

Product Design and Its Impact on Consumer Purchase Decision. Case Study of TBL, Azam, Coca-Cola, MeTL and Tanga Fresh Milk in Tanzania

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ABSTRACT: This study wanted to find to what extent are consumers attracted by design or packages of the products when buying them. The objective of this study is to find out the impact of product design on consumer decision. The study was done by collecting data from questionnaires and interviews and they were then analyzed by using percentage distribution tables and later presented in graphical illustrations. The researcher gave the below recommendation in order for companies to succeed as they need to make sure that they care about their customers' satisfaction before thinking of only making profits or gaining from them. From this, as product design is one of the big factors that attracts customers to buying companies products, it is very important to care about it and work really hard to accomplish this as a company.

KEYWORDS: product design, consumer purchase decision, TBL, Azam, Coca-Cola, MeTL, Tanga Fresh Milk, Tanzania

Introduction

Background information

■ **Product design is becoming increasingly critical to the company's success. As products become ever more alike in terms of their functional features, products' visual appearance has become a central means of differentiation from the competition (e.g., Bloch, 1995; Karjalainen and Snelders, 2010; Kotler and Rath, 1984; Talke et al., 2009). In line with this rising importance of product design, research on this subject has grown continuously over the years. However, despite**

the increased interest in the topic, research in this area is still anything but complete. There is not even a commonly agreed upon definition of the term 'product design', for instance (Homburg et al., 2015; Luchs and Swan, 2011, p. 41-56).

Packaging design is an essential factor in purchase decisions made at the point of sale and also plays a role of a salesman on the shelf. Certain packaging features must be included according to

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the legislative and regulatory requirements. In addition, the packaging has many functions, such as protecting the goods from the environment, attracting consumers, and providing information to the customers. The varied design elements serve these functions of packaging. Some studies have identified the tasks of individual packaging design elements such as color, image, shape, material, label and typography, and the perception of the consumer. A product's form or exterior appearance is meant to communicate information to consumers. Product form creates the initial impression and generates inferences regarding other product attributes.

Size impacts the visibility of the package and the information displayed. Package size, shape, and elongation affect customer judgments and decisions. Graphics include layout, color combinations, typography, and product photography; this aids in creating an image and impacts the brand communication, marketing, and consumer mindset. Colour is a tool for brand identification and visual distinction. Singh (2006, p. 783–789) states that color influences advertising, certain qualities such as elegance and others. It is also an important factor in the legibility of the texts and comprehension of the images placed on the package. The material influences quality image in consumers' minds. Photographs and illustrations on the packaging are powerful design tools to identify the product difference, communicate product functions, and impart emotional imagery. Studies show that it is feasible to manipulate the imagery and position of the product by selecting and using different design elements. This will influence the product's perception and directly affect the consumer's buying decision. Some studies have attempted to explore food and processed products' packaging. There is limited literature on the packaging and its influence on the consumer concerning fashion products. We will determine how vital package design attributes are for their like, choose, purchase, attention, recall, and brand communication.

Moreover, in terms of product brand, the twenty-first century age represents critical changes in the marketing strategies that organizations and institutions employ to help them be competitive and sustainable in the turbulent market they find themselves in. Today's consumers live in a world where the purchase of products and services is enormous and continuous. The survival or success of companies is now dependent on the amount of information that is carefully gathered by the former with regards to the purchasing habits

displayed by consumers. To survive in the market, companies are keenly interested in developing strong brands that lead to long-term customer relationships. Companies inject heavy resources and time into the study of behavioral and sociological factors to gain much insight and understand consumer purchasing patterns. Thus brands represent vital assets to companies. Branding has emerged as part and parcel of modern-day marketing strategies and is now considered a critical organizational asset (Kotler, 2001). Organizations shifting from a product or market point of view to consumer or customer focus reflect the evolution of marketing. As an implication of this paradigm shift, companies are relentlessly injecting enormous resources into understanding their consumers about the four p's (thus product, price, place, and promotion) and the additional three p's (people, process, and physical evidence) (Kotler, 1984, p. 16–21). They further resort to underpinning the relationship between consumer spending and the critical variables involved in consumer preferences in terms of attitudes, cognition, perception, and learning. They want to know who their customers are, what they think and feel, and how they buy a specific brand instead of others. Companies employ a separate brand manager who sees to the management of the brand. That serves as a link between the company's brand and consumers. In today's turbulent marketplace, where consumers have an enormous amount of information with regards to products and services at their disposal, yelling louder is not a solution to making you heard or recognized in the marketplace. Instead, creating an outstanding brand that appeals to consumers.

Progress and evolution in Package Design

The earliest forms of packaging for edible items were made from bi-products of animals and plants, e.g., animal skins, large leaves, etc. Water was kept in containers made from coconut shells, animal skins, or the hollowed-out dried skins of fruit and vegetables (History of Packaging, 2011). In Egyptian and Roman times, containers were made of clay and other materials. Later, glass, metal, and paper were introduced. It evolved through time, e.g., in Victorian times, butter and cheese were kept in baskets and vinegar in barrels. Nowadays, packaging may be very different, but its primary functions are still to make food and other products easy to transport and to protect them until it is consumed or used, reducing the amount we waste. During

the Napoleonic Wars, it could be developed and initiated to retain fresh food for the troops (History of Packaging, 2011). In 1795, clear need pushed Napoleon to offer a prize to anyone for an idea that would keep food safe for the troops. Nicolas Appert, a chef from Paris, took up the challenge and invented a method of preserving food by heating it in a sealed container. Meanwhile, in England, scientists discovered that steel with an excellent layer of tin coat could be used as packaging material for food items. It can retain the freshness of food for a substantially longer duration. By the Second World War, the steel cans had evolved a lot. It was lighter than the original version, opened at the end of a can opener, and contained a wide variety of foods – from spaghetti, mushy peas, and pilchards to sardines, evaporated milk and soft drinks. In 1897 Shiseido introduced its first cosmetic product, Eudermine (Giles, 2004). Taking its name from the Greek “for good skin”, Eudermine skin lotion embodied the latest pharmaceutical technology and the company’s desire to create “cosmetics that nurture beautiful, healthy skin”. The product’s packaging always reflected the taste and design influences of the period, and each time it was redefined. By 1997 Eudermine’s packaging had evolved radically. Good designers know how to adapt and manipulate the influences to exceed mere cult or fad to develop designs that reflect the spirit of the time and are relevant and meaningful to consumers.

Consumer behavior towards Package Design

It is now established through (Giles, 2004) that packaging is no longer a docile functional device but a lively and vigorous sales tool that can make its presence felt in the crowd and sell a product at the point of purchase. Moreover, with the protuberance of branding, the packaging is often the living quintessence of a brand’s face, value, and personality. The effort is made to delineate these attributes and traits, understanding the consumer’s perception of them and then manipulating packaging design to communicate them. Packaging design is critical in ensuring the consumer’s perception of the brand is mirrored on the pack. Consumers make a brand purchase just as much as they make a product purchase. Good packaging designers use their understanding of the marketing mix while devising their packaging solutions (Giles, 2004). It is a challenging task, and sometimes it results in a design solution that gives a brand owner a device that can work across different media holistically. According

to (the United States Patent Patent No. 7,805,846), it is advantageous to add one or more features of the product on its packaging in addition to visual attractiveness. It provides consumers with a more significant opportunity to appreciate. For Example, packaging that allows consumers to interact with a product, e.g., activates or manipulates the product. In contrast, the product is displayed within the packaging, providing consumers with an opportunity to appreciate the features and functions of the product. Packaging designers should understand these different magnitude “shout” that needs to be executed in packaging design in an attempt to create awareness about a product.

Packaging in Beverage – a logistical marketing tool

Packaging communicates brand personality via multiple structural and visual elements, including a combination of the brand logo, colors, fonts, package materials, pictorials, product descriptions, shapes, and other factors that provide rich brand associations. Symbolism generated and communicated by the package may include convenience, environmental consciousness, ethnicity, family, health consciousness, national and regional authenticity, nostalgia, prestige, value, and variations in quality, among others. In addition, unlike the symbolic resource base (mediated experience) provided by advertising, packaging exists as a dually extended resource base (mediated and lived experience). Package imagery through design continuity and the social meaning attached to elements of package design (e.g., color, shape) is a critical mechanism in the shared social understanding of the brand. This phenomenon represents a mediated experience. Packaging is also tangible, a three-dimensional marketing communication vehicle often integrally tied to the ongoing performance of the product offering. The package resides in the home, potentially becoming an intimate part of the consumer’s life, a phenomenon that represents a type of lived experience between consumer and brand (Lindsay, 1997, p. 116). The functionality is a correspondence of packaging to its practical purpose. The packages’ roles are related to psychological function, where the package interacts with the consumer, and to the physical property of a package on a stage of production and product preservation. 1. To contain The aim of the package here is to achieve integrity. It means that the product stays in the same condition and does not change its basic form and use due to the influence of

external factors. The task of containment is ongoing throughout the product life cycle, from production to the end user and customer. The package function 'to contain' is convenient and beneficial to the consumer as it increases consumer confidence in the contents of the package and the product. 2. Protecting the product is a crucial function of packaging. The protection task is performed not only for physical factors such as transit but also for environmental influences – moisture, gases, light, temperature, and others. Here, the package choice depends on the nature of the goods, distribution, and types of hazards it will encounter. Some of the benefits this function can provide for a product are extended shelf life and freshness. 3. The role of identification is to provide the consumer with information about the product. Product identification describes the contents and consists of product use and legally required information. To some extent, this function can have a promotion role that stimulates the desire to purchase a product and can also assist in product branding (Stewart, 2004).

Statement of the problem

Different scholars around the world have researched the impact of Product design. Though there has already been much research on product design, most previous studies have focused on its effects on initial product perceptions and evaluations. The central role of design aesthetics in shaping consumers' preferences and increasing companies' sales has been highlighted in several articles, for instance (Landwehr et al., 2011, p. 416–429; Landwehr et al., 2013; Liu et al., 2017). Likewise, studies on designs' symbolic value have outlined the multitude of symbolic associations that product designs may evoke (e.g. Orth and Malkewitz, 2008; Sundar and Noseworthy, 2014; van Rompay et al., 2012). Also, the effects of products' appearance on expectations about a product's functionality have already been investigated (e.g., Hoegg et al., 2010; Sundar et al., 2013). However, there has been far less research on the effects of products' appearance on actual product usage behaviors (for an exception, see Wu et al., 2017, pp. 651–672). Different companies have tried to differentiate their products in terms of shape, color, and how they look to gain attractiveness from other customers. However, there are different designs of different products, and customers' interest differs from one supplier to another. Recognizing the importance of product design on customer decision to buy the product, this study will find out the impact of product design on customer decision

to come out with findings that will help business personal improve their sales through attractive product design for their customers.

General Objective

The general objective of this study is to find out the impact the impact of product design on consumer decision

Specific Objectives

The following are specific objectives.

- i. To find out the impact of product design on brand choice attitude
- ii. To find out the impact of product design on purchase intentions
- iii. To determine the impact of brand on consumer behavior
- iv. To determine the factors influencing consumers' choice of product

Research questions

The following are the research questions for this study:

- i. What is the impact of product design on brand choice altitude
- ii. What is the impact of product design on purchase intentions
- iii. What is the impact of brand on consumer behavior
- iv. What are factors influencing consumers' choice of product

Significance of the Study

The study will be significant to producers and companies in Tanzania since it will depict the impact of product design on consumer decisions; therefore, the findings will help producers improve their sales by packaging their products into different methods to attract customers and influence their buying decisions.

Moreover, this dissertation will not only contribute to the literature on product design but also offers valuable insights into practice. Specifically, it highlights that product design may help generate attention and interest at the supermarket shelf (Bloch, 1995, p. 16–29) and affect consumers during product ownership. Companies may use product design to increase consumers' consumption, facilitate product habituation (i.e., to encourage the development of product usage skills), and

reduce product switching, for instance. However, to reap such benefits, managers need to consider three factors when designing their products: First, the aesthetic appeal of their product; second, the creativeness and liveliness of their design; and third, the degree to which their product's appearance harmonizes with the creation of complementary items. However, given product design's far-reaching impact on consumers' daily behavior, companies and consumer interest groups may consider product design more carefully. Consumer interest groups may assume an essential role in raising consumers' awareness of the potential effects of products' appearance on their consumption behavior to shield them from any manipulation.

Limitation of the study

This study will be limited to Consumers in Tanzania and companies of different brands and product designs in Tanzania.

Literature Review

Definition of key terms

Product design

Product design is imagining, creating, and iterating products that solve users' problems or address specific needs in a given market.

The key to successful product design is understanding the end-user customer, the person for whom the product is made. Product designers attempt to solve real problems for real people by using empathy and knowledge of their prospective customers' habits, behaviors, frustrations, needs, and wants.

Good product design practices thread themselves throughout the entire product lifecycle. Product design is essential in creating the initial user experience and product offering, from pre-ideation user research to concept development to prototyping and usability testing.

However, it does not end there, as product design plays an ongoing role in refining the customer experience and ensuring additional functionality and capabilities get added in a seamless, discoverable, and non-disruptive manner. Brand consistency and evolution remain an essential product design responsibility until the end of a product's lifespan.

And it's much more than just what users see on their screens. System design and process design are

critical behind-the-scenes components that eventually drive users to see and interact with the interface design.

Consumer choice

Consumer choice originates from consumer theory, which studies how people spend their money based on their individual preferences and budget constraints. A branch of microeconomics, consumer theory shows how individuals make choices, subject to how much income they have to spend and the prices of goods and services.

Theoretical literature review

Theory of Self-concept/Brand Image Congruity

This part presents the theories upon which the studies and models concerning the influence of product packaging on brand image and purchase decisions are based. Gardner & Levy (1955) were the first to note that brand image, or the notions people have about a brand, is a crucial factor in a customer's purchase decision. Levy introduced the concept of the self and emphasized that the brand image and the congruity between the self-concept and the brand image are influencing factors of consumer behavior.

Package Design as a Tool

In today's marketing world, the competitive environment has challenged all the aspects of packaging due to increasing self-services and the change in consumers' lifestyles. Every other firm has to dig in deeper to survive with this marketing challenge and has to improvise itself to a better and higher level; to reach its sales targets. All these modifications and ad libbing have brought the distributor's attention to a package design that is now used as the primary tool for sales promotion. Nowadays, packages are designed to appeal to different occasions, demand different social groups, and even distinguish between different brands (Suraj, 2013, p. 61–69). Package design becomes an ultimate selling proposition stimulating impulsive buying behavior, helping the manufacturers in increasing market share, and reducing promotional costs (Kuvykaite, 2009). While understanding the stimulation of impulsive buying behaviors in consumers, according to (Rundh, 2005) package attracts consumers' attention to a particular brand, enhances

its image, and influences consumers' perceptions about the product. 2 Package design attributes here are color, shape, pictures, graphics, etc., and carry a message about the product, which is the final product seen and perceived by the consumers generating its first impression on them (Sioutis, 2011).

When given a choice between two products equal in price and function, target consumers buy the one they consider to be more attractive (Philip Kotler, 1984, p. 16–21; Nussbaum, 1988). Thus, the manufacturers push their products in the market by understanding the importance and evolution of package design, which is considered their most cost-effective and innovative sales tool.

Relationship between Consumers and Package Designs

The role of package design changed with the move to self-service (Behaeghel, 1991), and the packaging cues became an essential part of the selling process (Danton de Rouffignac, 1990). The shift to larger supermarkets and increased segmentation of markets has led to the proliferation of products, so that packaging has to work in a more crowded competitive context both in the retail environment and the kitchen (Thompson, 1996, p. 289–295). Impulse buying is also increasing, with an estimated half of all unplanned grocery purchases (Philips, 1993, p. 51–62). As a result, packaging has become a primary vehicle for communication and branding. It is an essential factor in purchase decisions made at the point of sale (POS)³ and also plays a role of a salesman on the shelf (Vyas, 2015, p. 5). A quantitative survey by the Henley Center concluded that 73% of purchase decisions were made at POS (Frontiers, 1996). The tendency to a weekly shop, and the large number of items purchased at one stop, leads to less time to make the purchase decision and consequent need for the package designers to work harder. Clement (2007, p. 917–928) described the impact of visual attention on consumers' in-store buying behavior. The article pointed out the advantages of a human behavior model (self-organizing criticality system) to describe the in-store purchase. It demonstrated through an eye-track experiment how visual impact from packaging design influenced buying behavior and revealed phases in the decision process. The experiment also showed an extended decision process where visual attention at the point of sale was a key factor for the post-purchase phase.

After understanding the proposed model by (Bloch, 1995, p. 16–29) it is seen that there are specific essential cues that make the consumers moderate their impulsive buying behavior; (Underwood, 2003, p. 62–76) proposed that packaging was posited to influence the brand and self-identity via mediated⁵ and lived in experience⁶. This changed consumers' approach towards a product proving that it is not only the designing factors that change the decision-making process but individual tastes and situational factors, which in today's day of "self-servicing" has played a significant role in their psychological response. Thus, making it harder for the designing elements to be generated on the producer's end. As per (Hubert, 2009, p. 28–33) investigation, the neural correlates are associated with different retail brand frames. The authors assumed that the integration of emotions and memories associated with the image and reputation of a retail brand could influence consumers' perception of a product packaging. The results revealed that some persons showed a more substantial susceptibility to retail brand information than others, in the sense that they changed their opinion about product packages when they had to evaluate them together with a retail brand. The authors observed that the subject with the highest susceptibility to framing information on the individual level also showed the most substantial cortical activation. There were significant activations in regions of the medial prefrontal cortex, particularly in the ventromedial part of the prefrontal cortex. Although innovations in package design and advertorial schemes given by the brands have their impressions and impacts on the buyers, the final call made by the consumers has been studied in various case studies. However, the results change from time to time in every region with every product.

Relationship between Designers and Package Designs

Given the purpose of the product, its target market, its desired performance product, its target market, and its desired performance specifications, the design team attempts to create a product form that will be successful. However, several outside constituencies, such as legal counsel and government agencies, contribute to what form a product should take a product should take (Bloch, 1995, p. 26–29). Thus, designers must produce a product form that is especially pleasing to target consumers while simultaneously satisfying relevant design constraints (Lawson, 1983, p. 805, 846). s design

objectives and constraints increase in number, the design process becomes increasingly complex.

Performance Objectives and Constraints in many design projects, target performance is the major constraint. The product form must consider the level of performance desired by both the target segment and distributors. Also, objectives regarding the aesthetic performance of a product strongly influence the design process. For a product to be successful, its sensory characteristics must strike a responsive chord in target consumers. In most product classes, however, aesthetics are not the sole performance criterion (Bloch, 1995, p. 16–29). Functional performance goals and constraints also pertain to several variables, including service life, horsepower, shelf life, resistance to environmental stress, and maintainability (Hollins, 1990). In addition, the form of a product must increasingly incorporate and address the environmental aspects of performance, including its ability to be recycled (Nussbaum, 1990, p. 102–106). In addition to functional performance targets, designers must also address technical constraints on making a product work. These technical constraints are typical for all projects and include load bearing, materials technology, and basic geometry (Lawson, 1983). Ergonomic constraints often linked to performance are design constraints about ergonomics. Ergonomics involves the matching of a product to the target user's capabilities to maximize safety, efficiency of use, and comfort (Osborne, 1987). Ergonomic demands often directly influence form, affecting characteristics such as weight, texture, and shape. There has been increasing attention to ergonomic properties because marketers compete on "ease of use" (Nussbaum, 1988, p. 415–456). It is becoming apparent that the ideal product is not necessarily the most beautiful product.

In many cases, the ideal product will be that whose form is most comprehensible and usable. (Norman, 1988, p. 102–117) examined ergonomics in the context of usage constraints. He argues that product forms should limit behaviors to what is right. For example, the holes in a pair of scissors show users where to place their fingers, thus, forcing correct usage. In more complex products, sensory feedback and mapping of controls become relevant. Norman cites many examples of ergonomic failures, such as door handles that suggest pulling when pushing is required. Because inadequate attention is given to ergonomics, it may result in consumer dissatisfaction, and designers must be increasingly mindful of these factors when developing a product's form. Production & Cost

Constraints where production processes and manufacturing costs also influence the form of a product. Managers typically instruct signers to develop products that can be efficiently manufactured at a target cost while meeting quality control parameters (Hollins, 1990). Marketers charge designers with the task of developing products that have appealing forms. However, attempts to produce goods with attractive forms are nothing new (Rundh, 2005, p. 670–684). Designers must choose materials and shapes consistent with manufacturing resources and cost targets. In general, manufacturing capabilities and the need to trim costs frequently limit the range of form alternatives available to the designer. Regulatory and Legal Constraints Regulatory and legal constraints are often the least flexible of all constraints faced by designers (Lawson, 1983, p. 805, 846). Although there are tradeoffs in other constraint categories, compromise usually does not occur here. For example, a race car must follow sanctioning body regulations, and packaged food makers must follow the Food and Drug Administration's (FDA) guidelines.

Marketing Program constraints also stem from marketing program considerations. One example is the distribution plan for the product. The ideal product form must be suited to the demands of storage, handling, and transportation. In addition, how retailers will display and sell the product has implications for form. Designers are also constrained by the need for new products in a given product line to maintain a family resemblance to the existing models. In some cases, the product's form also may be constrained by communication goals and objectives. In other words, the form may be required to evoke a particular meaning that supports a brand positioning, company reputation, or anticipated promotional themes. For example, an advertising campaign that emphasizes excitement may lead designers to choose bright, vibrant colors for the product (Bloch, 1995, p. 16–29). In developing a product's form, designers also provide constraints and objectives of their own. In particular, designers can select or modify form elements to fulfill professional goals and desires for self-expression (Lawson, 1983, p. 805, 846). In other cases, a form may be developed with the constraint that it shares specific characteristics with previous projects from the designer or design house (Nussbaum, 1990b, p. 104–108). Thus, the goals of an individual designer or design team may conflict with other constraints, adding to the overall complexity of the task. For example, a designer may seek more

significant novelty, and impact in a product form than the marketplace is willing to accept. Because of the large number of constraints and goals present during the design process, marketers must recognize that achieving optimality is daunting. There are a limitless number of tradeoffs among design constraints, and the task of developing a product form becomes an intricate balancing act characterized by tradeoffs. The tradeoffs are not a minor consideration and are not solely the designer's concern. Marketing management has the ultimate responsibility to make decisions concerning these tradeoffs. Thus, a manager must be aware of the design process and how the various constraints interact with the process to make successful decisions regarding these tradeoffs (Bloch, 1995, p. 16–29).

Designing cues considered in Package Designs

The following discussion points toward the elements that set an essential parameter while continuing the study of design in packaging. The shape of the packaging was associated with consumer response, such as liking and being attracted to the product and delivering brand value. The size and shape of the package have been related to functional benefits such as the amount needed and ease to carry, experiential benefits such as symbolism and image drawing, and finding it in the store (Schmitt, 1997). The functional benefits associated with the package form deliver a positive response towards packaging. Pictures were associated with like, purchase, attraction, and impressed by the product, communicating the brand value, and acting as a brand communication vehicle. Pictures on packaging draw attention, communicate brand meaning, affect sensory product information, make them more attractive, and evoke an emotional response (Underwood, 2001). Consumers' emotional response to pictures was elicited in the form of getting attracted and impressed by the product and considering the package as a brand communication vehicle. Logo position was associated with liking the product, getting attracted and impressed with the product, purchasing the product, choosing the product, brand communication, and promotion vehicle. Logo shapes convey a particular essence and help make the brand a familiar identity (Schmitt, 1997). When consumers get the essence of the logo, they respond positively to the package and, thereby, the brand. Colors on the packaging were significantly associated with consumers liking, choosing, being attracted, and being

impressed by the product. Colors were also associated with the perception that packaging serves as a brand communication vehicle and provides brand value. Moriarty (1991, p. 313–341) discusses color, mentioning that color in advertising serves various purposes. Color creates moods, draws attention, emphasizes, generates emotional responses, and intensifies memorability (Singh, 2006, p. 783–789). The consumers exhibited these emotional responses by getting attracted, choosing, and purchasing the products. Moriarty further states that color can be used as a cue to either associate with or symbolize something else. Colors on the packaging would have to lead them to associate with the brand and symbolize specific value. On the packaging, the color served to act as a brand communication vehicle and deliver brand value (Vyas, 2015, p. 5). Typography was associated with purchasing, choosing, and impressing the product, and as a brand communication vehicle and delivering the brand value. The verbal communication elements are critical because they are responsible for communicating specific information about the product and its attributes (Underwood, 2001). The graphics techniques used to display the words create a distinct impression, resulting in the appearance of the type also carrying meaning. The styling of the words by the graphics designer can tell the consumer much about the product. Every information element on the package has to be precisely targeted and presented in an easy-to-read manner to communicate the intended brand and product information (Cahyorini, 2012). Designers who attempt to create positive psychological or emotional connections should concentrate on these different packaging elements. Further, in today's evolving times of packaging, there is a development known as 'intelligent' packaging', which can include communication to the customer or end-user as to the status of the product. This development generates a more potent vision for products within the smart home of the future (AZoM, 2003).

Influence of Package Design on Consumer's purchasing behavior

Designing has long been recognized as the silent salesperson in the market and has been the focus of much recent regulation. For most of the part, however, these regulations ignore the nonverbal package label components. A package's verbal elements accurately reflect the product's characteristics. Nonverbal components, however, can be used to strengthen or weaken the marketer's explicit

verbal claims or to generate inferences that could conflict with the verbal information (Bone, 2001, p. 467–489). Maybe this nonverbal message is an undercover one but not less important. Thus it is critical for food companies and their marketers who try to place a food product as a healthy one to be able to manipulate the package design attributes in a creative manner that can support the “healthy” message. They have to design food packages in a way that these products are attractive to consumers who seek healthy food products (Sioutis, 2011). Rettie’s study (2000, p. 56–68) described the concept of brain laterality in processing information (visual & verbal) under conditions of fast perception concerning product packages. The authors explored the relationship between the positioning of copy (verbal) and pictures on different sides of a pack and the recall of those elements. The results showed that to maximize recall, words should be on the right-hand side of packs, and pictures should be on the left. The results confirmed the asymmetry of perception of elements of packaging. Consumer and societal factors will likely drive the adoption of intelligent packaging in the future. The growing need for information on packaging will mean there has to be a step change in providing this information. Consumers increasingly need to know what ingredients or components are in the product and how the product should be stored and used (AZoM, 2003).

Package Design in Beverages

A single beverage package is mainly in the form of bottles, cans, and cups, as discussed briefly below (Lan, 2008):

- (a) Bottle: beverage is contained in a rigid bottle-formed container made with glass, clay, metal, or plastic.
- (b) Can: beverage is contained in metal (iron and aluminum), foil, or paper tube-shaped container.
- (c) Cup: beverage is contained in cups made primarily with plastic and associated with coffee beverages. This study will also consider beverages packaging design for establishing cases for study to draw results and findings regarding product design and its impact on consumers’ choices. A packaging’s function is not only limited to awing the consumers but also serves as an essential tool for establishing brand identity. It is the most direct medium between manufacturers and consumers. According to design characteristics, packaging design elements may be grouped as visual and functional elements. Visual elements include

form, colors, text, illustrations, and decorations, and functional elements include structural designs (protect, store, open, and reclose), material designs (emotional appeal and display value), and volume designs (economy) (Mu Chien Chou, 2007). Universal design has these seven principles considered at any time during a user interface design. It engulfs the pedagogy of human factors and ergonomics within (Halder, 2016, p. 185–199):

Tolerance: The design should withstand varied usage by the user.

Simplicity: The design should make simple, everyday tasks easy and communicate their affordance.

Visibility: The design should make all needed options and materials for a given task visible without distracting the user and should stimulate one or more senses.

Affordance: Communicating to the user through form and design regarding its usage, e.g., water taps and door handles.

Consistency: Uniformity about the performance in context to the time and varied environments. Structure: Most often, the form along with the material.

Feedback: The design should communicate to the users regarding actions or interpretations, changes of state or condition.

Packaging’s function is not only limited to swing the consumers but also serves as an important tool for establishing brand identity. It is the most direct medium between manufacturers and consumers. According to design characteristics, packaging design elements may be grouped as visual and functional elements. Visual elements include form, colors, text, illustrations, and decorations, and functional elements include structural designs (protect, store, open, and reclose), material designs (emotional appeal, and display value), volume designs (economy) (Vyas, 2015, p. 5).

Understanding Brands

To gain a clear understanding of the topic under study, there is the need to explain what a brand is from the academic point of view.

A brand represents the entire picture captured in the mind and soul of consumers and as such, brands are revered as important assets as far as individuals, organizations or companies are concerned. For instance, when one hears about the “Coca – Cola” brand What then comes into mind? Or the Vaasa University of Applied Sciences (Vamk)? What emotions are transmitted from the brain to the whole body?

John Stewart, a former CEO of Quaker Oats, for example once said “If this business were split up, I would give you the land and bricks and mortar, and I would keep the brands and trademarks, and I would fare better than you” (Kotler and Armstrong, 2010).

This clearly drives home the point that brands are very valuable to companies and even much heavier than assets, hence the need to be properly managed.

A brand is an acronym, signal, mark or blueprint, or a combination of these, that identifies the maker or seller of a product or service. Kotler and Armstrong (2009).

A brand is a name, symbol, or any feature that identifies one seller’s goods or service as distinct from those of other sellers. Cochoy (2014).

The above theories mentioned so far restrict the impact of a brand on the decision making process exhibited by the consumer. Hestad (2016) however, elaborates by stating that “brands help consumers to make decisions. Consumers recognize brands and buy them because they promise to fulfill a need, due to recommendations or based on earlier experiences with the brand. Consumers also buy brands because the brand story connects with them emotionally, it offers them a self – expressive benefit, or they find the brands relevant in a certain cultural context”.

Wiener and Doescher, (1991, p. 38–47) on the other hand also correlate the definition of a brand to the purchase characteristics displayed by consumers. They defined it to be “a name, symbol, or sign that is given to a product or service in order to help them establish their own identity, facilitate recognition by consumers and communicate what the product can deliver”. “A Brand contains everything that makes a product more than just a product” (Kapferer, 2008). That is, it involves the emotional and mental assumptions that consumers have about brands, which increases the perceived value of a product or service (Kapferer, 2008).

Consumers see a brand as an essential element of a product or service and it does add value to the latter. Consumers do attach meanings and interpretations to a brand due to the services or satisfaction it promises to deliver. For example, most consumers often view Apple products of high quality, prestige and expensive brands. They feel they will be recognized when seen using it hence will purchase it irrespective of the price factor. The same can be said for Mtn Ghana’s products, when all other Telecom service providers are reducing the prices of their call charges and offering lots

of promotions, consumers are still stuck to using Mtn, even if they will go for other products, they are still having Mtn intact.

Based on this, it is obvious that brands have an immense role in how consumers associate themselves with a specific product or service and hence affect purchasing decisions.

Branding has become so important that hardly any commodity or service goes unbranded. Even salts are branded and the same salt in an unbranded bottle will be viewed as poor or poor quality product.

Even common bolts and nuts are packaged with a distributor’s label, and automobile parts – spark plugs, tires, filters – bear brand names that differ from those of the automakers (Kotler and Armstrong, 2010).

It therefore also makes it imperative to understand that branding is not about getting your target audience to choose over the competition but about getting your prospects to see you and only you as the only solution to their problems.

Kotler (1999, p. 146–163) expands the concept of identity by stating that a brand is capable of conveying up to six different levels of meanings and this is known as “Six Dimensions of the Brand”.

Attributes: A brand communicates certain attributes to the minds of consumers such as prestige. Mtn promises the availability of network coverage “everywhere you go”.

Benefits: The attributes that fortifies a product’s features by way of stating its benefits and makes it more attractive.

Values: That is the brand also represents the company’s values, systems and structure.

Culture: The brand representing the characteristics of the target audience. The telecom organizations have all their branding activities and offerings that reflect the typical Ghanaian individual.

Personality: The brand can project behavioral personality patterns of targeted consumers. For example, Mtn Ghana uses the famous Ghanaian musician, Samini as their brand ambassador.

User: The brand, at certain times emulates the final user.

The Development of brand Equity

The amount of influence carried by a brand does vary in different ways. While some are inherently rooted on a global platform thus worldly recognized, others are almost unknown.

Brands are more than just names and symbols. It is a central variable in the organization’s relationship to customers or consumers. Brands represent the perception and feelings about a product and its performance.

In attempting to ascertain the value of a specific brand, one may refer to “brand equity”.

Kotler and Armstrong (2001) define brand equity to be “the differential effect that knowing the brand name has on consumer response to the product or its marketing”.

Avlonitis and Indounas (2005) on the other hand refers to brand equity as “the added value that a certain brand name gives to a product in the market – place”.

Vila and Ampuero (2006, p. 100–112) also proposes that brand equity is an embodiment of resources and the financial obligations connected to a brand, whose identity either add to or subtract from the value given to a company or customers. Brand equity could also be viewed from the angle of financial perspective, consumer based perspective and then brand extension point of view. (Aaker, 1991, p. 12–25).

Brand equity could also be viewed from the angle of financial perspective, consumer based perspective and then brand extension point of view. (Aaker, 1991).

It is worthy to note here that a brand has positive brand equity when consumers reaction to it is positive or favorable unlike generic or unbranded ones. On the other hand, they have negative brand equity if consumer’s reaction to the latter is less favorable (Kotler and Armstrong, 2001).

Studies have also shown that there is a positive relationship between brand equity and company profits.

Renowned brands like Mtn, Coca – Cola, Facebook, Manchester United, Apple and Samsung have dominated over for ages not only because they have been able to bring out good products but also connecting the products to the customers.

In Ghana, people often complain about the fact that Mtn charge more relative to the other telecom operators, yet the same people buy recharge cards over and over again.

The same scenario can be seen as far as Apple is concerned as a lot of people even rush to buy when a new model is launched though it is highly priced, this is due to the perceived prestige and quality of the brand. It can therefore be clearly seen that brand equity plays a major role when it comes to the cash inflows for companies.

Collins and Louviere (1991, p. 1–13) examines the sources of brand equity to be in the form of brand awareness, perceived quality, brand associations and brand loyalty.



Sources of Brand equity (Collins and Louviere, 1991)

- **Brand Awareness**
This is the extent or degree to which consumers recognize a particular brand. This makes consumers develop strong bonds with the related product and thus can make their purchases more frequently.
- **Perceived quality**
This is the consumer’s mindset on the quality of a product or brand to fulfill an expectation. This is usually based on the company’s image or identity.
- **Brand Associations**
This is where consumers associate themselves with a specific brand due to the brand design, symbols, or terms.
- **Brand Loyalty**
Another critical factor when assessing the value of a brand is the degree to which consumers are loyal to it. That is the propensity of consumers to re-buy the brand.

Characteristics of a brand

All brands have specific characteristics, which is why some are ready to pay a premium. Below are some characteristics associated with a brand.

- AA brand is an asset or a blueprint (logo, shape, color) that the company or organization extensively and proactively protects through legal means. (Aaker, 1991). The law protects every recognized brand throughout the world. That is the trademark with which the organization does it operate. For example, one cannot just use the Mtn brand to do whatever he or she wishes without

gaining adequate permission to do so; failure to do so would imply facing legal consequences.

- Secondly, a brand has a specific category of the audience that it aims at. For example, there is Mtn “prepaid” and postpaid for the low and high class, respectively. Similarly, an Axe deodorant and spray specifically for the youth and the angry birds branded items for kids.
- The brand can also be used as collateral for financial obligations and traded as an asset. For example, the brand known as Manchester United was bought by the Glaziers family from the United States and had since ripped lots of revenue from it. The same can also be said for the acquisition of Chelsea by the Russian multi-millionaire, Roman Abramovich.
- Brands also represent what the organization stands for. So, for example, the moment you see the McDonald’s brand, the fast food marketer is pictured. The same can also be said about computer giants like Apple, Dell, Compaq, and so on.

Significance of a brand

A brand provides an array of importance not only to the organization but also to the buyer. It includes the following;

- Branding helps the seller segment markets. For example, Mtn has mobile insurance, money transfer, and internet products. A perfect example is Toyota Motor Company which offers major brands like Lexus, Toyota, and Scion brands, each with many sub-brands such as Prius, Camry, Yaris, Matrix, Tundra, Land Cruiser, and others (Kotler and Armstrong, 2009). Apple also has a wide range of iPhones for different market pockets. Like the I 4, I4s, I5, and the new Iphone 5 c.
- Secondly, branding helps to bring value to a product or service. Consumers do attach meanings to brands and develop brand relationships. For example, most consumers perceive a bottle of Voltic water as a high-quality product. In contrast, the same water in an unmarked bottle would be perceived as an inferior or poor-quality product.
- Brands enable consumers to identify products or services that might be of high benefit to them. Brands also say something about product quality or offerings. – Buyers who always purchase the same brand know that they will get the same product benefits and quality each time they buy (Kotler, 2001).

Significance of a brand

Brand strategies

As captured in the first part of the introduction, some companies even go to the extent of engaging the services of brand managers who are solely responsible for the day-to-day performance of brands and also serve as the link between the organization’s products and the consumers out there.

A company has four options as far as the development of brands is concerned, and this is done with the help of Kotler’s model of brand strategies (Kotler, 2001).

It can introduce the following;

Product Category

Existing	New
Line extension	Brand extension
Multi brands	New brands

- **Line extension**
Companies tend to expand their brands by using an established product’s brand name for another item in the same product type. Companies apply this technique to prevent risk related to bringing a new offer into the existing market.
- **Brand extension / stretching**
Brand extension, commonly known as stretching, is a brand development strategy where a company uses one of its established brand names for a new product. Some brands have become so renowned that they are even applied to unrelated products in pursuit of opportunities by companies. Adidas, for instance, is also one renowned sportswear manufacturer that introduces unrelated products like fragrances and other products that bear the name Adidas to their benefit (Kotler, 2001).
- **Multi – brands**
Another strategy is available to a firm in their brand development by introducing new brand names in the same product category.

- **New brands**

The fourth strategy involves new brands, where the firm introduces a new brand name with a new product category. This happens especially when a firm realizes its existing brands are dying off. Toyota, for instance, introduced a separate Scion targeted toward young customers.

There are, however, some challenges with its brands even though an organization gains legal protection. First, the challenges are that some people may copy or imitate the product. Examples include original Nokia phones copied against China's brought into the market. Secondly, imitated brands dent the image of generic products, especially when it fails to live up to expectation (Kotler, 2001).

Consumer behavior

The first part of the literature review focuses on understanding theories surrounding a brand; the second part, however, will discuss consumer behavior and relation to a brand as discussed in the latter sections.

The study of consumer behavior puts more light on the ways individuals choose decisions to use their resources. These decisions include what they buy, why they buy it, where they buy it, and how often they buy it. For example, consider a product like internet routers/modems.

Researchers in this field would want to know the consumers who buy it. What kind of features would they be looking for, what benefits would they expect, and how likely are consumers to buy new modems/routers with new features added?

The answers to these questions provide router manufacturers and sellers with important information on product scheduling, design, modification, promotional, and branding strategies.

Consumer behavior was defined as that behavior exhibited by people in planning, purchasing, and using economic goods and services.

The above explanation drives home the point that studying consumer behavior is a complex task and hence not easy because individuals differ in terms of culture, attitude, and mindset worldwide.

The critical question for marketers here is to study how consumers will react to the marketing efforts the company might use.

A more in-depth definition will also incorporate how that processes impact the world. Consumer behavior brings ideas from several sciences, including psychology, biology, chemistry, and economics. It also encompasses two different consuming

entities: The personal consumer and the organizational consumer.

The personal consumer purchases goods and services for his or her consumption, for the household, or as a gift for a friend.

The second category of consumers – is the organizational consumer, which includes both profit and not – for profit businesses and government institutions, all of which must buy products and services to control the institution.

The study of consumer behavior is significant in the marketplace today because it facilitates understanding and prediction of consumer behavior.

The study of consumer behavior consists of three behavioral processes, which are;

Pre-purchase behavior

Purchase behavior

Post-purchase behavior.

In treating consumer decision-making as a problem-solving aspect, consumers set milestones (desires, values) that they hope to accomplish. Buyers/consumers decide which behavior to perform to achieve their desired goals and thus solve the "problem". In this sense, consumer decision-making is a goal-directed problem-solving process (Kotler, 2001).

Factors affecting consumer behavior

Certain variables do affect the behaviors displayed by consumers concerning their purchase decision-making process. It includes the following;

Culture

Culture is the ideas, customs, preferences, beliefs, and tastes of a particular group or society. Culture proves to be the most essential and bearing behavior.

The cultural setting of some groups causes people to behave in a way regarding their buying preferences and decisions. For example, in most European countries, the whole family is taken into consideration when purchasing some products but not very common in African communities. Again certain cultures do not permit the consumption or purchase of certain products. McDonald's, for instance, is one of the most renowned restaurants in the world. In the US, McDonald's serves beef hamburgers. However, in India, they offer lamb burgers and not beef due to cultural differences or demands that limit beef consumption. Hence, Marketers need to monitor the cultural characteristics

of the market they find themselves in because it directly impacts the target market's behavior.

Perception

Perception is the ability through which an individual (consumer) clearly interprets stimuli (a product or service). Perception is specific to different people. For example, individuals represent to same products, but how each is going to recognize, select and interpret these stimuli is a highly individual process based on each person's perception ability.

Motivation

The concept of motivation is very important to learning consumer behavior. Motivation serves as the impetus for one's behavior. When a need is identified, a state of tension is created, making the consumer eliminate that tension by fulfilling the need. For example, if one has a lot of weight and wants to slim down, he or she is then motivated to exercise often, eat a specific food, and even take food supplements that aid weight loss.

Also, in relation to the renowned theory of needs by Abraham Maslow, who propounds that each need differs, and as core ones are met, they pursue higher ones causing changes in lifestyle and behaviors.

Social groupings or Reference groups

Another critical factor affecting a consumer's behavior is reference groups. Individuals, one way or the other, belong to a particular group, which directly impacts their behaviors.

Oftentimes, a consumer would want to make purchases that conform to the perceptions and values of the group.

The magnitude of influence on a member varies and depends on certain conditions. One is that the purchased product must be one that others can see and identify; the other is that the purchased item must be conspicuous; it must stand out as something exceptional, a brand that is not popular.

Social Classes

Social classes are generally grouped into three categories. These classes are the Upper class, middle class, and lower class.

Sociologist W. Lloyd Warner ascertained six classes in the United States, namely, the upper-upper class, lower-upper class, upper-middle class,

the lower-middle class, working class, and lower class. The factors considered for each class are income, profession, education, family, and residence.

Wherever a consumer finds him or herself, a certain kind of purchase decision is made.

For instance, those in the upper range might have decided to go for an expensive product, but a consumer could buy an alternative at a moderate price in a different class.

The consumer decision-making process

This refers to the various processes a consumer goes through before making a purchase decision. The various stages gathered from different kinds of literature are presented below;

Problem recognition

The primary stage in the consumer decision-making process is problem identification. During this stage, the consumer becomes aware of a significant disparity between the desired and apparent situation. The consumer at this stage witnesses the lack of a specific need or problem and needs to solve it so as to get back to the desirable form.

For example, if one is hungry, he buys food, and buying food becomes the need. Added opportunity to this stage is stressing that if in case a consumer is unpleasant with a particular purchase, say a brand of milk, or just wanting to change from the same old brand to a new one, the recognition of this need can also become an opportunity.

Information search

The second stage is characterized by the search for information about the need identified in the first stage.

High-involvement purchases may remove the trouble of searching for extensive information, while low-involvement purchases require an unreasonable search for one.

Internally, the consumer gathers information from within. For example, this could be in the form of stored images, advertisements, and passed information about specific products with the existing need.

On the other hand, the external information source could also arise from family, friends, reference groups, advertisements from various sources, and brochures (Kotler, 2001).

Evaluation of alternatives

The third is the evaluation of alternatives as far as the various brands that are capable of satisfying the need are concerned. Here, the consumer evaluates different brands to the identified need.

At specific periods, consumers are extra careful and use logical thinking, and at other times, they do little or no evaluation. Instead, they buy on impulse.

Suppose there is a need to buy a car and after a careful evaluation of different brands of cars. Factors like style, interior design, fuel consumption, price, and safety could all be considered in the evaluation process.

Purchase decision

After evaluating the different kinds of brands available and shortlisted, the consumer moves on to make the final purchase decision.

According to Kotler (2001), two factors can arise between the purchase intention and the purchase decision.

The first is the attitude of others that if someone important to the consumer thinks that a low-priced brand should be bought, it reduces the likelihood of buying an expensive one.

The second is the unexpected situational factor where a consumer might have an intention to purchase a specific brand of car, an economic meltdown, or a competitor drastically reduces its prices. The purchase decision here can change in seconds.

Post – purchase act

The final stage is the post-purchase, and there are two things involved at this stage. First, either the consumer is satisfied or unsatisfied with the product.

The determinant factor of the consumer being satisfied or not laying-between the consumer's expectation of the brand prior to purchase and the actual performance it delivers after the purchase has been made.

If the actual performance of the product is equal to the expected outcome, the customer is satisfied, if the actual outcome exceeds the actual performance, the consumer is delighted, and if the product falls short, then the consumer is dissatisfied. "The more significant the gap between expectations and performance, the greater the consumer's dissatisfaction" (Kotler and Armstrong, 2001).

Brand impact on consumer behavior

In the initial phases of this work, the fundamentals of a brand and consumer behavior were identified. The following part seeks to underpin the influence a brand has on the behavior as far as consumers are concerned. Branding strongly impacts the perception of the behavior displayed by consumers. According to Kotler (2001) perception is the process by which individuals go about their selection, organization, and interpretation of information to form meaningful pictures of the world as far as products or services are concerned.

In other words, it could be seen as the thoughts and pictures consumers have in mind or memory as far as a brand is concerned from the marketing point of view.

Perception is vital in the decision-making process. In the competitive world, products are patronized not only because of their practical use or characteristics but also due to the social or psychological aspects associated with them.

When consumers are introduced to a brand through various means like advertising, packaging, word – of – mouth, their levels of brand awareness gradually increase. As awareness increases, the purchase decision of that brand in question will be influenced by the perception of that brand.

Companies inject heavy resources and time into studying behavioral and sociological factors to gain much insight and understand consumer purchasing patterns.

They further resort to underpinning the relationship between consumer spending and the critical variables involved in consumer preferences in terms of attitudes, cognition, perception, and learning. They want to know who their customers are, what they think and feel, and how they buy a specific brand instead of others.

Companies go to the extent of employing a separate brand manager who sees to the management of the brand. That serves as a link between the company's brand and consumers (Kotler, 2001).

In a study of understanding the factors affecting brand decisions in the mobile phone industry in Asia, It was explained that the choice of a cellular brand is affected by two attributes, namely; attributes towards the choice of mobile phone on the one hand and the attitude towards the choice of network operator on the other hand.

Another related study on the number of self-knowledge consumers has when it comes to choosing between mobile phone brands identified six key variables: telephone features, connection

fees, access cost, mobile-to-mobile call rates, call rates, and free calls.

He concluded that consumers with prior experience could predict their choices relatively well, but they (consumers) tend to overrate the importance of features like call rates and free calls.

The research sought to be much more dependent on the product's features rather than the brand and could not strongly relate it to the purchase decision-making of consumers.

Empirical literature review

According to Ampuero & Vila (2006, p. 100–112) product packaging influences consumers' perceptions of and their responses to a product. Therefore, the appropriate combination of the elements of product packaging is needed "in order for the desired effect to be achieved" Vila and Ampuero, similarly to Underwood, distinguish between graphic and structural elements of product packaging. Graphic elements include color, typography, shapes used as well as images. Form, size of the containers, and materials are considered structural elements of packaging. (ibid) In contrast to this distinction, Rettie & Brewer (2000 cited in Agariya et al., 2012, p. 1–13) separate non-verbal and verbal elements of product packaging. Non-verbal elements contain both the visual and structural elements, as classified by Vila and Ampuero and Underwood, including color, graphics, materials, form, and size. Verbal elements relate to elements that provide direct information to the consumer, for example, product name, brand, producer, country, and instruction of usage (Rettie & Brewer, 2000 cited in Agariya et al., 2012, p. 1–13). Likewise, Agariya distinguishes between visual (graphic, color, size, form, material) and verbal elements (product information, producer, country of origin, brand). Another classification is made by Silayoi & Speece (2004), who divide the elements of packaging into visual and informational elements (information provided and technology).

According to Grossman & Wisenblit (1999 cited in Silayoi & Speece, 2007) Visual elements such as color and graphics are crucial in consumers' choice of low-involvement products. These usually include food and other fast-moving consumer goods. Conversely, the visual elements of product packaging are less influential for purchase decisions where an evaluation of product attributes is essential, i.e., high involvement products. Another influencing factor is time pressure. According to Silayoi and Speece and Stravinskienė, Rūtelionė

& Butkevičienė (2008, cited in Agariya et al., 2012, p. 1–13). The impact of visual elements is more substantial when consumers are under time pressure. Conversely, verbal elements are said to be more influential when consumers are not under time pressure when selecting a product at the point of sale.

Like Underwood, Agariya also examines the role of packaging in the branding process as it plays "a vital role in communicating the image and identity of an organization" (p. 1). Furthermore, they determine the elements of product packaging that can be used to communicate the brand value to consumers. Product packaging is a "cross-functional and multidimensional aspect of marketing". It serves as a sales tool, a brand builder, and a communication trigger. In its function as a sales tool, product packaging can be used to attract attention, describe the content or product features, and make a sale. As a brand builder, product packaging "creates an image in the minds of consumers" through the "total sensory experience" of the brand. This can, for example, enhance brand recognition. Additionally, brand image is a hint that helps consumers conclude the quality of a product and, therefore, could persuade purchase. Under the theory of self-concept/brand image congruity, Agariya also argues that "consumers seek a relationship between their self-concept and the brand image of a product" (p. 2) and prefer brands that enhance their self-image. Therefore, effective product packaging must communicate a brand image congruent to a consumer's self-image. From a different view, it also lifts the idea that the significant role of product packaging may not be its communication function but rather its role as a communication trigger. In this function, the packaging is to recall a consumer's memory about the brand that has been created through marketing efforts prior to the consumer's contact with the product at the point of sales. (ibid) Overall, a good package design aims to attract the buyer, communicate the message, create a desire for the product, and sell the product (Griffin et al., 1985 cited in Agariya et al., 2012).

Mita Sujana (1987) aimed to investigate the degree of brand awareness of various soft drink products to the background and education of the household, the consumption pattern of various soft drink products consumed by respondents in the light of their areas, income levels, and education. A sample of 200 respondents comprising 100 from rural and 100 from urban areas was taken. Data is analyzed with the help of the mean. The finding of this study reveals that there is a low degree of brand awareness in rural areas, whereas there is a moderate degree

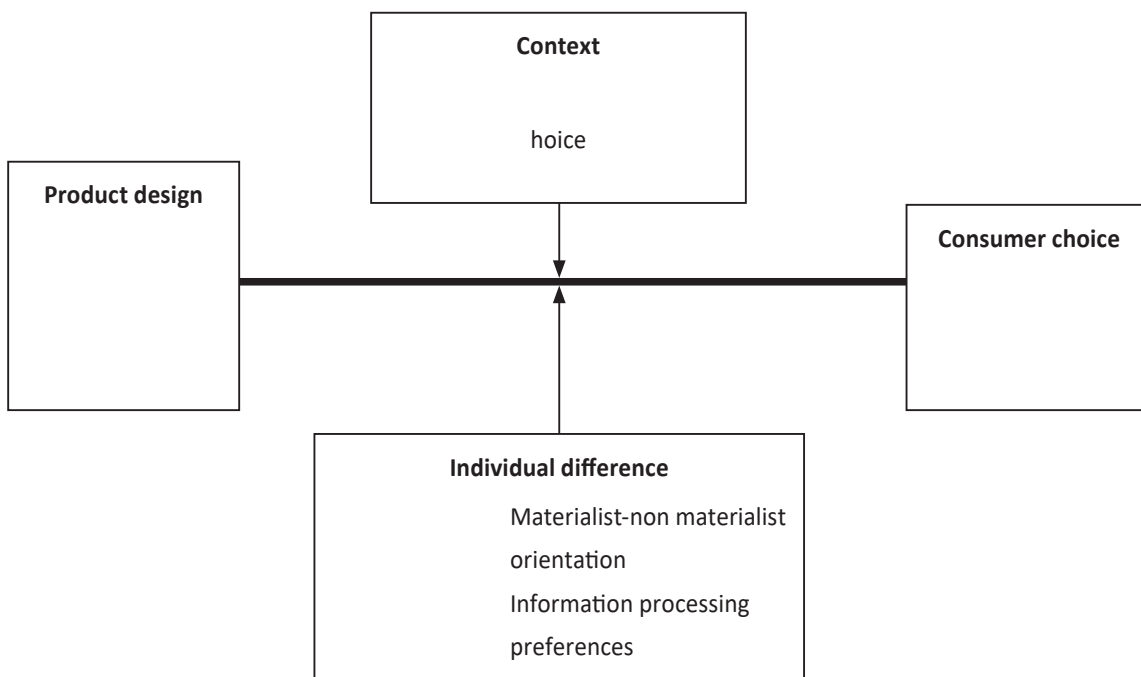
of brand awareness in urban areas. The highly educated rural and urban respondents have a high degree of brand awareness for soft drink products, and the less educated rural and urban respondents have a low degree of brand awareness for soft drink products.

Research gap

Global scholars have investigated product design's role in consumer behavior or decision, but few have investigated the same case from Tanzania's perspective. Moreover, few studies on the impact of product

design on consumer decisions are not of the current situation. Thus, most of the works of literature in Tanzania that have investigated the same case are below 2015. In this case, this is the contextual and time gap in investigating the impact of product design on consumer decisions. Therefore, this study will investigate the impact of product design on consumer decisions in the context of Tanzania and come up with current findings that will inform the policymakers and businesses on decision-making for improvement based on current information and research findings.

Conceptual framework



Research Methodology

Research Design

Kothari (2004) defines a research design as the arrangement of conditions that effectively address the research problem. Research design represents how the research is to be conducted, and it constitutes the blueprint for collecting, measuring, and analyzing data. According to (Mugenda & Mugenda, 1999). Therefore, the design of this study will be a descriptive research design where frequencies, Percentages, tables, and graphs will be illustrated to depict the concept or findings. Descriptive research will be undertaken to be sure and able to describe the characteristics of the variables of interest in a situation. Descriptive research design

is deemed appropriate because the study involved an in-depth analysis of the impact of product design on consumers' decisions.

Research Approach

There are two basic approaches in conducting research; according to Saunders, et al., (2019) quantitative and qualitative. In contrast, the qualitative approach to gathering information focuses on describing a phenomenon profoundly and comprehensively, done through interviews, open-ended questions, or focus groups.

The quantitative approach considers a more significant number of participants, thereby possibly summarizing characteristics across groups or relationships. Based on the fact that this study will focus on both qualitative and quantitative approaches for obtaining descriptive information from the survey.

Research Population

The population is the selected audience, events, or things of interest that the researcher wishes to investigate. According to (Mugenda & Mugenda, 1999), a target population is one the researcher wants to generalize the result of the study. This research study will comprise all the registered companies in Tanzania which deal with products, therefore packaging products in different designs.

Sampling design

This study will undergo multistage sampling. The first stage is sampling registered companies making sales of products in Tanzania, whereby purposive sampling will be used to choose these companies depending on location and sales volume. The second stage of selection will be a sampling of respondents to be contacted from those registered companies. Due to their position and knowledge regarding product designs and sales, some respondents will be sampled through the purposive sampling method. Finally, these companies will randomly choose other respondents to respond to the subject matter.

Sample Size

A sample of 5 registered companies selling different products will be chosen purposively per location and sales volume. Each commercial bank selected will have 20 respondents to be contacted for this study response; therefore, a total of 100 respondents will be the study's sample size. Companies to be contacted will be TBL, AZAM, Coca-Cola, MeTL, and Tanga fresh milk.

Data collection Methods

Data collection methods (primary and secondary) are to be employed during the study to obtain relevant data. This involves an unstructured and structured Interview, questionnaires, participatory observation, and documentary sources.

Questionnaire

A questionnaire is defined as a method for the elicitation, recording, and collecting of information. Kothari (2004) argues that questionnaires generate data systematically and in ordered fashion. Therefore, the questionnaire of my research will comprise both structured and unstructured.

Interview

The Interview is a conversation between two individuals; (the interviewer and the interviewee). The interviewer is set to ask questions to obtain information from the interviewee. The Interview intends to understand the interviewees' perceptions. (Kothari, 2004)

The Interview will help to understand the perceptions and meanings individuals give to events and are simultaneously educative to both interviewer and interviewee.

Types of interviews

Informal, conversational interview – With this type, there are no predetermined questions asked to create an open-minded conversation by moving with the flow.

General interview guide approach – Intended to ask similar questions to all interviewees, which goes deep in understanding different ideas from interviewees being asked the same questions.

Standardized, open-ended Interview – Here, open-ended questions are asked to all interviewees quickly, which helps analyze and compare different interviewees in a short time.

Data Analysis

Data will be arranged and studied using descriptive statistics like frequency distribution tables, percentages, and charts. Then, the analyses will be presented using a descriptive approach. Finally, trend analysis and descriptive analysis will be done using EXCEL and SPSS, respectively.

Research Ethics

The research will involve the use of secondary data, which is in itself a highly ethical practice since it maximizes the value of public (any) investment in data collection and reduces the burden of respondents, and ensures study findings are replicable.

On this note, this research will ensure greater transparency of research procedures and integrity of research work to do ethical research.

Results and Discussion

Overview

The findings are in accordance with research questions reflecting objectives of the study. The chapter starts with background information capturing demographic information and finalizes with key responses to research questions regarding the study.

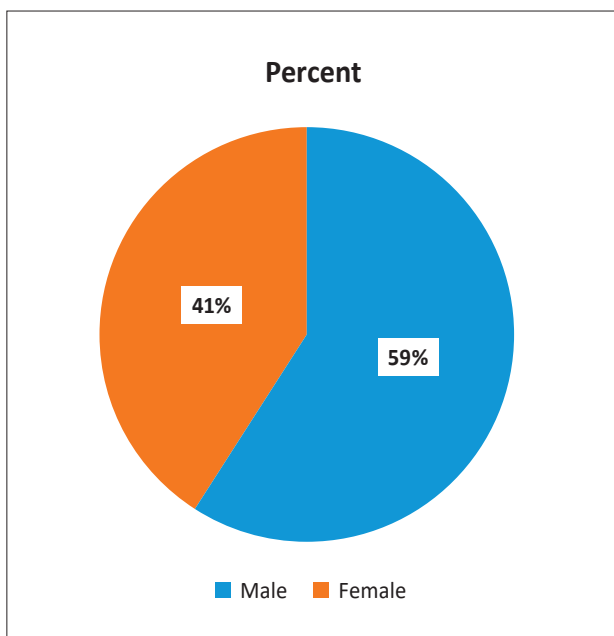
Background information

Gender of respondents

Gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	59	59.0	59.0	59.0
	Female	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Source: Field data 2022.



Source: Field data 2022.

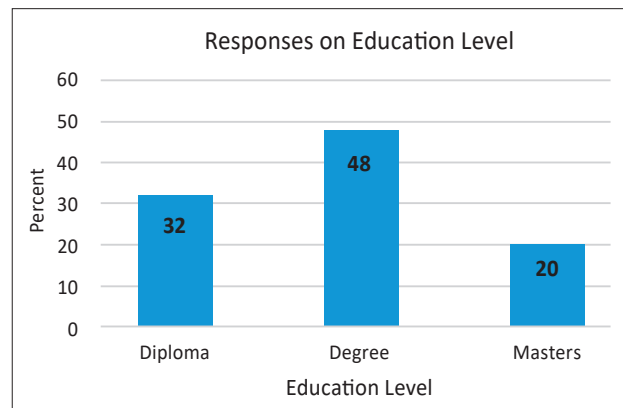
The sample size of this study was 100 respondents, among the contacted respondents, 59% were male while 41% were female. This finding entails that among the contacted respondents males were more as compared to females, therefore it can be noted that the companies contacted in this study male employees were many as compared to female employees since the sampling methodology was random sampling therefore every respondent had equal chance of being selected.

Education qualification of respondents

Educational qualification of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	32	32.0	32.0	32.0
	Degree	48	48.0	48.0	80.0
	Masters	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Source: Field data 2022.



Source: Field data 2022.

In terms of education qualification, among the contacted respondents 32% of respondents had the education level of diploma, 48% were having the education level of Degree and the remaining 20% had the education level of Masters degree. In this case all the contacted respondents for this study had a good level of education to respond to research questions for this study and thus their responses for this study regarding research objectives are reliable to conclude the research findings.

What is your age group?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20–29 yrs	8	8.0	8.0	8.0
	30–39 yrs	45	45.0	45.0	53.0
	40–49 yrs	42	42.0	42.0	95.0
	50–59 yrs	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Source: Field data 2022.

In terms of age group, most of respondents contacted for this study were between the age of 30–49 in this case respondents with age from 30–39 years were 45% of total respondents and those of age 40–49 were at the age of 40–49. Respondents who were at the age of 20–29 were 8% of total respondents and the remaining 5% were respondents with the age of 50–59.

Years of experience at this organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1–4 yrs	20	20.0	20.0	20.0
	5–10 yrs	62	62.0	62.0	82.0
	11–20 yrs	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Source: Field data 2022.

Among the contacted respondents, 62% of the total respondents were having experience of 5–10 years where by 18% of the total respondents were having experience of 11–20 years while the remaining 20% were having experience of 1–4 years. This entails that the largest percent of respondents were having experience of between 5–10 years of experience.

Response to main research questions

Influence of product design on brand choice of consumer

Does product design influence brand choice by consumers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	95.0	95.0	95.0
	No	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Source: Field data 2022.

Respondents were asked if product design has influence on consumer choice of brand, and the results were that 95% agreed that product design has influence on brand choice however only 5% of total respondents did not agree on the preposition that product design has influence on brand choice of consumer. In this case product design seems to have a big influence on consumer choice of brand.

Influence of product design on purchase intention of consumer

Does product design influence the purchase intention of consumers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	98	98.0	98.0	98.0
	No	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Source: Field data 2022.

From the table above, it can be noted that in terms of influence of product design on purchase intention of consumer 98% agrees on its influence on purchase intention whereas only 2% do not agree if product design has influence on consumer purchase intention. Therefore in general it can be noted that product design has a huge influence on purchase intention.

Influence of brand on consumer behavior

Does the brand name influence consumer behavior?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	92	92.0	92.0	92.0
	No	8	8.0	8.0	100
	Total	100	100.0	100.0	

Source: Field data 2022.

The results table above shows that the brand name has also influence on consumer behavior since 92% of respondents agrees that brand name has influence on consumer behavior however only 8% do not agree on this fact. In this popular brands with big names tends to have more consumers and more followers therefore having more customers of their products.

Influence of consumer preference on consumer choice

Does consumer preference influence consumer choice?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	85	85.0	85.0	85.0
	No	15	15.0	15.0	15.0
	Total	100	100.0	100.0	

Source: Field data 2022.

Respondents were asked if consumer preference influences consumer choices and responses were that 85% agreed that consumer preferences have influence on consumer choices while 15% did not agree on this reposition.

General information on company performance

Expression	Percent who strongly agree
Our company brand has got enough consumer followers and enough customer base	85%
Our company has good Product design and good packaging	80%
Our company has a good brand and good reputation	90%
Our company has enough budget for advertisement and branding	55%
Our company have quality products	75%
Our company practices corporate social responsibility(CSR)	45%
Our company has got an international recognition medal(prize)	35%
Our company has a good customer care and aftercare services	88%
Our company products prices are fair and affordable	89%
Our company has delivery services	25%
Our company have online services	46%

Source: Field data 2022.

In terms of general information on company performance, most of the respondents (90%) agreed on the assertion that their companies "Our company has a good brand and good reputation". This was followed by the assertion that "Our company brand has got enough consumer followers and enough customer base" which 85% of the total respondents therefore strongly agree. The last assertion which attained low number of respondents who strongly agree is "Our Company has delivery services".

Discussion, Conclusion and Recommendation

Discussion of the findings on impact of product design on brand choice attitude

In terms of the impact of product design on brand choice attitude as the first objective of this study its findings shows that by considering all companies respondents contacted, 98% agrees that product design has influence on brand choice attitude. In this case product design is a very important aspect when it comes to brand choice attitude therefore important on consumer choice of brand.

Discussion of the findings on the impact of product design on purchase intentions

In terms of the impact of product design on brand choice attitude as the second objective of this study, its findings shows that by considering all companies respondents contacted, 95% agrees that product design has influence on purchase intentions. In this case product design is a very important aspect when it comes to consumer purchase intention of the product and therefore having an important influence on consumer choice for purchase.

Discussion of the findings on the impact of brand on consumer behavior

In terms of the impact of brand on consumer behavior as the third objective of this study, its findings shows that by considering all companies respondents contacted, 92% agrees that brand name has influence on consumer behavior. In this case brand name is a very important aspect when it comes to consumer behavior that involves the choice of consumer to buy or prefer a certain product over the other.

Discussion of the findings on the factors influencing consumers' choice of product

In terms of factors influencing consumers' choice of product as the fourth objective of this study, findings have shown that company brand, product design, advertisement, quality of products, corporate social responsibility, customer care, aftercare

services, online services, and product prices have influence on consumer behavior. This is because all of the mentioned factors have shown a significant influence when it comes to factors influencing consumer choice of product to buy.

Conclusion

In accordance with the findings presented in this study which answers the research objectives and research questions, this study concludes that the product design has influence on brand choice, purchase intention of customer and general consumer behavior. Moreover company brand, product design, advertisement, quality of products, corporate social responsibility, customer care, aftercare services, online services, and product prices have influence on consumers' choice of product and consumer behavior at large.

Findings obtained from this study show how product design impacts customers' choice to buy companies' products. This is through how customers perceive this concept and are more into the design of the products and care much about it. This is a big factor that attracts customers and many companies are competing with others with that. This proves how companies can succeed and have a large number of customers depending on what products they are providing and attract a lot of customers.

Product design plays a big role in attracting customers and maintaining them and from this study, it is clear that companies are benefiting and able to get customers through that. They are other factors that attract customers but this one also plays a big role. All other factors that attract customers' to buying companies' products were included in this study and we analyzed and found to what extent one would be attracting customers. The factor of product design when it is given a big attention, it can lead to companies' success as they will attract many customers and will be able to sell as many products as possible which is what companies are for, to sell their products but also satisfy customers.

Recommendations

This study recommends that companies should improve more on branding, product design, advertisement, quality of products, corporate social responsibility, customer care, aftercare services, online services, and product prices for enhancing more sales and profitability of the company.

From this study, it is clear that companies can succeed when they really think of what their customers want and what is making them happy. This is vital and companies should be keeping an eye on this as through this research, companies know what to focus on and what they can improve on to attract and maintain their customers.

Companies can do their best to not only care about making profits and selling their products but also see what they can do to make their customers happy. It is not only about marketing their products but also making sure that the customers are being considered like what attracts them about your products, what you can do to improve customers' good relationship with the company. This is very important and companies are always making sure to develop, move from one stage to another but the most important thing they have is their customers. Without them, they cannot do anything because they are their consumers daily.

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