TITLE PAGE

BRANDING AND PACKAGING ARE EFFECTIVE MARKETING TOOLS IN THE SELLING OF CONSUMER GOODS IN A DEVELOPING ECONOMY: *A CASE STUDY OF CADBURY NIGERIA PLC.*

BY

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DEPARTMENT OF BUSINESS ADMINISTRATION
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ZARIA.

JUNE, 2000

DECLARATION

I have in all humility taken liberty of bringing the Scientific findings of various research efforts in my own humble way.

I hereby declare that this study has been carried out by me and that it is original in all aspects. Where I have had to look into other people's work, they are those permissible within the academic framework and in any case adequate references have been made in the Bibliography.

AFOLABI ADEBAYO TIMOTHY

CERTIFICATION

This project entitle, Branding and Packaging are Effective Marketing Tools in the Selling of Consumer Goods in a Developing Economy: A Case Study of Cadbury Nigeria Plc.), by Afolabi Adebayo Timothy meets the regulations governing the award of the degree of Masters of Business Administration (MBA) of Ahmadu Bello University, Zaria, and has been approved for its contribution to knowledge and literary presentation.

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ABSTRACT

This work critically addressed the issue of Branding and Packaging arc Effective Marketing Tools in the selling of Consumer goods in a developing economy as it affects Cadbury Nigeria PLC. A survey was carried out to obtain relevant data on the views of the respondents. The information so desired were collected from representatives of all the relevant population.

Besides, the theoretical model used to analyse the data was the Chi-square distribution. However, a lot of satisfactory results were obtained.

(i) That most consumers purchase Bournvita and Knorr Cubes because they consider their values adequate,

(ii) That branding and packaging influence the purchase of Bournvita and Knorr Cubes,

(iii) That the distribution and promotional strategies of Cadbury Nigeria PLC. Influence the sale of Bournvita and Knorr Cubes.

Many limitations stood against this work and as such to be stated. There was the problem of finance and social vices. There was the problem of uncompromising attitudes of respondents, there was insufficient time, there was the problem of ambiguities and contradictions among respondents.

Above all, the views put forward are expected to improve, consolidate or amend where possible the performances of Cadbury Nigeria PLC. Specifically and other similar manufacturing outfits generally all things being equal.

DEDICATION

This project is dedicated to all those who have been part of my educational progress too numerous to mention.

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CHAPTER ONE

1.0 INTRODUCTION

The ultimate aim of every business organization is to maximize profit, both in the short and long run. This cannot be fulfilled without the full utilization of marketing concept, system and processes.

Branding and packaging being part of marketing concepts and processes, have contributed greatly to the survival of many business organizations in the marketing environment because, they are interrelated with production as well as other marketing concepts.

Therefore, an organization that uses them effectively will survive in a developing economy.

Company's brand name and packaging, should not be a casual after thought but an integral reinforce of the product concept, since any decision made by an organization in connection with making a firm usually include branding and packaging.

Branding is the means by which an organization identifies its products with the consumers and differentiates it from other competing products, while packaging can be described as the practice of enclosing products in graphically designed containers.

A firm that wants to gain consumer acceptance must develop a unique brand name and an attractive package for its products. At this stage, it is worth realising that, many business organisations fail because of poor packaging and branding of their products. For instance, how could one explain a situation where certain product's brand is preferred by customers to others or a situation where customers are willing to pay higher prices for uniquely and attractively packaged products than others, despite the fact that, these products basically perform the same functions.

From the above instance, it simply shows that, there is need for every business organisation in any developing economy to study producers and consumers to know whether branding and packaging can be used as effective marketing tools in marketing of products in a highly competitive developing market environment.

Ferell and Pride (1981)[1] defined branding as a "name, term, symbol, colour, design, mark or a combination of things which intend to identify a seller's products, goods or services and differentiates them from competitor's products".

Therefore, a brand could be seen as the totality of product features that distinguished it from other products or a means by which a firm identifies itself to consumers.

"Packaging can be seen as the practice of enclosing products in graphical designed containers". (Michael Rines, 1983)[2]. The container can be a wrapper like cellotape materials, glass, crystal paper, cardboard, metal aluminium and so on. The components of packaging are the features, shape, colour, size, material and other

designs include in making the package of a product.

The package of a product may include up to three levels of materials. The primary package which is the product immediate container. For instance, the tin or cellotape bag, which contains and protects Bournvita and yam flakes.

The secondary package refers to the material that protects the primary package and this is discarded when the product is about to be used. The cardboard box which is used to hold the bag of Bournvita or pounded yam is a secondary package which also provides more protection and offer more promotional opportunity. The third layer of packaging is the shipping package which is necessary for storage, identification and or transportation.

1.1 BRIEF HISTORICAL BACKGROUND

Even if one does not drink or enjoy the delicious flavour of chocolate and any other mouth watering products of Cadbury, the name Cadbury will not be strange to anyone in the country. That is, everyone in this country must have heard the name, as a sponsor during the soccer fiesta in the U.S.A. 94 World Cup.

Cadbury Nigeria Plc., started as an off-shoot of Cadbury fry export, a British Company, primarily engaged in the purchase of cocoa from the West Coast of Africa (Ghana). Cocoa was a major raw material purchased for Cadbury Nigeria Plc. In the United Kingdom, it is one of the world's largest manufacturers of chocolate confectionery and cocoa based products.

The foundation of Cadbury Nigeria Plc., was properly laid in 1956, when a British salesman named MR. GEORGE HEYWOOD, export representative of Cadbury Brother Limited, was sent to Nigeria from his base then called Gold Coast (Ghana), with the aim of developing the sales of Pronto and to report the potentials of significantly increasing sales.

He employed the services of the now defunct mobile publicity of Nigeria, for advertising of Knorr Cubes throughout the country. The advertising campaign was successful and sales increased steadily, his very enthusiastic report was accepted leading to a decision to rent a warehouse.

Bournvita, a multi-based food drink, was introduced in 1960. It was an instant success. In December, 1963, the warehouse was expanded to include a small production unit, which placed bulk supplies of Bournvita from the United Kingdom into bins. In 1964, sales volume of Bournvita rose to such a level that a complete manufacturing scheme for its production was established and production of Bournvita started in May, 1965.

On January 9, 1965, Cadbury Nigeria Plc., was incorporated as an autonomous arm of Cadbury Schweppes Group. During 1963 and 1964, extensive research work was undertaken with the objective of introducing new products especially developed for the Nigerian markets. The result of this was the launching of two products: Goody Goody and Tomapep in 1966. Tomapep, a basic soup ingredient is still being produced while the production of Goody Goody has been suspended.

The present factory located at Agidingbi-village, in Ikeja area, was started in 1966. It was near completion when the war broke out. The civil war heralded a critical time for Cadbury as the Eastern States which were cut off accounted for over 50 percent of the total sales.

Production of Tomtom sweet started in 1970. In 1976, Buttermint, another sweet was introduced, the same year. The company operates area offices in Lagos, Ibadan, Kaduna, Jos, Kano, Enugu, Aba, Delta, Sokoto, Maiduguri, Ilorin and Makurdi.

Cadbury Nigeria Plc., became a public company in 1976. The decision to widen the company's equity base has been before the promulgation of the indignation decree. In that year, there were 17,211 shareholders. Profit after tax was ₦1.516 million from a sales turnover of ₦25.4 million.

In 1978, in compliance with the Nigeria Enterprise Promotion Decree, a further 2.5 million shares were sold to Nigerians to bring Nigerian ownership of the company equity to the required 60%, while 40% belonged to foreigners.

As the company prospered over the years, so did its contribution to Nigeria developing economy, social services and its contributions to Nigeria National Life Sports.

The company which actively promotes sports in the country, well over spent ₦400,000.00 as gifts for the Golden Eaglets for making Nigerians proud in the Maiden Edition of under 17 world cup in 1994.

1.2 STATEMENT OF THE PROBLEM

Bournvita and Knorr Cubes are amongst the priority products produced by Cadbury Nigeria Plc., and both are virtually consumed by everyone alike. Both products have a wider market opportunities as they have many consumers. In consideration of this, the industry attracts the attention of its Management and Board respectively. The Board spends huge sums of money, while the Management devotes serious attention to see that the industry survives.

However, one thing is pertinent. This industry does not seem to justify the huge sum being expended on it. A source that pleaded anonymity disclosed that the industry was almost at the verge of collapse last year. This resulted in the reduction of total output, which ofcourse, affected the sales growth as well as profit margin.

It's therefore, on this premise, that the researcher is bent on carrying out a survey to ascertain the attitudes of consumers towards Cadbury products vis-a-vis Bournvita and Knorr Cubes in terms of branding and packaging and perceived values. This is true in the sense that attitudes exert a strong influence on behaviour. In addition, a comprehensive knowledge of consumers' attitudes may likely provide a sound basis for improving the products, redesigning the package, developing brands and evaluating promotional programmes.

1.3 HYPOTHESIS

Within the framework of the above problem the following hypotheses have been put forward.

(a) H_o: Most consumers do not purchase Bournvita and Knorr Cubes because they consider their value inadequate.

H_i: Most consumers purchase Bournvita and Knorr Cubes because they consider their value adequate.

(b) H_o: Branding and packaging do not influence the purchase of Bournvita and Knorr Cubes.

H_i: Branding and packaging influence the purchase of Bournvita and Knorr Cubes.

(c) H_o: The distribution and promotional strategies of Cadbury Nigeria Plc., do not influence the sale of Bournvita and Knorr Cubes.

H_i: The distribution and promotional strategies of Cadbury Nigeria Plc., influence the sale of Bournvita and Knorr Cubes.

1.4 OBJECTIVES OF THE STUDY

The present state of the Nigerian economy does not anger well for local producers, Cadbury Nigeria Plc., being no exception. If the situation continues

without appropriate checks, it might result to a more serious situation viz lay offs, insolvency and their likes. It is on this that the researcher considers it necessary to examine:

(i) the attitudes of consumers towards Bournvita and Knorr Cubes of Cadbury Nigeria Plc., in terms of branding and packaging,

(ii) to ascertain whether the purchase of Bournvita and Knorr Cubes products was as a result of packaging or perceived value of the products,

(iii) to determine the extent to which branding and packaging influence the sale of Bournvita and Knorr Cubes,

(iv) to determine whether the distribution and promotional strategies adopted by Cadbury affect the sale of Bournvita and Knorr Cubes,

(v) to ascertain whether the expected return on investment justifies the cost implications of branding and packaging of Bournvita and Knorr Cubes; and

(vi) to make appropriate recommendations that will be beneficial to local producers generally and Cadbury Nigeria Plc., specifically based on the findings.

1.5 SIGNIFICANCE OF THE STUDY

Cadbury Nigeria Plc., is one of the companies that encourage economic development in Nigeria. For instance, it offers employment to many, pays adequate taxes to Government and lives up to expectation in the area of social responsibilities. Therefore, the study is important as it would serve as a source of information to

scholars who may engage in related study. Besides, the information would as well serve as a reference point to the company and other similar local producers. Above all, it will help to improve or consolidate the strategies of Cadbury Nigeria Plc.

1.6 SCOPE OF THE STUDY

This survey was carried out in two areas of Kaduna State viz: Kaduna metropolis and Zaria respectively. The decision to limit the study to the two areas was based on the fact that Kaduna being a commercial centre and Zaria, an academic environment control a larger concentration of people living in Kaduna State. Most importantly, the people within these areas almost share the same or uniform characteristics. Besides, the study centred on children of not less than 15 years of age, Spinsters, Bachelors and ofcourse, married women living and operating within the selected areas.

1.7 LIMITATIONS OF THE STUDY

A major limitation of this study was the choice of Kaduna metropolis and Zaria, while disregarding other areas in the state. This measure may not be exactly the actual reflection of the whole populace in the state; but the fact remains that consumers and sellers throughout the nation operate almost within similar socio-economic environment, it was therefore considered a fairly representative sample. Further still, some other factors that stand out against the study may be classified as

finance, time and data collection.

FINANCE:

Because of limited resources available, certain calls were not repeated and this may have affected the study.

TIME:

The time interval within which the research was expected coupled with the academic work facing the researcher as well as other social vices restricted the consideration of some relevant issues.

DATA COLLECTION:

The researcher found it very difficult to convince some of the respondents to complete the questionnaires. Some, who collected the questionnaires, could not return them. There was the problem of not being at home which necessitated in repeat calls. Some respondents were even afraid and as such, they tactically with-held information. There was equally the problem of ambiguities and contradictions among respondents.

1.8 DEFINITION OF OPERATIONAL TERMS

In the course of this research work, certain words were unavoidably used which have to be defined. Such words include the following.

ATTITUDE:

Chambers twentieth century Dictionary (1980)[3] defines it as any condition of thing or relation of persons, viewed as expressing some thought, feeling, etc. Stanton,

(1981)[4]. Sees it as a person's ending favourable or unfavourable cognitive evaluation emotional feeling or action tendency toward some object or idea. But for the purpose of this work, it should be viewed as a positive or negative impression or feeling one has towards some objects.

BRANDING:

Ferell and Pride (1982)[5] defines brand as a name, terms, symbol, design or a combination of these that identifies a seller's products and differentiates them from competitor's products. Ralph E. Mason et al (1974)[6] considers it as a name, symbol, design, or any combination of these that identifies the goods or services of a seller and sets them apart from those of his competitors. But for this work, it should be seen as a totality of a product's features that distinguish it from other products or a means by which an organization positions itself to consumers.

PACKAGING:

Activities of designing and producing the container or wrapper for a product (Kotler, 1980)[7]. But Mason et al (1974)[8] looks at it as the use of containers and wrapping materials to protect, contain, identify, promote and facilitate the use of the product. However, for this purpose, it should be regarded as the practice of enclosing products in graphical design containers.

MARKETING:

The consumers' needs and wants orientation backed by integrated marketing effect, aimed at generating customer satisfaction as the key to satisfying organizational

goals, Philip Kotler (1980)[9], but for here, it should be seen as all the activities and processes by which a firm seeks to satisfy her numerous customers with a view to remaining in business.

MARKETING STRATEGIES:

Philip Kotler (1980)[10] defines it as the fundamental marketing logic by which the business unit intends to achieve its marketing objectives. But for this work, marketing strategy should be viewed as all the activities or processes adopted by a firm to win competition and continually remain in business.

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CHAPTER TWO

2.0 REVIEW OF RELATED LITERATURE

2.1 INTRODUCTION

This chapter deals with Literature Review. It touches those aspects that have direct relevance to the study. The areas among others include: Attitude, Attitude Formation, Attitude Change. Attitude Change and Marketing, Branding and Packaging, Importance of Branding and Packaging, Branding and Packaging as a Marketing Tools and of course, Packaging Polices and Strategies. It reviewed works of some scholars like Philip Kotler, William J. Stanton, Ferell and Pride, Michael Rines, Ralph E. Mason et al just to mention a few.

2.2 ATTITUDE

Chisnall (1975)[1] described attitude as a mental and neural state of readiness organized through experience, exerting a directive or dynamic influence upon individuals' response to all objects and situation with which it is related. According to him, it is characterized by a pre-disposition or state of readiness to act or react in a particular way to certain stimuli. Stanton (1981)[2] views it as a personal ending favourable or unfavourable cognitive evaluation, emotional feeling or action tendency

toward some object or idea. He observed that attitudes involve thought processes as well as emotional feelings and they vary in intensity. He went further to say that attitudes influence beliefs, and beliefs influence attitudes and that they both reflect value judgements and positive or negative feelings towards a product, service or brand. On the other hand, Oskam (1976)[3] viewed it from social science point of view when he described it as a posture of the mind, rather than the body. He observed that, an attitude is not behaviour, not something that a person does, rather, it is a preparation for behaviour, a pre-disposition to respond in a particular way to the attitude object.

In his own contribution, Dalrymple (1976)[4] considers it as an intervening variable between an objective stimulus and an overt response. Besides, Kurtz (1977)[5] looked at it as a person's ending favourable or unfavourable evaluations, emotional feeling, or action tendencies toward some object or idea. Webster (1966)[6] summarized it as behaviour representative of feeling or conviction; a disposition that is primarily grounded in effect or emotion and is expressive of opinions rather than beliefs. All these views presuppose that attitude in a sense depicts either a positive or negative impression or feeling one has towards some objects.

2.3 ATTITUDE FORMATION

Attitudes are formed as a result of past experiences acquired through our interaction or association with our environment or attitudinal objects. Taffin (1975)[7]

holding the same view pointed out that people's basic attitudes towards objects and concepts are formed through experience which means that they are learned. Chisnall (1975)[8] says that attitudes tend to develop selectively - people pick and choose according to their needs, past and present. William (1982)[9] observed that the individual is seen as a social being, heavily dependent on other people for the knowledge that underlies attitude. Kurtz (1977)[10] observed that attitudes are formed over a period of time through individual experiences and group contacts and are highly resistant to change.

2.4 ATTITUDE CHANGE

William (1982)[11] consumers' attitude might be changed by providing new information, thereby changing beliefs; through emotional appeals or classical conditioning to influence the effective component or by inducing the consumer to behave in a new way, as though a free sample: Lawless (1972)[12] stressed that whether or not attitudes will change depends largely on the interaction of three things namely: the characteristics of the attitude; the personality of the attitude holder and the group application of the attitude holder. Abraham and Martin (1984)[13] pointed out that a strongly presented appeal which would increase the concern and awareness of the audience would have the greatest and most long-lasting effect on attitude change. Jones and Gerard (1967)[14] seem to dispute the position of centrality in attitude change.

To them, attitudes are formed through experience and inspite of their relative stability can be changed through experience. Taffin et al (1975)[15] supported them when they observed that although the attitudes of people tend to be relatively stable, they can be modified at least to some degree.

2.5 ATTITUDE CHANGE AND MARKETING

Stanton (1981)[16] the marketer has two options of either changing consumers' attitudes to be in consonant with the product or to determine what consumers' attitudes are and then change the product to match these attitudes. According to him, it is easier to change, the product than to change consumers' attitudes, nevertheless, attitudes, sometimes can be modified. Mueller (1957)[17] disclosed that attitudes guide everyday consumer actions. Paul (1970)[18] shared the same view when he observed that people seldom act in opposition to their attitudes. All these go to suggest that a consumer with a negative attitude towards a product is not likely to purchase it.

2.6 BRANDING

Ferell and Pride (1982)[19] defined brand as a name, term, symbol, design or a combination of these that identifies a seller's products and differentiates them from competitor's products. Ralph E. Mason et al (1974)[20] considers it as a name, symbol, design or any combination of these that identifies the goods or services of a seller and sets them apart from those of his competitors. On the other hand, Robert et al (1964)[21]

looked at it as a name, term, sign, symbol or design, or a combination of them which is intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. All the three views are almost the same, only that the inclusion of services differentiates the views of Michael Rines, Ralph E. Mason et al and that of Ferell and Pride, which the researcher believes should be included.

2.7 PACKAGING

Kotler (1980)[22] activities of designing and producing the container or wrapper for a product. Mason et al (1974)[23] says is the use of containers and wrapping materials to protect, contain, identify, promote and facilitate the use of the product. Michael Rines (1983)[24] involves the development of a container and a graphic design for a product. Mason et al's views are better of in the sense that it went beyond mere protection to some marketing functions.

2.8 IMPORTANCE OF BRANDING AND PACKAGING

Although developing effective packaging for a new product may cost a few hundred thousand Naira, and takes from a few months to a year, yet the benefits cannot be overemphasized.

According to Stanton (1981)[25] a brand differentiates one seller's products or services from those of competitors; it makes it easy for consumers to identify products

or services; it assures purchasers that they are getting comparable quality when they re-order; helps to control their share of the market because buyers will not confuse one product with another. It reduces price comparisons because it is hard to compare prices on two items with different brands. Kotler (1980)[26] can add value to a product and is therefore an intrinsic aspect of product strategy. It helps to segment the market and to build corporate image. According to Kotler (1980)[27] packaging is a fifth 'P' of marketing. It is a potent marketing tool. Well-designed packages can create convenience value for the consumers and promotional value for the producer. It also helps to prolong the shelf life of a given product. Ferell and Pride (1982)[28] says, a brand assists buyers in evaluating the quality of products, especially when a person lacks the ability to judge a product's characteristics. It provides buyers the psychological reward that comes from a brand which has considerable status associated with it. It facilitates promotional efforts because each branded product indirectly promotes all the firm's other products that are branded similarly. On the other hand, packaging protects a product, contains it, identifies it, promotes it and makes it easy to use. It makes shopping easier and faster; the customer can choose the product he wants without having to wait while a salesman weighs the desired quality and wraps it, Mason et al (1974)[29].

2.9 BRANDING AND PACKAGING AS MARKETING TOOLS

Mason et al (1974)[30] says, every manufacturer takes pride in his product. Marketing his product with a brand name is one way in which he shows this pride. However, the marketing implications of branding are to create a favourable impression of his product; build a reputation for a quality product and to encourage repeat sales.

Ferell and Pride (1982)[31] maintained that packaging can be a major component of a marketing strategy. The protective functional aspects of packaging are inseparable from the esthetics, image enhancing features. Resellers according to him, consider packaging as facilitating transporting, storing and handling of the product. Packaging of consumer products is extremely important at the point of sale. Stanton (1981)[32] sees packaging as a real competitive force in today's struggle for markets. Also, the widespread use of self-service and automatic vending methods of selling means that the package must do the job of selling at the point of purchase. Moreso, the increased use of branding and the product's rising standards of health and sanitation have contributed to the growth of packaging.

2.10 BRANDING/PACKAGING POLICIES AND STRATEGIES

By the views of Ferell and Pride (1982)[33], in establishing branding policies, the first decision is whether the firm should brand its products at all. When an organisation's product is homogeneous and is similar to competitor's products, it may be difficult to brand. The options of branding include: individual branding, overall

family branding and brand-extension branding. The major difference between line family branding and brand-extension branding is that with the former, all products in the line carry the same name. This is not the case with brand-extension branding. The selection of branding policies is influenced by the number of products and product lines produced by the firm, the characteristics of its target markets, the number and types of competing products available, and the size of the firm's resources.

The first task in packaging decisions is to establish the packaging concept. The packaging concept is a definition of what the package should basically be or do for the particular product. According to Kotler (1980)[34], should the main functions of the package be to offer superior product protection, introduce a novel dispensing method, suggest certain qualities about the product or the company or something else. Decision has to be made on further elements of package design, size, shape, material, colour, text and brand mark.

When the potential market segment has been defined, packaging in conjunction with the other elements of marketing strategy may be manipulated in appealing to the relevant segment. Precisely, packaging is only one part of marketing. If a package fails, the product will probable fail, but an effective package will not guarantee the product's success. However, self-service, convenience, and unit packaging, plus economy will in future, be the main factors that govern packaging development.

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CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter gives a detailed description of the instruments and how they are used in carrying out the survey. Both sources of data and method of data collection are discussed. It also discussed the determination of population as well as the sample size. The method for the treatment and analysis of data are also looked into.

3.2 RESEARCH DESIGN

The research design used in this study is the survey method. This is a situation whereby the state of the art of any given phenomenon are investigated. Mohammed (1991)[1]. The survey method embodies descriptive, exploratory and/or explanatory. The descriptive design involves a one-time observation of independent variables, while explanatory research design goes beyond the observation to knowing why the action took place. Onwuaha (1999)[2].

3.3 SOURCES OF DATA

The information or data used in this investigation are of two sources viz: primary source and secondary source.

A. PRIMARY DATA:

These are first hand information gathered from the respondents designed to obtain specific information in response to specific questions Onwuaha (1999)[3]. Primary source include: Questionnaire; and Personal interview.

B. SECONDARY DATA:

These are information obtained but not directly from the respondents. Onwuaha (1999)[4]. It could be viewed also as those information that have passed from one hand to the other. Lapin (1980)[5]. They include among others, Library.

3.4 METHOD OF DATA COLLECTION

3.4.1 QUESTIONNAIRE

Questionnaires were drawn and administered to relevant population as indicated in the scope of the study. The essence of the questionnaire was to cover a larger sample population and, hence, provide room for more representation of diverse opinions and views necessary for any reliable findings.

The questions used are a combination of multidichotomous, and open-ended. The multidichotomous provides respondents with possible alternatives. The idea here is to exhaust all possible expectations in the study and to keep the respondents in course. The open-ended questions provided information that were not anticipated. Besides, the questions were simplified in view of the literate level of the respondents. The researcher distributed a total of 350 questionnaires. Of this number, 300 were

returned error free, 18 questionnaires were returned as invalid, while 32 questionnaires were not returned, This presupposes that about 85.71% good ones were returned for analysis, while the remaining 14.29% were both invalid and unreturned.

3.4.2 PERSONAL INTERVIEW

In addition to the use of questionnaires, the researcher conducted personal interview with some people, especially, those who could not read and write. Both English, Hausa, Igbo, and Yoruba languages were used as media of expression. In all through the exercise, their responses were satisfactory.

3.4.3 LIBRARY

The secondary data gathered were mostly library materials. However, all the relevant materials used in the study are duly acknowledged by way of references, as well as Bibliography.

3.5 POPULATION AND SAMPLE SIZE

The population for this study is 300 respondents of both consumers, salesmen and sellers of Cadbury Nigeria Plc products within Kaduna metropolis, as well as within Zaria.

The various populations were drawn with the simple belief that they all share similar characteristics and may likely have related experiences.

In selecting the sample for the study, a random sampling technique was used which resulted in 80 Consumers, 20 Sellers and 5 Salesmen from Zaria, and 130 Consumers, 55 Sellers and 10 Salesmen from Kaduna all totalling 300 people. In this random sampling technique, every element in the population had equal chance of being selected.

3.6 DATA ANALYSIS TECHNIQUES

The techniques used here in analysing the data are the simple percentage and the chi-square methods. The simple percentage allows for clearer and explicit explanation of the views of the respondents. The chi-square measures whether the discrepancies between observed and expected frequencies are significant or whether differences may reasonably be attributed to chance, Onwuaha (1999)[6]. Further still, testing for independence and comparing several population proportions are the most common uses of the chi-square distribution application. Onwuaha (1999)[7].

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CHAPTER FOUR

4.0 PRESENTATION AND ANALYSIS OF DATA

4.1 INTRODUCTION

This chapter deals with Data Presentation, Analysis and Research Findings. It also considers the test of hypothesis.

4.2 DATA PRESENTATION AND ANALYSIS

The researcher wanted to ascertain if Bournvita and Knorr Cubes are selling well in relation to other competing brands. The result is as shown below in table 1.

Do you think that the values of Bournvita and Knorr Cubes are adequate in relation to other competing brands? The responses are as shown below in table 1.

Table 1: **VALUES OF BOURNVITA AND KNORR CUBES IN RELATION TO COMPETING BRANDS**

Responses	Consumers	%	Retailers	%	Salesmen	%
Yes	30	14.29	60	80	12	80
No	80	38.1	10	13.33	3	20
No Idea	100	47.62	5	6.67	-	-
Total	210	100	75	100	15	100

From the table above, 14.29% of Consumers, 80% Retailers and 80% of Salesmen agreed that the values of Bournvita and Knorr Cubes are adequate in relation to other competing brands. On the other hand, 38.10% of Consumers, 13.33% of Retailers and 20% of Salesmen disagreed. Besides, 47.62% of Consumers and 6.67% Retailers had no opinion of their own. The result presupposes that the two products are doing well when compared with other products.

The researcher decided to find out how often people purchase Bournvita and Knorr Cubes products. The responses to the above question are as shown in table 2 below.

How often do you purchase Bournvita and Knorr Cubes?

Table 2: THE FREQUENCY OF PURCHASE OF BOURNVITA AND KNORR CUBES

Responses	Consumers	%	Retailers	%	Salesmen	%
Weekly	180	85.71	55	73.33	10	66.67
Monthly	30	14.29	15	20	4	26.67
Quarterly	-	-	5	6.67	1	6.67
Total	210	100	75	100	15	100

Looking at the above table, 85.71% of Consumers, 73.33% of Retailers and 66.67% of Salesmen purchase Bournvita and Knorr Cubes weekly. This group of people are mostly familied ones. On the other hand, 14.29% of Consumers, 20% of Retailers and 26.67% of Salesmen purchase both products monthly. Majority of these

people are mostly students. Whereas, 6.67% of Retailers and 6.67% of Salesmen go for them quarterly.

The researcher was of the opinion of finding out if Branding and Packaging have an influencing effect on the purchase of both Bournvita and Knorr Cubes. His findings are as shown in table 3 below.

Table 3: BRANDING AND PACKAGING INFLUENCE ON THE PURCHASE OF BOURNVITA AND KNORR CUBES

Responses	Consumers	%	Retailers	%	Salesmen	%
Yes	160	76.19	60	80	12	80
No	50	23.81	15	20	3	20
No Idea	-	-	-	-	-	-
Total	210	100	75	100	15	100

From the result, 76.19% of Consumers, 80% of Retailers and 80% of Salesmen believed that Branding and Packaging have an influence in the purchase of Bournvita and Knorr Cubes. On the other hand, 23.81% of Consumers, 20% of Retailers and 20% of Salesmen did not agree with this view. This contrary view notwithstanding, the investigator therefore, concludes that Branding and Packaging influence the purchase of Bournvita and Knorr Cubes respectively.

The researcher went further to know if there are other factors that influence the purchase of Bournvita and Knorr Cubes. The result of the findings is as shown below in table 4.

Table 4: **OTHER FACTORS AFFECTING THE PURCHASE OF BOURNVITA AND KNORR CUBES**

Responses	Consumers	%	Retailers	%	Salesmen	%
High Quality	145	69	50	66.67	10	66.67
Good	55	26.19	15	20	5	33.33
Promotion	10	47.76	10	13.33	-	-
No Idea						
Total	210	100	75	100	15	100

The above table shows that 69% of the Consumers, 66.67% of Retailers and 66.67% of Salesmen believed that High quality was a motivating factor. 26.19% of Consumers, 20% of Retailers and 33.33% of Salesmen favoured good promotion programmes. On the other hand, 47.76% of Consumers and 13.33% of Retailers were indifferent. Therefore, the researcher concludes that there are other factors affecting the purchase of Bournvita and Knorr Cubes.

The researcher also considers it necessary to look into the distribution strategy of Cadbury Nigeria Plc. The result is as shown in table 5 below.

Table 5: **THE DISTRIBUTION STRATEGY OF CADBURY NIGERIA PLC.**

Responses	Consumers	%	Retailers	%	Salesmen	%
Yes	160	76.2	70	93.33	13	86.67
No	20	9.5	4	5.33	2	13.33
Don't Know	30	14.29	1	1.33	-	-
Total	210	100	75	100	15	100

The result above shows that 76.2% of Consumers, 93.33% of Retailers and 86.67% of Salesmen agreed that the present distribution strategy of Cadbury Nigeria Plc is adequate. Conversely, 9.5% of Consumers, 5.33% of Retailers and 13.33% of Salesmen consider it inadequate. On the other hand, 14,29% of Consumers, and 1.33% of Retailers were indifferent as they had no opinion of their own. The researcher therefore, concludes that the present distribution strategy of Cadbury Nigeria Plc is good, but can be improved upon.

The researcher went further to address the issue of awareness. The researcher probed into the level of awareness of Cadbury products to know if it is adequate enough to stimulate sales. Table 6 below shows the result.

Table 6: LEVEL OF AWARENESS OF CADBURY NIGERIA PLC PRODUCTS.

Responses	Consumers	%	Retailers	%	Salesmen	%
Yes	135	64.28	59	78.67	15	100
No	70	33.33	14	18.67	-	-
Undecided	5	2.38	2	2.67	-	-
Total	210	100	75	100	15	100

The result above indicates that 64.28% of Consumers, 78.67% of Retailers and 100% of Salesmen believed that the level of awareness being created by Cadbury Nigeria Plc in relation to Bournvita and Knorr Cubes is adequate enough to stimulate sales. In another view, 33.33% of Consumers, and 18.67% of Retailers did not

believe with the earlier view. However, 2.38% of Consumers and 2.67% of Retailers could not make any important impact. On this. the researcher concludes that the present level of awareness is adequate enough to stimulate sales.

Closely related to the level of awareness is the issue of customer service. The researcher considers it necessary to look into customer service to determine if it is adequate enough to influence sales. The responses are as shown in table 7 below.

Table 7: THE LEVEL OF CUSTOMER SERVICE

Responses	Consumers	%	Retailers	%	Salesmen	%
Yes	120	57.14	62	82.67	11	73.33
No	81	38.57	8	10.67	3	4
Undecided	9	14.29	5	6.67	1	6.67
Total	210	100	75	100	15	100

From the above table, 57.14% of Consumers, 82.67% of Retailers and 73.33% of Salesmen consider the level of customer service of Cadbury Nigeria Plc adequate enough to boast her sales. But, 38.57% of Consumers, 10.67% of Retailers and 4% of Salesmen considered it inadequate. Besides, 14.29% of Consumers, 6.67% of Retailers and 6.67% of Salesmen could not give any response. The investigator therefore, concludes that the present level of customer service is adequate enough to boast sales, but could be improved upon if much is to be desired.

Having considered the case of customer service, the researcher deemed it very necessary to address the issue of packaging and branding. The researcher wanted to

ascertain whether the purchase of Bournvita and Knorr Cubes was as a result of their packaging and branding. The result is as shown in table 8.

Table 8: THE EFFECT OF BRANDING AND PACKAGING

Responses	Consumers	%	Retailers	%	Salesmen	%
Agreed	103	49.05	50	66.67	8	53.33
Disagreed	80	38.11	18	24	6	6.67
No Idea	27	12.86	7	9.33	1	6.67
Total	210	100	75	100	15	100

From the above table, the researcher observed that 49.05% of Consumers, 66.67% of Retailers and 53.33% of Salesmen agreed that Branding and Packaging influence the purchase of Bournvita and Knorr Cubes. But 38.11% of Consumers, 24% of Retailers and 6.67% of Salesmen disagreed. Nonetheless, 12.86% of Consumers, 9.33% of Retailers and 6.67% of Salesmen could not contribute any idea. The researcher therefore, draws that Branding and Packaging influence the purchase of Bournvita and Knorr Cubes to some extent.

If actually that Branding and Packaging influence the purchase of Bournvita and Knorr Cubes, the Researcher wants to know whether Cadbury Nigeria Plc can survive without Branding and Packaging her products. The result is as exhibited in table 9 below.

Table 9: **THE POSSIBILITY OF SURVIVING WITHOUT BRANDING AND PACKAGING**

Responses	Consumers	%	Retailers	%	Salesmen	%
Yes	50	23.8	28	37.3	-	-
No	130	62	35	67.7	15	100
Undecided	30	14.3	12	16	-	-
Total	210	100	75	100	15	100

From the result above, 23.8% of Consumers and 37.3% of Retailers agreed that Cadbury Nigeria Plc can survive without engaging in Branding and Packaging.

Conversely, 62% of Consumers, 68% if Retailers and 100% of Salesmen could not buy that idea. On the other hand, 14.3% of Consumers and 16% of retailers were indifferent as they could not offer any opinion at all. From the analysis, it presupposes that Cadbury Nigeria Plc cannot survive in this competitive environment without Branding and Packaging of their products.

The researcher went further to ascertain the effect of not Branding and Packaging of products would have on Cadbury Nigeria Plc. The findings are as displayed on table 10 below.

Table 10 **THE EFFECTS OF NOT BRANDING AND PACKAGING OF PRODUCTS**

Responses	Consumers	%	Retailers	%	Salesmen	%
Low demand	50	23.81	30	40	4	26.7
Infringement	145	69.05	42	56	9	60
Others	15	7.14	3	4	2	13.3
Total	210	100	75	100	15	100

Considering the above, 23.81% of Consumers, 40% of Retailers and 26.7% of Salesmen believed that not Branding and Packaging of Cadbury Nigeria Plc products could result to low demand of Cadbury products. On the other hand, 69.05% of Consumers, 56% of Retailers and 60% of Salesmen were of the opinion that it would result to infringement. Besides, 7.14% of Consumers, 4% of Retailers and 13.3% of Salesmen had other views entirely. The researcher then concludes that not Branding and Packaging would have a devastitating effect and therefore, Cadbury Nigeria Plc should avoid that.

Granted the fact that branding and packaging are necessary in terms of marketing a product, the researcher wanted to ascertain whether attractive package and brand has more sales potentials in any given environment. The result of which is as shown below in table 11.

Table 11 **THE IMPACT OF ATTRACTIVE PACKAGE AND BRAND ON PURCHASES**

Responses	Consumers	%	Retailers	%	Salesmen	%
Believed	130	62	65	87	13	87
Disbelieved	60	28.5	8	10.7	2	13
No idea	20	9.5	2	2.7	-	-
Total	210	100	75	100	15	100

From the above table, 62% of Consumers, 87% of Retailers and 87% of Salesmen believed that attractive packaging has more sales potential over a poorly packaged and branded products. But 28.5% of Consumers, 10.7% of Retailers and 13% of Salesmen disbelieved the statement. Besides, 9.5% of Consumers and 2.7% of Retailers could not contribute any idea. Therefore, the researcher concludes that attractive package is very necessary in any product that requires packaging.

The researcher still wanted to ascertain the features of the new package that attract and encourage people to purchase Bournvita and Knorr Cubes. The findings are as shown in table 12 below.

Table 12 ESSENTIAL FEATURES OF A NEW PACKAGE

Responses	Consumers	%	Retailers	%	Salesmen	%
Attractive Design	22	10.5	40	53	5	33
Convenience	108	51.43	26	35	3	20
Ability to describe features of the product	80	38	9	12	7	47
Total	210	100	75	100	15	100

The result indicates that 10.5% of Consumers, 53% of Retailers and 33% of Salesmen favoured attractive design. On the other hand, 51.43% of Consumers, 35% of Retailers and 20% of Salesmen favoured convenience. Conversely, 38% of Consumers, 12% of Retailers and 47% of Salesmen considered ability to describe the features of the product as the most appropriate. The researcher then concludes that attractive design, convenience and ability to describe features of the product as necessary ingredients in product packaging.

Considering the importance of Branding and Packaging, in the marketing perspective, the researcher wanted to know whether Branding and Packaging should be changed frequently. The result of which is as shown below in table 13.

Table 13 THE FREQUENCY OF BRANDING AND PACKAGING

Responses	Consumers	%	Retailers	%	Salesmen	%
Yes	150	71.42	28	37.3	4	27
No	45	21.43	39	52	9	60
Undecided	15	7.14	8	10.67	2	13
Total	210	100	75	100	15	100

The result reveals that 71.42 of Consumers, 37.3% of Retailers and 27% of Salesmen agreed that Branding and Packaging of a product should be carried out frequently. On the contrary, 21.43% of Consumers, 52% of Retailers and 60% of Salesmen disagreed to that. But however, 7.14% of Consumers, 10.67% of Retailers and 13% of Salesmen were indifferent as they could not offer any solution. The researcher concludes that Branding and Packaging of products should be carried out, but not too frequent.

The researcher decided to ascertain whether the benefit accruing to the company as a result of Branding and Packaging justifies the cost. The findings are as shown in table 14 below.

Table 14 BENEFITS OF BRANDING AND PACKAGING

Responses	Consumers	%	Retailers	%	Salesmen	%
Yes	107	51	48	64	13	87
No	74	35	20	27	2	13
No idea	29	14	7	9	-	-
Total	210	100	75	100	15	100

From the table above, it becomes imperative that 51% of Consumers, 64% of Retailers and 87% of Salesmen agreed that the benefits justify the cost of Branding and Packaging. On the other hand, 35% of Consumers, 27% of retailers and 13% of Salesmen did not agree. Besides, 14% of Consumers, and 9% of Retailers did not make any contribution as they were indifferent. The researcher then concludes that the benefits of Branding and Packaging outweigh the cost and as such should be embarked upon.

In the final analysis, the researcher decided to revisit the importance of Branding and Packaging. The researcher wanted to know further role of Branding and Packaging by trying to find out if Branding and Packaging can constantly remind customers of the existence of a company's product. The result is as contained in table 15 below.

Table 15 THE ROLE OF BRANDING AND PACKAGING

Responses	Consumers	%	Retailers	%	Salesmen	%
Agreed	186	88.6	70	93.3	15	100
Disagreed	19	9	4	5.3	-	-
Don't know	5	2.4	1	1.3	-	-
Total	210	100	75	100	15	100

From the above table, it will be observed that 88.6% of Consumers, 93.3% of Retailers and 100% of Salesmen agreed that Branding and Packaging constantly remind customers of a company's product. On the other hand, 9% of Consumers, and 5.3% of Retailers did not agree with them. But, then, 2.4% of Consumers, and 1.3% of Retailers did not have any idea. Therefore, the researcher concludes that branding and good packaging constantly remind customers the existence of a company's product(s) Bournvita and Knorr Cubes of Cadbury Nigeria Plc., not being an exception.

4.3 FINDINGS

Based on the analysis, the researcher observed the following:

(a) That the values of Bournvita and Knorr Cubes are adequate in relation to other competing brands.

(b) Averagely, familied people purchase Bournvita and Knorr Cubes on a weekly basis, whereas students purchase them on a monthly basis.

(c) That Branding and Packaging have an influence on the purchase of Bournvita

and Knorr Cubes as well as high quality and good promotion.

(d) That the present distribution strategy of Cadbury Nigeria Plc is adequate enough to boast the purchase of both Bournvita and Knorr Cubes.

(e) That the level of customer service of Cadbury Nigeria Plc is commendable.

(f) That Cadbury Nigeria Plc cannot survive without adequate Branding and Packaging of their products; not branding and packaging a product has a devastitating effect on the product as well as the company.

(g) That attractiveness and ability to describe the features of the products are very necessary in any product that requires packaging.

(h) That branding and packaging of products should be carried out, but not too frequent.

(i) That the benefits of Branding and Packaging outweigh the cost.

(j) That branding and good packaging constantly remind customers of the existence of a company's product(s).

4.4 TEST OF HYPOTHESIS

Having identified some views of the respondents, the researcher considers it imperative to test the hypothesis. To do this, Chi-square distribution was used and the significance level is 5%.

HYPOTHESIS 1

H_o: Most consumers do not purchase Bournvita and Knorr Cubes because they consider their values inadequate.

H_1: Most consumers purchase Bournvita and Knorr Cubes because they consider their values adequate.

CHI-SQUARE CALCULATION FOR TEST OF HYPOTHESIS I.

The responses are as presented in the table below.

Responses	Consumers	Retailers	Salesmen	Total
Yes	30	60	12	102
No	80	10	3	93
No idea	100	5	-	105
Total	210	75	15	300

* Expected frequencies are in brackets. They are calculated using the contingency table formular.

$$E_i = \frac{\text{Column Total x Row Total}}{\text{Population Total}}$$

OBSERVED *EXPECTED FREQUENCIES OF RESPONSE

Responses	Consumers	Retailers	Salesmen	Total
Yes	30 (71.4)	60 (25.5)	12 (5.1)	102
No	80 (65.1)	10 (23.3)	3 (4.7)	93
No idea	100 (73.5)	5 (26.3)	- (5.3)	105
Total	210	75	15	300

Formular: $X^2C = \frac{(O_i - E_i)^2}{E'}$

Where:

X^2C = Chi-square calculated

O_i = Observed frequencies

E_i = Expected frequencies

d:f = Degree of freedom

$\propto$ = Level of significance (5%)

X^2t = Chi-square from table.

$\therefore X^2C = \frac{(30 - 71.4)^2}{71.4} + \frac{(60 - 25.5)^2}{25.5} + \frac{(12 - 5.1)^2}{5.1} + \frac{(80 - 65.1)^2}{65.1}$

$+ \frac{(10 - 23.3)^2}{23.3} + \frac{(3 - 4.7)^2}{4.7} + \frac{(100 - 73.5)^2}{73.5} + \frac{(5 - 26.3)^2}{26.3} + \frac{(0 - 5.3)^2}{5.3}$

$= 24 + 46.68 + 9.3 + 3.41 + 7.59 + 0.61 + 9.55 + 17.25 + 5.3$

$= 123.69$

$\therefore X^2C = 124$

Degree of freedom (d.f) = (c-1) (r-1)

(Column - 1) (Row - 1)

(3-1) (3-1)

2 X 2 = 4

$\therefore$ d.f = $\underline{4}$

Since the d.f = 4

= 0.05

$\therefore$ $X^2t = 9.488$

= 9.49

Decision Rule:

Reject the null hypothesis (H_p) if the computed value is greater than the table value.

i.e $X^2C > X^2t$

$124 > 9.49$

Decision:

Since the computed value is greater than the table value, we reject the null hypothesis and conclude that most consumers purchase Bournvita and Knorr Cubes because they consider their values adequate.

TEST OF HYPOTHESIS 2.

H_o: Branding and Packaging do not influence the purchase of Bournvita and Knorr Cubes.

H_i: Branding and Packaging influence the purchase of Bournvita and Knorr Cubes.

CHI-SQUARE CIRCULATION FOR THE TEST OF HYPOTHESIS 2. The responses are as shown below.

Responses	Consumers	Retailers	Salesmen	Total
Yes No	160 50	60 15	12 3	232 68
Total	210	75	15	300

Expected frequencies are in brackets. They are as well calculated with the use of contingency formular.

$$E_i = \frac{\text{Column Total X Row Total}}{\text{Population Total}}$$

OBSERVED *EXPECTED FREQUENCIES OF RESPONSES

Responses	Consumers	Retailers	Salesmen	Total
Yes No	160 (162.4) 50 (47.6)	60 (58) 15 (17)	12 (11.6) 3 (3.4)	232 68
Total	210	75	15	300

Formular: $X^2C = \frac{(O_i - E_i)^2}{E^i}$

Where:

X^2C = Chi-square calculated

O_i = Observed frequencies

E_i = Expected frequencies

d:f = Degree of freedom

α = Level of significance (5%)

X^2t = Chi-square from the table.

$$\therefore X^2C = \frac{(160 - 162.4)^2}{162.4} + \frac{(60 - 58)^2}{58} + \frac{(12 - 11.6)^2}{11.6} +$$

$$\frac{(50 - 47.6)^2}{47.6} + \frac{(15 - 17)^2}{17} + \frac{(3 - 3.4)^2}{3.4}$$

$$= 0.04 + 0.03 + 0.01 + 0.12 + 0.24 + 0.05 = 0.49$$

$$\therefore X^2C = 0.49$$

Degree of freedom (d.f) = (Column - 1) (Row - 1)

$$d.f = (3 - 1)(2 - 1)$$

$$2 \times 1 = 2$$

Since the d.f = 2

And = 0.05

$$\therefore X^2t = 5.991$$

$$= \underline{5.99}$$

Decision Rule

Reject the null hypothesis (H_o) if the computed chi-square (X^2C) is less than the chi-square from the table (X^2t).

$$\therefore X^2C < X^2t$$

$$0.49 < 5.99$$

Decision:

For the fact that the computed value is less than the value from the table, we reject the null hypothesis and conclude that Branding and Packaging influence the purchase of Bournvita and Knorr Cubes.

TEST OF HYPOTHESIS 3.

H_o: The distribution and promotional strategies of Cadbury Nigeria Plc do not influence the sale of Bournvita and Knorr Cubes.

H_i: The distribution and promotional strategies of Cadbury Nigeria Plc influence the sale of Bournvita and Knorr Cubes.

CHI-SQUARE CALCULATION FOR TEST OF HYPOTHESIS 3. The responses are as shown below.

Responses	Consumers	Retailers	Salesmen	Total
Yes	160	70	13	243
No	30	4	2	26
Don't Know	20	1	-	31
Total	210	75	15	300

* Expected frequencies are in brackets. They are determined using the contingency formular.

$$E_i = \frac{\text{Column Total X Row Total}}{\text{Population Total}}$$

Responses	Consumers	Retailers	Salesmen	Total
Yes	160 (170.1)	70 (60.75)	13 (12.15)	243
No	20 (18.2)	4 (6.5)	2 (1.3)	26
Don't Know	30 (21.7)	1 (7.75)	- (1.55)	31
Total	210	75	15	300

Formular: $X^2C = \frac{(O_i - E_i)^2}{E^i}$

Where:

X^2C = Chi-square calculated

O_i = Observed frequencies

E_i = Expected frequencies

d:f = Degree of freedom

α = Level of significance (5%)

X^2t = Chi-square from table.

$$\therefore X^2C = \frac{(160 - 170.1)^2}{170.1} + \frac{(70 - 60.75)^2}{60.75} + \frac{(13 - 12.15)^2}{12.15}$$

$$\frac{(20 - 18.2)^2}{18.2} + \frac{(4 - 6.5)^2}{6.5} + \frac{(2 - 1.3)^2}{1.3} + \frac{(30 - 21.7)^2}{21.7} +$$

$$\frac{(1 - 7.75)^2}{7.75} + \frac{(0 - 1.55)^2}{1.55}$$

$$= 0.6 + 1.41 + 0.06 + 0.18 + 0.96 + 0.38 + 3.17 + 5.88 + 1.55$$

$$= 14.19$$

$$\therefore X^2C = \underline{14.19}$$

Degree of freedom (d.f) = (Column - 1) (Row - 1)

$$\therefore d.f = (3 - 1)(3 - 1)$$

$$2 \times 2$$

$$= \underline{4}$$

Since the d.f = 4, and = 0.05

$\therefore$ X^2t = 9.488

= 9.49

Decision Rule

Reject the null hypothesis if the computed value of Chi-square is greater than the Chi-square from the table.

Now, $X^2C > X^2t$

ie, $14.19 > 9.49$

Decision:

Based on the decision rule, the null hypothesis should be rejected. Therefore, we concluded that the distribution and promotional strategies of Cadbury Nigeria Plc., influence the sale of Bournvita and Knorr Cubes respectively.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATION

INTRODUCTION

This chapter presents the summary of the Research findings, conclusions and recommendations.

5.1 SUMMARY

This research entitled Branding and Packaging as an effective marketing tool in the selling of consumer goods in a developing economy, a study of Cadbury Nigeria Plc is aimed at determining among others: the attitudes of consumers towards Bournvita and Knorr Cubes in terms of Branding and Packaging of Cadbury Nigeria Plc products; the extent to which branding and packaging influence the purchase of Bournvita and Knorr Cubes.

Some previous works of some authors were reviewed. Some hypotheses were tested which include branding and packaging do not influence the purchase of Bournvita and Knorr Cubes. Some operational terms were defined within the context

of this work. The researcher used survey research design for the investigation. Both primary and secondary data sources were used to gather relevant information. 300 people were randomly selected. The techniques used to analyse the result were the simple percentage and the chi-square methods. The chi-square method measures whether the discrepancies between observed and expected frequencies are significant or as a result of chance. Some useful observations were made as follows: Both Bournvita and Knorr Cubes are doing well in the market when compared with other related products. The branding and packaging influence the purchase of Bournvita and Knorr Cubes. That the present distribution strategy of Cadbury Nigeria Plc is adequate enough, That attractiveness and ability to describe the features of the products are very necessary in any product that requires packaging. That Cadbury Nigeria Plc cannot survive without packaging and branding of her products, that the benefits associated with branding and packaging outweigh the cost. That branding and good packaging constantly remind customers of the existence of a company's products.

5.2 CONCLUSION

In view of the results of the hypotheses, the researcher then concludes as follows:

(a) That most consumers purchase Bournvita and Knorr Cubes because they consider their values adequate.

(b) That branding and packaging influence the purchase of Bournvita and Knorr

Cubes.

(c) That the distribution and promotional strategies of Cadbury Nigeria Plc influence the sale of Bournvita and Knorr Cubes.

5.3 RECOMMENDATIONS

From the above conclusions, the following recommendations are put forward.

(i) That Cadbury Nigeria Plc should continue to improve on the quality of their products or at worst, consolidate on the existing quality in order to remain in business.

(ii) Since branding and packaging influence the purchase of Bournvita and knorr Cubes, Cadbury Nigeria Plc should always brand and package their products, but not too frequently.

(iii) That the present distribution and promotional strategies of Cadbury Nigeria Plc is commendable, but should be improved upon since there is no end to effective distribution and promotional strategies.

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APPENDIX I

DEPARTMENT OF BUSINESS ADMINISTRATION
FACULTY OF ADMINISTRATION
AHMADU BELLO UNIVERSITY, ZARIA.

MARCH 2000

Dear Respondent,

The essence of the questionnaire is to enable the Researcher to ascertain information relating to Branding and Packaging as an Effective Marketing Tools in the selling of consumer goods in a developing economy with particular reference to Cadbury Nigeria Plc.

The result of which is expected to provide operational guide to local manufacturers generally. All information given would be treated with absolute confidence. You are therefore requested to give correct and sincere answers to the question raised as they appeal to you.

Please, do not omit any item.

Yours faithfully,

AFOLABI, A. Timothy

SECTION A

Please, check (✓) the response to each statement/question as it effects you as shown below.

EXAMPLE:
Abuja is the capital of Nigeria.

Yes ☑ No ☐ No idea ☐

Now respond to the following questions/statements.

(1) i Do you think that the values of Bournvita and Knorr Cubes, products of Cadbury Nigeria Plc are adequate in relation to other competing brands?

Yes ☐ No ☐ No idea ☐

(2) How often do you purchase Bournvita and Knorr Cubes!

Weekly ☐ Monthly ☐ Quarterly ☐

(3) Do you consider Branding and Packaging as influencing factor?

Yes ☐ No ☐ Other Specify_____

(4) What other factors do you consider as affecting the sale of Bournvita and Knorr Cubes?

High Quality ☐ Good Promotion ☐ No idea ☐

(5) Do you think that the level of awareness created by Cadbury Nigeria Plc is adequate enough to stimulate her sales?

Yes ☐ No ☐ Undecided ☐

(6) Do you consider the present distribution strategy adopted by Cadbury Nigeria Plc as most desirable?

Yes ☐ No ☐ Don't know ☐

(7) In your own assessment of Cadbury Nigeria Plc would you support the idea that her present level of customer service is adequate enough to boast her performance?

Yes ☐ No ☐ Undecided ☐

(8) Would you agree that consumers purchase Bournvita and Knorr Cubes because of the way they are package and branded?

Agreed ☐ Disagreed ☐ No idea ☐

(9) Do you think that Cadbury Nigeria Plc can survive without Branding and Packaging of her products?

Yes ☐ **No** ☐ Undecided ☐

(10) If your answer to question (9) above is No, what effect do you think that it will have on the company?

Low demand ☐ Infringement ☐ Others specify_____

(11) Do you believe that attractive package and brand has more sales potentials over a poorly packaged and branded products competing in the same market?

Believe ☐ Disbelieve ☐ No idea ☐

(12) What feature(s) of the new package do you think attracts and encourages consumers to purchase Bournvita and Knorr Cubes?

Attractive Design ☐ Convenience ☐

Ability to describe the product's features ☐

(13) In your opinion do you suggest that Branding and packaging should be changed frequently?

Yes ☐ No ☐ Undecided ☐

(14) From your own experience, do you think that the expected sales would justify the cost of Branding and Packaging?

Yes ☐ No ☐ No idea ☐

(15) Do you agree that Branding and Packaging constantly remind customers the existence of a company's product?

Agreed ☐ Disagreed ☐ Don't know ☐

SECTION B

(1) Your age is:

15 years - 20 years ☐

21 years - 30 years ☐

31 years and above ☐

(2) Sex:

Male ☐ Female ☐

(3) Marital Status:

Married ☐ Single ☐

(4) Highest Qualification:

O' Level ☐

Diploma ☐

Degree ☐

Higher Degree ☐

(5) Annual Income

Below ₦10,000 ☐

₦10,000 - ₦20,000 ☐

Above ₦20,000 ☐