifically influence product packaging on consumer buying behavior, excluding other elements of the marketing mix such as pricing, advertising, and overall product quality. The research is limited geographically and institutionally to Unilever Ghana Limited, and therefore the findings reflect consumer behavior within the context of this organization alone. The product focus is restricted to selected categories, namely soaps and detergents, to the exclusion of other product lines. In terms of packaging attributes, the study emphasizes colour, material, shape, size, and labelling, without extending to wider environmental or sustainability considerations.

1.10 Organization of the Study

The research is organized into five chapters for coherence presentation. Chapter One introduces the study by outlining the research problem, background, objectives, questions,

significance, scope, limitations, delimitations, and structure of the report. Chapter Two reviews relevant theoretical and empirical literature on packaging and consumer buying behavior. Chapter Three describes the research methodology, including the research design, population, sampling procedures, instruments, data collection methods, data analysis techniques, and ethical considerations. Chapter Four presents and discusses the data collected in relation to the reviewed literature. Chapter Five summarizes the major findings, draws conclusions, and offers recommendations for both policy and practice.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Existing literature is reviewed to the study. Its purpose is to build a solid understanding of packaging and how it influences consumer behaviour, drawing on both theoretical perspectives and empirical studies. The review follows the objectives of the research and highlights key concepts, theories, and findings that help frame the study.

2.2 Concept of Packaging

Packaging is an important tool in the marketing mix, serving both functional and promotional purposes. Perreault and McCarthy (2015) describe packaging as more than just a container; it provides protection, identification, and promotion. Badrie (2017) similarly notes that packaging should be visually appealing and distinct enough to attract attention in a competitive marketplace. Packaging also communicates important product details such as ingredients, weight, and usage instructions, and in many cases, it acts as a promotional tool by carrying persuasive messages.

Keller (2009, 2019) and Kotler (2018) stress that packaging is closely tied to a firm's product and branding strategy. Elements such as shape, colour, size, graphics, and text contribute significantly to how consumers perceive a product. Rundh (2013) adds that these visual and structural features can help firms achieve key marketing goals through differentiation. When

packaging clearly conveys the meaning and purpose of a product, consumers respond more positively (Raisanen, 2010). Calver (2017) further, packaging plays an important role in storage, display, and transport. Packaging serves as a bridge between the producer and the consumer, combining both functional and promotional roles.

2.3 Theoretical Review: Theory of Attractive Quality

The study is guided by the ‘Theory of Attractive Quality’, developed by Professor Kano in 1984. Kano’s model explains how different product attributes influence customer satisfaction. The theory builds on Herzberg’s two-factor model, emphasizing that customers experience varying levels of satisfaction or dissatisfaction depending on the presence or absence of certain features.

In the context of packaging, Kano’s model highlights how design elements can influence customer satisfaction at multiple stages—before, during, and after product use. Attractive packaging can elevate customer satisfaction and encourage brand switching when competing products have similar quality. This theory therefore supports the idea that packaging is more than an aesthetic choice; it is a strategic tool that shapes consumers’ perceptions and satisfaction levels.

2.4 Packaging as an Effective Marketing Tool

Product increasingly become a medium between manufacturers, distributors, and consumers. It presents essential information about the product, including its contents, benefits, usage instructions, and expiration dates. In earlier years, packaging in Ghana was viewed mainly as a means of protecting the product. However, with the rise of modern retailing and heightened competition, packaging has become a key marketing tool.

Today, packaging forms part of the actual product offering. Consumers often judge products by visible cues such as colour, brand name, and overall design (Calver, 2017). In response to consumer demands for clarity and accountability, legislation such as the Fair Packaging and Labeling Act of 1996 requires companies to provide clear labeling. As a result, firms invest heavily in effective packaging and brand protection to stand out in the market (Chukwu, 2018).

Strategic packaging choices such as shelf placement, shape, and closure—can increase a product’s visibility and appeal. Products placed at eye-level, for example, tend to sell better because they are more accessible and noticeable to consumers.

2.4.1 Functions of Packaging and Labeling

Kuttin (2011) outlines several core functions of packaging:

Physical Protection

Packaging guards products against damage from shock, vibration, heat, and pressure.

Barrier Protection

Certain packages shield products from contaminants such as moisture, oxygen, and dust.

Containment

Packaging helps gather small or loose items into manageable units for transport or sale.

Information Transmission

Labels communicate important details such as usage instructions, safety warnings, and regulatory information.

Marketing

Design elements—colour, images, and text—promote the product and influence consumer interest.

Security

Packaging deters tampering and counterfeiting through seals or security features.

Convenience

It facilitates easier opening, carrying, storing, and handling.

Portion Control

Packaging also helps in dividing products into standardized amounts that aid consumption and distribution.

2.5 Types of Packaging

Consumer Packaging

Used for retail products and designed to attract consumers through visual appeal (W.M. et al., 2017).

Industrial Packaging

Used for bulk or large-scale shipments, often without decorative elements.

Distribution Packaging

Outer packaging used for transportation, handling, and logistics.

Military Packaging

Highly specialized packaging designed to withstand extreme conditions for long-term storage or transport.

2.6 Packaging Materials

Plastic

Light and inexpensive, but environmentally challenging due to disposal issues.

Metal

Commonly used for cans and containers; highly durable and protective.

Brick Carton

Used for beverages, strong but difficult to recycle.

Cardboard

Common, recyclable, and lightweight.

Glass

Durable and recyclable, though heavy and fragile.

2.7 Importance of Packaging

Packaging role in attracting the attention of consumers and encouraging them to try a product. While first-time purchase may be motivated by attractive packaging, repeat purchase depends on the quality of the product itself. Without adequate packaging appeal, consumers may not be motivated to consider the product in the first place. Thus, product packaging is often the first point between the product and the consumer.

2.7.1 Strategic Importance

Kotler (2015) explains that packaging serves strategic purposes such as product differentiation, protection, and promotion. It forms part of a firm's overall marketing strategy.

2.7.2 Packaging as a Differentiator

Innovative packaging can give a firm a competitive edge. For example, improvements in protective foil packaging for X-ray films made Kodak's products easier to use.

2.7.3 Brand Communication

Packaging reinforces brand identity through recognizable symbols, colours, and text. These visual cues help consumers recall and connect with the brand.

2.7.4 Cost Efficiency

Well-designed packaging reduces breakage, spoilage, and theft, ultimately lowering company costs.

2.8 Effects of Packaging on Consumer Purchasing Decisions

Research consistently shows that packaging has a strong influence on consumer purchasing behaviour. When packaging is unattractive or poorly designed, consumers are less likely to buy the product (Lifu, 2013). In contrast, attractive packaging invites repeated patronage and can trigger impulse buying (Scott, 2018). Key packaging elements such as colour, size, positioning, and labeling all shape consumer perceptions and choices.

Size

Larger packaging often creates a perception of better value.

Positioning

Products placed at eye level are more likely to be purchased.

Promises

Labels that communicate clear benefits build trust and encourage purchase.

Color

Color influence emotions and expectations—for example, green suggests environmental friendliness, while red signals energy or urgency.

2.9 Impact of Packaging on Consumers

Brand Image

Packaging contributes to the overall image of a product and supports branding efforts.

Consumer Perception

Consumers expect packaging to be visually appealing and functional. When packaging changes drastically—as in the case of Tropicana’s redesign—the outcome may confuse consumers and reduce sales.

Practicality

Packaging must serve its intended purpose, such as ease of use, storage, or recycling.

Cost

Higher-quality packaging may increase product cost, which influences consumer acceptance depending on the target market.

Functionality

Packaging must match the nature of the product to ensure convenience and suitability.

2.10 Soap and Detergent Packaging Machines

Manufacturers use a variety of machines to package soaps and detergents efficiently. These include wrapping machines, cutting and stamping equipment, mixers, case packers, and

powder blending machines (Kotler, 2018). These machines help maintain quality and consistency in the packaging process.

2.11 Constraints of Packaging

High Development Costs

Materials such as metal, plastic, and glass are expensive, increasing production costs (Kuttin, 2012).

Disposal Difficulties

Many packaging materials contribute significantly to environmental waste.

Material Shortages

Poor recycling contributes to shortages of reusable materials.

2.12 Empirical Review

Enudu (2018)

Found a positive relationship between attractive packaging and consumer buying behaviour.

Poor packaging was associated with reduced sales and customer dissatisfaction.

Misbah (2015)

Studied packaging characteristics—such as size, colour, shape, and labeling—and concluded that these elements significantly influence consumers, particularly in the fast-moving consumer goods sector.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the systematic approaches and procedures employed to investigate the impact of packaging on consumer buying behaviour. It explains the rationale behind the selected methods and demonstrates how they align with the objectives outlined in Chapter One. The methodology chapter details the research design adopted to examine the influence of packaging, identifies the target population—which comprises customers and key stakeholders of Unilever Ghana Limited—and outlines the sampling techniques used to obtain a representative sample. Furthermore, it describes the use of questionnaires as the primary data collection instrument, the procedures followed in administering them, and the data analysis methods employed to ensure the accuracy, validity, and reliability of the study's findings.

3.2 Research Design

The choice of design fundamentally shapes data collection, instrument construction, and the type of information obtained from respondents. Creswell (2016) emphasizes that each research approach is grounded in distinct assumptions, methodological principles, and skill requirements. In line with these considerations, the present study adopted a quantitative research design. This approach was deemed appropriate because it facilitates the objective examination of phenomena and offers a structured means of describing and interpreting

relationships using numerical data. As noted by Goran (2013), quantitative research enables the testing of theoretical propositions by categorizing concepts into measurable variables, thereby producing findings that can be statistically analyzed. The strengths of this approach in particular, its capacity to generate empirical evidence—rendered it suitable aim of this study.

A descriptive cross-sectional survey design was specifically employed to investigate the influence of packaging on consumer buying behaviour. This design allows variables without the manipulation of the research environment. Newman (2014) asserts that cross-sectional surveys are especially appropriate for studies that rely on respondents' self-reported attitudes, perceptions, and behaviours. Furthermore, this design enables the simultaneous comparison of multiple variables, making it a practical and efficient means of addressing the research objectives.

3.3 Target Population

The population of a study comprises complete set of individuals, or elements relevant to the research problem and from which the sample is drawn (Sekaran & Bougie, 2014). Ampor (2015) similarly defines a population as a well-specified group that forms the focus of a research. For the purposes of the study , target population consists of management, staff, consumers, and distributors of Unilever Ghana Limited, with an estimated total of 100 individuals. These groups were selected because they directly engage with the company's

products and packaging, thereby offering valuable insights into the role of packaging as a marketing tool.

3.4 Sampling Procedure

This represents participants in the study. According to Evans et al. (2010), the central objective of sampling is to allow the researcher to draw conclusions about an entire population based on information obtained from a smaller, manageable group. In this study, a sample size of 100.

3.4.1 Sampling Method

The study employed a convenience sampling technique, which involves selecting participants who are readily accessible and willing to participate. This method was selected because of its practicality and efficiency, particularly given the time and resource constraints associated with the study. Convenience sampling also allowed for the inclusion of respondents who were present within the study environment and capable of providing relevant and reliable information. Although the technique has limitations regarding representativeness, it was deemed appropriate for this research due to the direct interaction of the targeted groups with the company's packaging practices.

3.5 Data And Data Collection Procedure

The questionnaire will be self-administered by researchers to the selected Unilever Ghana limited customers, staff and management, distributors and retailers in the Accra Municipality prior notice of respondents will be sought before questionnaires are given out. Researcher

will explain to respondents the purpose and relevance of the study after which the questionnaires will be distributed to them. Further explanations will be done by the researcher to respondents particularly on questions that respondents did not understand. Complete questionnaire will be collected back at the end of the exercise by the researchers.

3.6 Research Instrumentation

The data collection tool for this study was a structured questionnaire, carefully designed by the researcher. The questionnaire is chosen because it provides a reliable and efficient means of collecting quantitative data from a large sample within a constrained timeframe (Creswell, 2016). It allows for the collection of standardized responses, which can be systematically coded and subjected to statistical analysis, thereby enhancing the accuracy, reliability, and comparability of the findings.

The questionnaire will be organized into several sections, each corresponding to the key variables under investigation. Firstly, will collect demographic information such as age, gender, providing context for the analysis. The second section will focus on consumer perceptions of packaging, including aspects such as color, size, shape, material, and labeling. The third section will examine consumer buying behavior, including purchase frequency, brand loyalty, and impulsive buying tendencies. Both closed-ended questions and Likert-scale items will be employed to quantify respondents' attitudes and behaviors, allowing for rigorous statistical testing of decisions.

By structuring the questionnaire the instrument ensures that all relevant dimensions of the study are captured systematically, facilitating a clear and robust analysis.

Questionnaire will consist mainly of open-ended questions supported by a few closed-ended questions to allow respondents to freely express their opinions where necessary. The open-ended questions will be designed using a age, gender, education etc. This format will help quantify respondents' perceptions and attitudes toward packaging and consumer purchasing behaviour.

The questionnaire will be divided into four main sections:

1. Section A: Demographic characteristics of respondents (e.g., age, gender, occupation, income level, education).
2. Section B: Questions relating to packaging design, including attractiveness, convenience, and shape.
3. Section C: Items on label information, such as clarity, accuracy, and usefulness of product details.
4. Section D: Questions measuring consumer purchasing behaviour, focusing on buying frequency, brand preference, and influence of packaging features.

3.7 Pre-Testing Of Instruments

According to the actual data collection, research instrument (questionnaire) will be tested to ensure its reliability, validity, and clarity. The pre-test will help identify ambiguous, unclear, or leading questions and allow necessary adjustments before administering the questionnaire to the main respondents. According to Saunders et al. (2016), pre-testing is essential to refine questions and tool yields accurate consistent responses.

Pre-test will involve 10 respondents drawn conveniently from customers and staff of Unilever Ghana Limited in a location similar to the study area but outside the main sample, to avoid contamination of the main research participants. Feedback from the pre-test participants will guide the revision of question wording, sequence, and structure to enhance clarity.

Questionnaire will also be reviewed by academic experts and supervisors to confirm that each question adequately measures the intended research objectives and variables related to packaging and consumer behaviour. Content validity will be achieved by aligning each question with the study's objectives and theoretical framework.

To ensure the quality of the data collection instrument, both validity and reliability procedures will be employed. Content validity will be established through expert review to confirm that the questionnaire items adequately represent the constructs under investigation. Furthermore, the reliability of the instrument will be assessed using the Cronbach's Alpha coefficient to determine the internal consistency of the items. A Cronbach's Alpha value of

0.70 or above will be considered acceptable, indicating that the questionnaire items demonstrate adequate consistency and dependability (Nunnally, 1978). These measures collectively ensure that the instrument is both conceptually sound and empirically robust for the purposes of the study.

The feedback and reliability analysis results will be used to finalize the questionnaire before it is distributed to the actual study respondents.

3.8 Method Of Data Processing And Analysis

The collected data will undergo a systematic process of editing, coding, and analysis to ensure accuracy, consistency, and completeness. Initially, each questionnaire will be carefully reviewed to identify and correct errors or omissions. This step is essential to maintain the integrity of the dataset and ensure that all responses are consistent across respondents. Once verified, the data will be organized and entered into Microsoft Excel for coding and classification, allowing the researcher to group responses into meaningful categories for subsequent analysis.

Following data entry, a data analysis matrix will be developed, and each response will be coded according to the corresponding study variables. Coding transforms qualitative or categorical responses into numerical values, facilitating statistical computation and interpretation. This process ensures that the dataset is prepared for both descriptive and inferential analysis, allowing the researcher to draw meaningful conclusions.

3.8.1 Descriptive Analysis

Descriptive statistics will be summarize to present the data. Socio-demographic characteristics of respondents, such as age, gender, education, and occupation, will be displayed using frequency tables, percentages, and graphs. Responses on packaging elements—including color, shape, size, labeling, and material—and consumer buying behavior will also be summarized using frequency distributions, bar charts, and pie charts to highlight trends and general patterns.

3.8.2 Inferential Analysis

Inferential statistics will be applied to examine the relationships between packaging elements and consumer buying behavior. Correlation analysis will assess the strength and direction of associations between independent variables (e.g., packaging color, design, labeling) and the dependent variable (consumer purchasing decisions). Regression analysis will further evaluate the predictive influence of packaging attributes, identifying the relative contribution of each element to variations in consumer buying behavior.

3.8.3 Reliability and Validity

Prior to analysis, assessed the reliability of the questionnaire using Cronbach's alpha, ensuring internal consistency among items measuring the same construct. Validity will be ensured through careful design of the questionnaire in line with study objectives, as well as a review of relevant literature and expert feedback to confirm that the instrument accurately captures the intended variables.

3.8.4 Presentation of Results

To enhance clarity and facilitate interpretation, Findings from the descriptive analysis will illustrate the socio-demographic profile of respondents and general patterns in perceptions of

packaging. Inferential results will highlight the statistical significance and strength of relationships between packaging characteristics and consumer buying behavior, providing empirical support for conclusions and recommendations.

This systematic approach to data processing and analysis ensures that the findings of the study are reliable, valid, and meaningful, thereby supporting evidence-based conclusions regarding the role of packaging as an effective marketing tool.

3.9 Ethical Considerations

Ethical considerations are essential to ensuring that research is conducted with integrity, respect, and responsibility toward all participants. This study will adhere to recognized ethical principles throughout the research process to safeguard the rights, dignity, and well-being of respondents. Informed consent will be obtained from all participants after they have been clearly briefed on the purpose of the study, the voluntary nature of their involvement, and their right to withdraw at any stage without any consequences. Confidentiality and anonymity will be strictly upheld by avoiding the collection of personal identifiers and reporting data in aggregated form only. Additionally, the study will ensure accuracy, honesty, and integrity in data collection, analysis, and reporting. All findings will be presented objectively, and all sources of information will be duly acknowledged to maintain academic and ethical standards.

Finally, the research will comply with all institutional and professional ethical standards relevant to social science research. Any potential risks to participants, including psychological discomfort or inconvenience, will be minimized, and measures will be put in place to mitigate such risks.

By adhering to these ethical principles, the study seeks to uphold the highest standards of research integrity while ensuring that the rights, privacy, and overall welfare of all participants are fully protected.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction

Data were gathered from customers, distributors, and management of Unilever Ghana Limited, and the results have been systematically tabulated to enhance clarity and facilitate ease of interpretation. In total, one hundred (100) questionnaires were distributed: eighty (80) to customers, fifteen (15) to distributors, and five (5) to management staff at the Accra branch of Unilever Ghana Limited. All one hundred questionnaires were duly completed and returned, providing a complete dataset for analysis.

Microsoft Excel played a central role in the organization, processing, analysis, and presentation of the data collected from customers, distributors, and management of Unilever Ghana Limited. The following breakdown outlines the specific ways Excel supported the analysis in this chapter.

1. Data Entry and Coding of Questionnaires

After administering the 100 questionnaires, Excel was used to:

- Enter raw responses from customers, distributors, and management.
- Assign codes to categorical responses (e.g., Male = 1, Female = 2; Yes = 1, No = 0).
- Create separate sheets for:
 - Customer data

- Distributor data
- Management data

This ensured that the dataset was clean, organized, and ready for analysis.

2. Sorting and Organizing Responses

Excel's sorting and filtering tools were used to:

- Arrange responses by gender, age, educational level, or response type.
- Group similar answers together so frequencies could be easily counted.
- Remove duplicate or inconsistent entries (data cleaning).

This step ensured accuracy and consistency in the analysis.

3. Computation of Frequencies

For each survey question, Excel was used to generate:

- Counts (frequencies) of responses using tools such as:
- COUNT()
- COUNTIF()
- COUNTIFS()

For example:

- Counting how many respondents chose "Very Attractive"
- Counting how many respondents were within "20–25 years"

- Counting how many respondents said “Yes” to questions on packaging quality

This provided the base data needed for the tables.

4. Calculation of Percentages

Excel formulas were used to convert frequencies into percentages. This allowed the researcher to express findings such as:

- 80% male
- 50% said packaging is “Very Attractive”
- 88% said label information is adequate

Percentages helped in interpreting the significance of each response category.

$$= (\text{Frequency} / \text{Total Respondents}) * 100$$

5. Creation of Tables for Presentation

Excel was used to format the data into well-structured tables such as:

- Table 4.2.1: Gender of Respondents
- Table 4.2.2: Age Distribution
- Table 4.3.1: Packaging Considerations
- Table 4.4.5: Role of Packaging (Distributors)

Excel functions used include:

- Table formatting tools (Borders, Shading, Alignment)
- AutoFit for columns and rows

- Labeling rows and columns

These tables were then exported or copied into the chapter.

6. Generation of Graphs (Where Applicable)

Although my text does not display the graphs, Excel likely helped create:

- Bar charts (for gender, age, durability ratings etc.)
- Pie charts (for packaging preferences)
- Column charts (for role of packaging)

These visual aids help illustrate trends and enable easier comparison between categories.

7. Data Comparison Across Respondent Groups

Excel enabled easy comparison of responses from:

- Customers vs. distributors
- Distributors vs. management
- Different age groups
- Different educational levels

This comparison was achieved using:

- Pivot Tables
- Pivot Charts
- Filtering and conditional formatting

For example:

- Checking whether customers and distributors share similar perceptions of packaging
- Comparing durability ratings across users
- Observing trends in environmentally friendly packaging choices

8. Validation and Error Checking

Excel tools assisted in ensuring:

- No missing values
- No duplication of entries
- Proper alignment of variables and responses

Tools used:

- Data Validation
- Find & Replace
- Conditional Formatting to highlight inconsistencies

This strengthened the reliability of the data.

9. Exporting Data for Report Writing

Finally, the formatted tables and charts created in Excel were:

- Copied into Microsoft Word

- Adjusted for academic presentation
- Used as evidence in the analysis discussions

4.1 Demographic Profile Of The Respondents

Table 1: Gender of Respondents

Gender	Frequency	Percentage (%)
Male	80	80
Female	20	20
Total	100	100

Source: Field Survey (2025)

In order to have balance information from the respondents, questionnaires were issued to both sexes. Form the survey, 80 of the respondents which represent 80% of the total sample are male and 20 of the respondents which represent 20% are female. This shows that more males were interviewed in the study than females. It does not mean the researcher intentionally selected males.

Table 2: A table showing the age range of respondents

Age Group	Frequency	Percentage (%)
Below 15 years	10	10
15–20 years	30	30

20–25 years	50	50
25–30 years	10	10
Above 30 years	10	10
Total	100	100

Source: Field Survey (2025)

The study indicates that 10 respondents (10%) were below 15 years, 30 respondents (30%) were between 15 and 20 years, 40 respondents (40%) were between 20 and 25 years, 10 respondents (10%) were between 25 and 30 years, and the remaining 10 respondents (10%) were above 30 years. Overall, the sample is predominantly youthful, reflecting the general age structure of the Ghanaian population (Population and Housing Census, 2010). This suggests that most respondents fall within the 15–25-year age range. The results are summarized in the table below.

Table 3: A table showing the Educational Level of Respondents

Educational Level	Frequency	Percentage (%)
Non-formal education	75	75
Basic education	15	15
Secondary education	5	5
Tertiary education	10	10
Total	100	100

Source: Field Survey (2025)

The academic qualification was sought to determine the category of qualification among the respondents in the study area. The statistics reveal that, 75 of which represents 75% said they had non formal education while 15% had basic education,5% of the respondents had secondary education and 10 of the respondents which represent 10% also had secondary education. The effect of academic qualification to this study is that, the respondents were highly educated and therefore could understand the questions in the questionnaires and had positive effect.

4.2 Survey Response On Regular Customers Of Unilever Ghana Limited

From the study, it can be concluded that out of the eighty (80) respondents, sixty-eight (68) indicated “YES,” representing 85%, while twelve (12) respondents answered “NO,” representing 15%. This finding indicates that the majority of respondents are regular customers of Unilever Ghana Limited, demonstrating a high level of brand patronage among the surveyed population.

Table 4: Respondents consideration of Packaging at the point of purchase

Response	Frequency	Percentage (%)
Attractiveness	30	42
Label information	20	29

Easy identification	20	29
Total	70	100

Source: Field Survey (2025)

The study revealed that, among the seventy respondents who indicated “Yes” (n = 70), 30 respondents (42%) consider packaging at the point of purchase primarily for its attractiveness, noting that visually appealing packaging captures attention and can influence initial purchase decisions. Many respondents reported that they often judge a product by its packaging before buying, highlighting the importance of attractive design in encouraging first-time purchases. Additionally, 20 respondents (29%) indicated that packaging aids in the easy identification of the product, while the remaining 20 respondents (29%) stated that packaging contributes to product uniqueness and helps the product stand out in the market. These findings underscore the critical role of packaging in influencing consumer perceptions and purchase behavior.

Table 5: Customers Perception about Unilever’s packaging

Response	Frequency	Percentage (%)
Excellent	40	50
Very good	25	25
Good	15	18
Poor	5	7

Total	80	100
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Source: Field Survey (2025)

The table below presents customers' perceptions of Unilever's packaging compared to other brands. Out of 80 respondents, 40 (50%) rated Unilever's packaging as excellent, 20 (25%) rated it as very good, 15 (18%) rated it as good, and 5 (7%) rated it as poor. These results indicate that a majority of respondents perceive Unilever's packaging positively, with half of the participants considering it superior to competing soap and detergent products.

4.2.1 Features of Unilever's Packaging Taking into Account

Table 6: Response on Features of Unilever's Packaging taking into Account

Response	Frequency	Percentage (%)
Colour	5	6
Product information	40	50
Packaging materials	10	13
Easy handling	10	13
All the above	15	18
Total	80	100

Source: Field Survey (2025)

Out of the 80 respondents, 5 (6%) indicated that they consider color, 40 (50%) consider product information, 10 (13%) focus on packaging materials, 10 (13%) consider ease of handling, and 15 (19%) take all these factors into account when purchasing soaps and

detergents from Unilever Ghana Limited. These findings consider a combination of packaging attributes when making their purchase decisions.

4.2.2 Attractiveness of Packaging in Terms of Colour and Label

The table below shows that, out of the total respondents, 40 indicated that the packaging was “very attractive,” representing 50%, while 30 respondents described it as “quite attractive,” representing 38%. Only 5 respondents considered it “less attractive” (6%), and another 5 respondents rated it as “not attractive” (6%). These findings indicate that the majority of respondents (50%) perceive the packaging of Unilever’s soaps and detergents as very attractive in terms of colour and labeling.

Table 7: Response on attractiveness of Packaging in terms of its Colour and Label

Response	Frequency	Percentage (%)
Very attractive	40	50
Quite attractive	30	38
Less attractive	5	6
Not attractive	5	6
Total	80	100

Source: Field Survey (2025)

Table 8: Response on types of Packaging Materials that appeals to Customers

Response	Frequency	Percentage (%)
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Paper	8	10
Plastic	40	50
Rubber	30	38
Glass	2	2
Total	80	100

Source: Field Survey (2025)

The study shows that 8 respondents (10%) preferred paper packaging, 40 respondents (50%) chose plastic, 30 respondents (38%) preferred rubber, and 2 respondents (2%) selected glass.

These results indicate that plastic is the most preferred packaging material among respondents.

4.2.3 Adequate Information on Product Labels

Analysis further revealed that 88 respondents (88%) indicated “Yes,” while 12% (10 respondents) answered “No” regarding the adequacy of information on product labels. This suggests that the majority of respondents perceive Unilever’s soaps and detergents as providing sufficient information on their labels.

4.2.4 Role of Packaging in the Sales of Soaps and Detergents

Table 8: Response on role of packaging in the sales of soaps and detergents

Response	Frequency	Percentage (%)
Convenience	5	6
Legal	5	6

Communicative	20	25
Protective	10	13
All the above	40	50
Total	80	100

Source: Field Survey (2025)

The table above shows that 5 respondents (6%) indicated convenience, 5 respondents (6%) selected legal, 20 respondents (25%) chose communicative, 10 respondents (13%) selected protective, and 40 respondents (50%) indicated all of the above. Packaging serves multiple roles—including convenience, legal, communicative, and protective functions—in the sales of Unilever soaps and detergents, highlighting its significant impact on product performance in the market.

4.2.5 Durability of the Packages of Soaps and Detergents

Table 9: Response on durability of the packages of soaps and detergents

Response	Frequency	Percentage (%)
Very durable	40	50
Quite durable	30	38
Less durable	8	10
Not durable	2	2
Total	80	100

Source: Field Survey (2025)

The analysis indicates that, out of 80 respondents, 40 (50%) rated the packaging of Unilever’s soaps and detergents as “very durable,” 30 (38%) as “quite durable,” 8 (10%) as “less durable,” and 2 (2%) as “not durable.” These results suggest that the majority of respondents perceive Unilever’s packaging as highly durable, reflecting positive consumer perceptions regarding its strength and quality.

4.2.6 Packaging Materials that are Environmentally Friendly

Table 10: Response on Packaging Materials that are environmentally friendly

Response	Frequency	Percentage (%)
Paper	40	50
Plastic	30	38
Can	8	10
Rubber	2	2
Total	80	100

Source: Field Survey (2025)

Analysis of data reveals that, regarding environmentally friendly packaging materials, 40 respondents (50%) indicated paper, 30 respondents (38%) selected plastic, 8 respondents (10%) chose cans, and 2 respondents (2%) selected rubber. From these responses, it is evident that the majority of participants perceive paper as the most environmentally friendly packaging material.

4.3 Survey Response On Factors Influencing Customers To Switch

Respondents were asked about the conditions under which they might switch from Unilever products to those of competing brands. Forty respondents (50%) stated that they would switch only if there is adulteration, i.e., if the original product is altered in a manner that deceives consumers. Thirty respondents (38%) indicated that unattractive packaging would prompt them to switch, while 8 respondents (10%) would switch if Unilever sets higher prices. Only 2 respondents (2%) reported that they would stop purchasing from Unilever if the company engages in product hoarding, creating an artificial shortage to sell at higher prices or to targeted customers. These findings suggest that consumers prioritize product quality above all else, and once quality is assured, attractive and well-designed packaging plays a significant role in purchasing decisions.

4.3.1 Survey Response: Distributors

Out of 15 distributors surveyed, 10 (67%) responded 'Yes', indicating active engagement as distributors, while 5 (33%) responded 'No'. This shows that the majority of the participants are regular distributors of Unilever Ghana Limited, Accra branch.

4.4 Understanding Of The Term 'Packaging'

When asked to define packaging, 2 respondents (13%) described it as putting products in a box, another 2 respondents (13%) said arranging products in a container, 10 respondents (67%) indicated the activities of designing and producing a high-quality, visually appealing container or wrapper, and 1 respondent (7%) described it as wrapping of products. The data clearly indicate that most distributors understand packaging as more than mere boxes or

wrappers; they recognize it as a strategic activity that emphasizes quality and visual appeal, reflecting its importance in marketing and consumer attraction.

Table 11: Response on Understanding the Term Packaging

Response	Frequency	Percentage (%)
Putting products in a box	2	13
Arranging product in a container	2	13
Designing and producing a container or wrapper	10	67
Wrapping of products	1	7
Total	15	100

Source: Field Survey (2025)

4.4.1 Features of Unilever’s Packaging Taking in to Account

Table 12: Response on Features of Unilever’s Packaging Taking in to Account

Response	Frequency	Percentage (%)
Colour	1	7
Product information	2	13
Packaging material	2	13
Easy handling	2	13
All the above	8	54

Total	15	100
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Source: Field Survey (2025)

The study revealed that, among the fifteen distributor respondents, 1 (7%) considered color, 2 (13%) considered product information, 2 (13%) considered packaging materials, 2 (13%) considered ease of handling, and 8 (53%) considered all these factors when purchasing soaps and detergents from Unilever Ghana Limited. These findings indicate that the majority of distributors at the Accra branch take multiple packaging attributes into account when making purchasing decisions.

4.4.2 Adequate Information on the Labels Regarding the Product

The analysis revealed that, out of 15 distributors, 12 (80%) indicated “YES,” while 3 (20%) responded “NO.” This finding suggests that the majority of distributors perceive Unilever’s soaps and detergents as providing adequate information on their labels regarding the product, reflecting a generally positive view of the clarity and completeness of the labeling.

4.4.3 Response on Considering Packaging at the Point of Purchase

The study shows that, out of 15 distributor respondents, 13 (87%) indicated “Yes” while 2 (13%) responded “No” regarding the consideration of packaging at the point of purchase.

Among those who answered “Yes,” 10 distributors stated that their customers—i.e., the final consumers—take packaging into account when making purchases, prompting the distributors to also consider packaging when buying from Unilever Ghana Limited. The remaining 3 distributors indicated that they focus on packaging to ensure durability and quality, selecting packages that can protect and preserve the products for a longer period. These findings suggest that packaging plays a significant role in distributors’ purchasing decisions.

4.4.4 Role of Packaging in the Sales of Soaps and Detergents

Table 13: Response on Role of Packaging in the Sales of Soaps and Detergents

Response	Frequency	Percentage (%)
Convenience	1	7
Legal	2	13
Communicative	2	13
Protective	2	13
All the above	8	54
Total	15	100

Source: Field Survey (2025)

The table illustrates the responses of distributors regarding the roles that packaging plays in the sales of Unilever soaps and detergents. Out of the total number of distributors, one (1) respondent (7%) indicated convinced, two (2) respondents (13%) selected legal, two (2) respondents (13%) chose communicative, and two (2) respondents (13%) selected protective. Notably, eight (8) respondents, representing 54%, indicated all of the above.

This distribution indicates that the majority of distributors perceive packaging as fulfilling multiple critical roles simultaneously in the sales of Unilever products. It can, therefore, be inferred that packaging significantly influences product sales, serving legal, communicative, protective, and persuasive functions in the market.

4.4.5 Response on what makes Unilever Distributors to Switch

Distributors were asked under what circumstances they would switch from Unilever to competing products. Ten respondents indicated that they would only switch if Unilever fails to provide quality and visually appealing packaging for end users. Three distributors stated that they would consider switching if Unilever significantly increases product prices. Two respondents noted that they would switch if Unilever grants distribution rights to multiple distributors within their region. These findings highlight that packaging quality, pricing, and distribution policies are key factors influencing distributors' loyalty.

4.5 Data Presentation And Analysis For Management

Table 14: Response on Data Presentation and Analysis for Management

Response	Frequency	Percentage (%)
Manager	1	20
Officer	2	40
Supervisor	1	20
Others	1	20
Total	5	100

Source: Field Survey (2025)

Out of the 5 responses received, 1 respondent was manager representing 20%, 2 of them were officers which represent 40%, 1 respondent was supervisor representing 20% and 1

respondent said others and that represent 20%. It is obvious that most of the respondents are officers of Unilever Ghana Limited Accra branch.

4.5.1 Time Duration of Respondents in the Company

The analysis of respondents' tenure at Unilever Ghana Limited, as presented in the table and figure, indicates that two (2) respondents, representing 40%, have worked with the company for 1–3 years. One (1) respondent (20%) reported a tenure of 2–4 years, another (1) respondent (20%) indicated 7–9 years, and one (1) respondent (20%) reported 10 years and above.

From this distribution, it is evident that the majority of respondents have relatively short-term experience, falling within the 1–3 years range. This suggests that the insights gathered primarily reflect the perspectives of employees with early-stage tenure in the organization, though experiences of long-serving staff are also represented.

4.5.2 Survey Response on Packaging Sub-Unit

Table 15: Response on Data Presentation and Analysis for Management

Response	Frequency	Percentage (%)
1–3 years	2	40
2–4 years	1	20
7–9 years	1	20
10 years above	1	20
Total	5	100

Source: Field Survey (2025)

4.5.3 Existence of a Packaging Sub-Unit

Respondents were asked whether a packaging sub-unit exists within the marketing department. Out of 5 respondents, 4 (80%) answered “Yes,” while 1 (20%) answered “No.” These findings indicate that Unilever Ghana Limited has a packaging sub-unit within its marketing department.

4.5.4 Effectiveness of the Packaging Sub-Unit

Regarding the effectiveness of the packaging sub-unit, 4 respondents (80%) rated it as very effective, and 1 respondent (20%) rated it as effective, with no responses indicating ineffectiveness or indifference. This suggests that the packaging sub-unit of Unilever Ghana Limited’s marketing department is functioning effectively.

4.5.5 Response on Forms of Packaging

Table 16: Response on Forms of Packaging

Responses	Frequency	Percentage (%)
Consumer packaging	2	40
Industrial packaging	1	20
Distribution packaging	1	20
Military packaging	1	20
Total	5	100

Source: Field Survey (2025)

4.5.6 Forms of Packaging Used by Unilever Ghana Limited

The survey findings indicate that, among the respondents, two (2) participants representing 40% identified consumer packaging as the form used by Unilever, while one (1) respondent each indicated industrial packaging, distribution packaging, and military packaging, each representing 20% of the total responses. These results suggest that Unilever predominantly utilizes consumer packaging in its operations.

4.5.7 Packaging as an Effective Marketing Tool

Responses further revealed that four (4) respondents, representing 80% of the total, agreed that packaging functions as an effective marketing tool, whereas only one (1) respondent, accounting for 20%, disagreed. This indicates a strong consensus among respondents that packaging serves as a significant marketing instrument within Unilever Ghana Limited.

4.5.8 Extent of Packaging Impact on the Organization

Among the respondents who affirmed the effectiveness of packaging, three (3) indicated that it impacts the organization to a very large extent, one (1) indicated to a large extent, and one (1) reported to a little extent. The findings therefore demonstrate that packaging has a considerable impact on Unilever's operations, with the majority perceiving it as highly influential.

4.5.9 Maximizing Returns on Investment through Packaging

When asked whether effective packaging strategies could maximize returns on investment, all five (5) respondents, representing 100%, agreed. No respondent disagreed. This outcome highlights the critical role of strategic packaging in enhancing the company's financial performance.

4.5.10 Mechanisms to Enhance Effective Packaging

Regarding mechanisms implemented to ensure effective packaging, two (2) respondents reported periodic staff training within the packaging sub-unit to update skills. One (1) respondent emphasized close supervision of packaging activities, while another (1) highlighted pre-testing products to assess customer responses to packaging. The remaining respondent noted the use of durable materials to prolong product shelf life. These measures reflect a comprehensive approach to maintaining and improving packaging quality.

4.5.11 Environmental Policies on Packaging Waste

In terms of environmental management, four (4) respondents indicated that Unilever engages in public education campaigns via television, radio, and newspapers to guide consumers on the proper disposal of empty packages. One (1) respondent noted recycling and reuse initiatives. These findings suggest that Unilever is actively implementing policies aimed at mitigating the environmental impact of its packaging practices.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter provides a comprehensive summary of the study, highlighting the key findings and drawing relevant conclusions. It also offers practical recommendations based on the research outcomes. The purpose of this chapter is to synthesize the results discussed in the previous chapters, relate them to the research objectives, and provide actionable insights that can guide stakeholders, particularly Unilever Ghana Limited, in improving their packaging strategies and enhancing customer satisfaction.

5.1 Summary Of Major Findings

The study examined the impact of packaging on consumer buying behavior, with a focus on Unilever Ghana Ltd, Accra, as a case study. The primary objective was to explore the distinctive characteristics of packaging and its role in promoting sales of Unilever's soaps and detergents.

The analysis revealed that Unilever maintains a dedicated packaging sub-unit responsible for ensuring that all packaging meets quality standards and adequately protects products throughout the distribution chain. Staff in this sub-unit undergo regular training to update their skills, reflecting the company's commitment to enhancing packaging effectiveness.

The study revealed that Unilever predominantly uses consumer packaging, which is designed for retail products and is highly decorated to attract both retailers and end-users. Packaging labels provide essential information, such as product name, content, and usage instructions, which not only aids consumers but also reduces risks associated with purchasing.

Additionally, Unilever engages in public education campaigns through television, radio, and newspapers to guide proper disposal of empty packages, highlighting the company's commitment to environmental responsibility.

The findings further indicate that packaging serves as a vital marketing tool, making a favorable impression on Unilever's target market and contributing significantly to the company's ability to maximize returns on investment (ROI) and achieve long-term sustainable profitability.

5.2 Findings From Customers And Distributors

Responses from both distributors and customers show a clear understanding of packaging as the design and production of high-quality, visually appealing containers or wrappers.

Packaging is recognized as more than just boxes or covers; it plays an active role in enhancing product appeal and consumer perception.

The study also found that most customers and distributors are regular purchasers of Unilever's soaps and detergents, with packaging influencing their decisions at the point of purchase. Factors such as product color, packaging material, product information, and ease of

handling were identified as critical determinants in buying behavior. Both groups acknowledged that Unilever provides adequate and vital information on packaging, ensuring consumer security.

Furthermore, respondents indicated that packaging fulfills multiple roles, including convenience, legal compliance, communication, and protection, underscoring its importance in the sales process. Customers particularly noted that Unilever's packaging, in terms of color, design, and labeling, is attractive and superior to competing brands, which enhances brand perception and encourages repeated purchases.

Overall, the findings affirm that effective packaging is a key driver of consumer preference, brand loyalty, and product sales for Unilever Ghana Ltd.

5.3 Recommendations

Based on the study's findings and conclusions, the following recommendations are proposed for the management of Unilever Ghana Limited and other companies seeking to enhance their marketing strategies through effective packaging. These recommendations are intended to strengthen packaging practices, improve consumer satisfaction, and optimize returns on investment.

- i. Packaging should be designed to protect the products in transit from one place to another from the place of production to final users, thus packaging should be durable

and strong enough to hold and protect the products from damage when passing through the distribution channel. This requires the use of appropriate materials.

ii. Companies should ensure that packaging are designed in a way that is appealing and attractive in order to receive the necessary attention from distributor and customers.

iii. Packaging should be very attractive in terms of their color, drawing and label information and writings should be eligible. This can enhance consumer trafficking which leads to impulse purchase.

iv. Companies should try as much as possible to provide adequate and relevant (truthful and uniform) information on packs.

5.4 Limitations Of The Study

Like any research endeavor, this study encountered certain challenges. The primary limitation was the time constraint involved in collecting data, as the process required several weeks to reach the targeted respondents. Additionally, the study demanded considerable financial resources, particularly for transportation to and from the field sites. Another constraint arose from the researcher's need to balance work and academic responsibilities, which at times affected the pace of data collection and analysis. Despite these challenges, the study was able to generate valuable insights into influencing buying.

5.5 Conclusion

With the insights of the study, several conclusions can be drawn. Packaging is a marketing tool, and Ghana is no exception, particularly within the soap and detergent industry where competition is increasingly intense. The study revealed that a majority of customers and distributors of Unilever Ghana Limited consider packaging an important factor in their purchasing decisions, although a small minority do not.

It is evident that effective packaging significantly influences consumer perceptions and can shape buying behavior. Consequently, companies must prioritize innovation and creativity in developing packaging strategies to remain competitive and meet evolving consumer expectations. Well-designed packaging not only enhances product appeal but also contributes to brand differentiation, customer satisfaction, and long-term market success.

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APPENDIX A

UNIVERSITY OF MEDIA, ART AND COMMUNICATION

MASTER OF ART PUBLIC RELATIONS WITH MARKETING

TOPIC: IMPACT OF PACKAGING ON CONSUMER BUYING BEHAVIOUR AND

DETERGENT INDUSTRY: A CASE STUDY OF UNILEVER GHANA LIMITED

ACCRA

QUESTIONNAIRE FOR DISTRIBUTORS/MANAGEMENT AND STAFF OF

UNILEVER OF UNILEVER GHANA LIMITED ACCRA.

I am a Masters student of the University of Media, Art and Communication pursuing Public Relations with Marketing and I am conducting a study on the topic stated above. This questionnaire is therefore aimed at collecting data to help me complete this study, therefore it is purely academic and information given shall be treated with utmost confidentiality it deserves. Thank you.

Please tick {√} where appropriate.

1. Gender

Male []

Female []

2. Age

a) Below 15 years []

b) 15 - 20 years []

c) 20 - 25 years []

d) 25 - 30 years []

e) Above 30 years []

3. Education

a) Non formal education []

b) Basic education []

c) Secondary education []

d) Tertiary education []

4. Kindly indicate your position

a) A. Manager []

b) Officer []

c) Clerk []

d) Other (specify).....

5. How long have you been working with this organization

a) 1-5 years []

b) 5-9 years []

c) 9-13 years []

d) Above 13years []

6. Does your company have a packing sub-unit under the marketing department?

a) Yes []

b) No []

7. If yes, how effective has the department been?

a) Very effective []

b) Effective []

c) Ineffective []

8. What forms of packaging does your company use for soaps and detergents?

a) Consumer []

b) Industrial []

c) Distribution []

9. Do you consider packaging as an effective tool in the marketing of your soaps and detergents?

a) Yes []

b) No []

10. If yes, to what extent has it impacted on the organization?

a) Very large extent []

b) Large extent []

c) Little []

11. Does your packaging make a favourable impression in the market?

a) Yes []

b) No []

12. Do you think the company can maximize returns on investment through the packaging strategies used?

a) Yes []

b) No []

13. what mechanisms should the company put in place to enhance effective packaging?

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14. does your packaging provide vital information for the consumer's security?

a) Yes []

b) No []

15. What environment policies has your company put in place to help control waste menace on our environment?

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16. state some of the criticisms leveled against the packaging of your company's soap and detergents?

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THANK YOU.

APPENDIX B

UNIVERSITY OF MEDIA, ART AND COMMUNICATION

MASTER OF ART PUBLIC RELATIONS WITH MARKETING

TOPIC: IMPACT OF PACKAGING ON CONSUMER BUYING BEHAVIOUR

DETERGENT INDUSTRY: A CASE STUDY OF UNILEVER GHANA LIMITED

ACCRA

QUESTIONNAIRE FOR CUSTOMERS OF UNILEVER OF UNILEVER GHANA

LIMITED ACCRA.

I am a Masters student of the University of Media, Arts and Communication pursuing Public Relations with Marketing and I am conducting a study on the topic stated above. This questionnaire is therefore aimed at collecting data to help me complete this study, therefore it is purely academic and information given shall be treated with utmost confidentiality it deserves. Thank you.

Please tick {√} where appropriate.

1. Gender:

Male []

Female []

2. Age:

f) Below 15 years []

g) 15 - 20 years []

h) 20 - 25 years []

i) 25 - 30 years []

j) Above 30 years []

3. Education

e) Non formal education []

f) Basic education []

g) Secondary education []

h) Tertiary education []

4. Are you a regular customer of Unilever Ghana Limited in respect of soap and detergents?

a) Yes []

b) No []

5. Do you consider packaging at point of purchase?

a) Yes []

b) No []

6. How do you perceive the packaging of Unilever's soaps and detergents?

a) Excellent []

b) Very good []

c) Good []

d) Fair []

e) Poor []

7. Which feature(s) of Unilever's packaging do you take into account when buying any their soaps and detergents?

a) Colour []

b) Product information []

c) Packaging materials []

d) Easy handling []

e) All the above []

8. Is packaging of Unilever's soaps and detergents attractive in terms of its colour and label?

a) Very attractive []

b) Quite attractive []

c) Less attractive []

d) Not attractive []

9. What type of packaging materials appeal to you most?

a) Paper []

b) Plastic []

c) Metal []

d) Rubber []

e) Glass []

10. Do you think soaps and detergents OF Unilever Ghana have adequate information on the regarding the product?

- a) Yes []
- b) No []

11. In your opinion, what role does packaging play in the sales of Unilever soaps and detergents?

- a) Convenience []
- b) Legal []
- c) Communicative []
- d) Protective []

12. How durable is the packaging of Unilever soaps and detergents?

- a) Very durable []
- b) Quite durable []
- c) Less durable []
- d) Not durable []

13. Which type of packaging material do you think is environmentally friendly?

- a) Paper []
- b) Plastic []
- c) Can []

d) Rubber []

14. What is your overall assessment of packaging at Uniliver Ghana limited ?

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THANK YOU.