

Package Graphic Design and Customers' Patronage

Ajayi David Oluropo*, Ogah Arome Victor (PhD)** and Nwachukwu Chioma**

**Department of Marketing, Federal Polytechnic, Ado-Ekiti, Ekiti State. **Department of Art and Industrial Design, Federal Polytechnic, Ado-Ekiti, Ekiti State.*

Corresponding author: victorogah2008@yahoo.com

Abstract

The study focused on package graphic design and customers' patronage. Specific objectives of the study were to examine the effect of colour, image and shape as a metrics of package graphic design on customers' patronage. This study utilized descriptive survey research design. Data was gathered from primary source. The population of the study comprises of customers of three supermarket includes Sterleg supermarket, NAO supermarket and Chico supermarket, all in Ado-Ekiti, Ekiti Nigeria. Convenience sampling technique was used to select 130 respondents. 5-point likert scale option of structured questionnaire was used. Content validity was used to determine the validity of the instrument by giving to research experts who modified and made the necessary correction so that the instrument can measure adequately. The value of the test of reliability was 0.85 with the aid of Cronbach's Alpha reliability method which indicated that there is internal consistency of the instrument. Simple linear regression statistical tool was used to test the hypotheses through Statistical Package for Social Sciences (SPSS) version 23. The findings show that that colour, image and shape have significant effect on customers' patronage. The study attracts recommendations as follows: Manufacturing company should engage in using attractive colour on the package of their product in order to enhance customers' patronage., Manufacturing company should beef up the image of their product package to increase customers' patronage and also they should design the shape of their product package to entice customers to patronage their product.

Keywords: Package, Graphic Design, Customers' Patronage, Colour, Image, Shape.

Introduction

Among competitive brand, package graphic design induce customer to patronize company products. Packaging of any product is the first attribute that attract both existing and potential customers to patronize the product base on gravity of the graphic design on it. Packaging is one of the vital instruments in purchase decision at the point of sales and represents a salesman on the shelf display. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company. Kotler (2003) define packaging as all the activities of designing and producing the container for a product. Packaging can be defined as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote, and otherwise make the product marketable and keep it clean Packaging is recognized as an integral part of modern marketing operation, which embraces all phases of activities involved in the transfer of goods and services from the manufacturer to the consumer. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company (Arun., Ankur, Hitesh., Udit, and Deepali, 2012) Some of the exterior appearance of a product packaging design elements such as color, image, shape, material, and label are means of communicating information to consumers which shape the perception of the consumer towards product patronage (Kotler,

2003). Packaging design have become significant factors in the marketing of diverse "consumer goods" and have a main role in communicating product benefits to the customer.

Packaging design allows companies to be different from each other which give more priorities among competitors. Presently, there are varieties of design packages on the supermarkets' shelves to attract customers. Schoormans & Robben; Rettie & Brewer as cited in Polyakova (2013) posit that package design is one of the most significant parts of product strategy. It is estimated that approximately 70 percent of all purchase decisions of goods are made at the point of purchase. Therefore, the package itself is the only marketing communication consumer may receive while evaluating the product. (Holmes & Paswan 2012). Silayoi and Speece (2004) posit that package size, shape and elongation affects customer judgments and decisions. Graphics includes layout, color combinations, typography, and product photography, these aids to create an image, impact the brand communication, marketing and consumer mind set (Polyakova, 2013).

Statement of the problem

Many studies have been carried out in the area of packaging. Nevertheless, Holmes and Paswan (2012) posit that a little is known about the impact of the consumer's experience with the package on the evaluation of the product itself. Concerning the previous researches, it can be seen that not a lot of studies are about the package graphic design perception and direct customer experience with the package. However, it contributes immensely to product performance to the fact that the packages convince the consumer by giving all the information about the product as regards to quality.

Besides, packaging affect consumer buying decision, because wrong\bad packaging can make a consumer not to buy a particular product. In this aspect packaging needs to be suitable for each product in order to attract the attention of the consumers and also make them buy. This study tends to sensitize manufacturing company on the effect of package graphic design on customers patronage.

Objectives of the study

- 1) To examine the effect of color on customers' patronage.
- 2) To examine the effect of image on customers' patronage.
- 3) To examine the effect of shape on customers' patronage.

Conceptual Review

Nature package design

The package design adds value to the package and product itself respectively. Design elements such as colours, font, text, and graphics have an important role in package appearance. Pictures on the package in form of attractive situations (mountains, beaches, luxury houses and cars) can assist in triggering lifestyle aspirations (Rundh as cited in Polyakova, 2013). Packaging can play a very interesting role in the success or failure of a product. Its success depends a lot on how it is designed by its creators. While some may see it as a mere safeguard that has the sole purpose of protecting a product, others argue that the life and identity of the product lies within the package design. It has the power to influence your choices, and its carefully thought-out aesthetics can affect your emotions. It can bring your memories to life with its colours and can shape culture with its form (Alervall & Saied, 2013). At the arena of purchase, the primary function of packaging design is to catch the consumers' attention and to stand out among the competition in the store or at the

supermarket. Product's packaging is to effectively seduce consumers to purchase the product, but not limited to the total sensory experience of the brand an important factor, but also the congruity between a consumer's self-image and the brand image, especially for socially and environmentally conscious consumers.

Package graphic design attract the customers' attention, communicate company's name and image, differentiate the brand from competitors, and enhance the product's functionality (Garber & Burke & Jones as cited in Polyakova, 2013). Package itself play a role of decisive communication tool and provides consumers with product-related information during the buying decision process.

Packaging functions

Silayoi & Speece (2004) posit that Packaging perform logistics and marketing functions due to the fact that these two units are strongly connected to the end-users of the product.

Logistical functions

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. To protect

Protecting the product is a key 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 other. 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. To identify

The role of identification is to provide the consumer with information about the product. Product identification has a description of 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 product branding.

Marketing function

Product design is an important marketing variable. It is also a vital instrument in modern marketing activities for consumer goods (Rundh 2009). To be successful in today's increasingly competitive marketplace, the product design, namely appearance, should include the preferences of consumers (Creusen & Veryzer & Schoormans 2010). Packaging provides an attractive method to convey messages and information about the product attributes to customers (Silayoi & Speece 2007). The importance of product design is crucial to the success of a product. It ensures consumer attention for the product, communicates information, and it provides sensory stimulation. (Bloch as cited in Holmes et al. 2012). An exclusive and unique package design is a way for a new product to be noticeable among familiar packages offered by competitors. (Berkowitz as cited in Holmes et al.

2012). The design of a package contributes to the communication of value and has a strong influence on sales of a particular product. The package and package benefits are essential instruments in marketing strategies.

Elements of Packaging

Silayoi and Speece (2007) categorize elements of package as visual and informational elements. The visual elements include graphics and size/shape of packaging. Informational elements consist of product information and information about the technologies used on the package.

1) Visual elements

Graphics and color

When creating a package design, it is important to remember that consumers evaluate packaging in different ways. Customers' attitudes towards the package depend also on the process of interconnection between person and package. Here, the level of this involvement influences on the product continuum where the product name varies from high involvement to low involvement product. The difference between them is that the first one has a more substantial effect on the consumer's lifestyle, while the second is less significant and can be habitually purchased. The decision making for high involvement products is less influenced by image issues (Silayoi et al. 2007).

Graphics

Graphics include image layout, color combination, typography, and product photography. The combination of all these components communicates an image. Graphics on the package are telling detailed information about the product. It becomes a product branding or identity, followed by the information. However, eye-catching graphics make the product stand out on the shelf and attract the consumers. Graphics can affect through colors and printed lines on the package on which different signs and symbols are located. Holograms and combinations of various materials can encourage consumers to touch the package, thereby inspiring them to try the product (Rundh 2009).

Colour

Colour is a key element of design due to the fact that it is usually vivid and memorable. The package colour can have a significant effect on consumers' ability to recognize the product, the meaning conveyed by the package, its novelty and contrast to other brands and company's names. The package color can be modified without changing the costs, product characteristics and functionality. (Garber & Hyatt & Starr 2000). Packaging applications have many colour-coded messages which are associated with the particular product category (Stewart as cited in Alervall & Saied, 2013). Garber, Burke and Jones (2000); Koch and Koch as cited Kauppinen-Räsänen and Luomala (2010) posit that in case of food package, colour can influence product expectations and perceptions. Product packages in similar colours may attract attention by means of brand or product category. Dissimilar or novel colors may attract and be preferred by those customers who like novelty. (Kauppinen-Räsänen et al. 2010). The right choice of colors is an important factor in creating the impression needed to influence brand and product selection (Gofman et al. 2010).

Size and shape

Packaging size and shape are also significant factors in designing the package. A consumer interacts with these two elements in order to make volume judgments, e.g. consumers perceive more elongated packages to be larger (Silayoi et al. 2007). Packaging sizes depend on the different involvement levels. The low involvement food products have a low price which is generated through cost savings created by reduced packaging and promotional expenses. The effect of package size has a strong influence on the purchasing choice when the quality of the product is hard to determine. Therefore, the elongated shape and appropriate size causes the consumer to think of the package as having better product volume and cost efficiency. (Silayoi et al. 2007).

2. Informational elements

Product information

Communication of information is one of the core functions of the packaging. This helps customers to make the right decisions in the purchasing process. Coulson as cited in Khan, Karachi, & Mateen, 2018) gives an example of information significance using a food labeling case: the trend to consume healthy food has emphasized the importance of labeling, which gives the consumer the opportunity to consider alternative products and to make an informed product choice. (Silayoi et al. 2007)

Packaging information can create contrary results. It can lead to misleading or inaccurate information through small fronts and dense writing styles which are used on the package. Hausman as cited in Silayoi et al. (2007) suggests that experience makes consumers select prospectively the product and it, however, restricts the area of their choice. Hence, the purchase decision making factor depends on the interconnection between information and choices.

Technology image

The role of packaging in marketing communications is implemented by developments in technology (McNeal and Ji as cited in Silayoi et al. 2007). Here, the technology creates the packages according to trends and consumers' attitudes and behaviors. The role of technology is to meet consumers' needs and requirements. As far as the technology is a communication element, it should be presented visually and, therefore, it will catch more attention and be convenient for consumers. Customer patronage is the degree by which buying units focuses on purchases over time to a given product or brand based on positive reinforcement and expressed through repetitive buying behaviour (Nyakweba, Wesonga, & Bosire, 2015).

Customer Patronage

Customer patronage involves customers' engagement in when selecting a product or brand among alternatives; as well as the factors and attributes used in the selection. Smith (2012) reveals five tips for ensuring consistent customer patronage. Thus they are; building good personal relationship with your customers, be courteous to customers, maintaining integrity, rewarding clients patronage and finally, adding value to the society. Customer patronage represents the degree to which buying units concentrate purchases over time to a given product or brand based on positive reinforcement and expressed through repetitive buying behaviour (Nyakweba, Wesonga, & Bosire, 2015). The importance or essence of repeat customer patronage is that an increase in sales volume will ultimately and significantly impact on the company's profitability level (Adiele & Justin 2013).

Theoretical Review

Conceptualize model of package graphic design and customer product patronage

Conceptualize model of package graphic design and customers' patronage showcase the effect of graphic design of product package that lure customers to patronize company's product. Customers often get entice with colour of packages base on individual; customer choice. Besides, the image on product package plays a vital role in convincing customers to patronize company's products. Whenever customers see attractive products package shape, it entices them to purchase the product for future use of the package to store other valuable items. Base on the ideology of this model, the metric of package design which include colour, image and shape encourages customers to patronage company products.

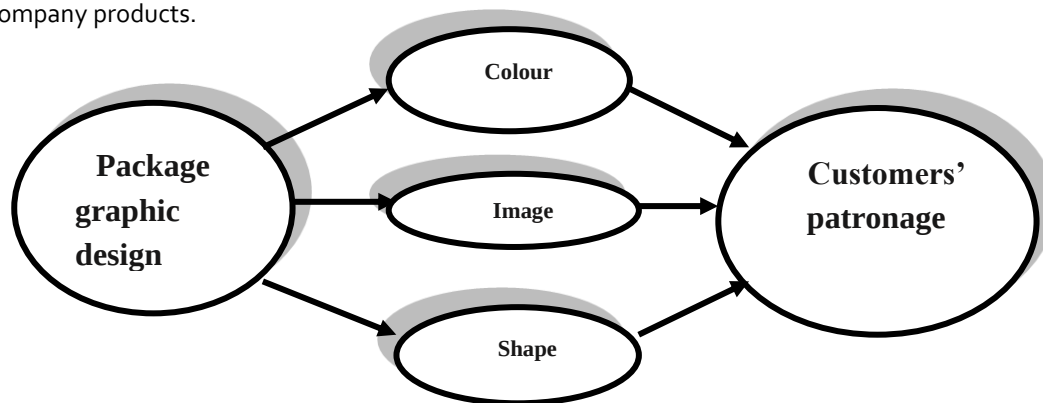


Figure 1. Conceptual model of package graphic design and customer patronage

Source: Researcher 2022

Methodology

This study utilized descriptive survey research design. Information and data were gathered from both secondary and primary sources. The population of the study comprises of customers of three supermarket includes Sterleg supermarket, NAO supermarket and Chisco supermarket, all in Ado-Ekiti, Ekiti Nigeria. Convenience sampling technique was used to select 130 respondents. 5-point likert scale option of structured questionnaire was used. Content validity was used to determine the validity of the instrument by giving to research experts who modified and made the necessary correction so that the instrument can measure adequately. The value of the test of reliability is 0.85 which was conducted using Cronbach's Alpha reliability method which indicated that there is internal consistency of the instrument. Simple linear regression statistical tool was used to test the hypotheses through Statistical Package for Social Sciences (SPSS) version 23.

Analyses and Results

One hundred and thirty (130) questionnaires were administered; all were retrieved and used for the study.

Findings show the distribution of respondents on the bases of sex, age and qualification. The analyses of distribution of sex shows that 87 were male representing 67% and 43 were female representing 33%. The analyses of distribution of age of respondents shows that, out of 130 respondents, 32 falls between 25 – 34 years, 38 falls between 35- 44 and 17 falls from 45 and above. Analyses of distribution of educational qualifications of respondents show that 125 obtain B.Sc/HND, and 5 were holder of M.sc/MA/other.

Hypothesis One

H_i: Colour has significant effect on customers' patronage.

H_o: Colour has no significant effect on customers' patronage.

Table 1: Regression Model Summary for H₁

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
H ₁	.372 ^a	.139	.132	18.84091

a. Predictors: (Constant), Colour

b. Dependent Variable: Customers' patronage.

Source: SPSS Version 20

Table 2: ANOVA for H₁

Model		Sum of Squares	Df	Mean Square	F	Sig.
H ₁	Regression	7314.310	1	7314.310	20.605	.000 ^b
	Residual	45437.414	128	354.980		
	Total	52751.723	129			

a. Dependent Variable: customers' patronage.

b. Predictors: (Constant): Colour

Source: SPSS Version 23

Decision Rule

According to Table 2, the overall result for the regression model was significant ($p = 0.000 < 0.05$), thus results indicate support for the first hypothesis. We reject null hypothesis and accept the alternative hypothesis which state that colour has significant effect on customers' patronage. The result considered that colour can be used to predict customers' patronage; it means that colour is increasing customers' patronage may also improve. Depending on the R Square value of (0.139), colour could explain 7.4% variation in customers' patronage. The analysis of variance (ANOVA) calculated F test was 20.605 and an associated significance p value of 0.000 ($p \text{ value} < 0.05$) was significant. The implication was that the simple linear regression was good fit for the data.

Hypothesis Two

H_i: Image has significant effect on customers' patronage.

H_o: Image has no significant effect on customers' patronage

Table 3: Regression Model Summary for H₂

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
H ₂	.495 ^a	.245	.239	13.18956

- a. Predictors: (Constant), Image₄
 b. Dependent Variable: Customers' patronage.

Source: SPSS Version 20

Table 4: ANOVA for H₂

Model		Sum of Squares	Df	Mean Square	F	Sig.
H ₂	Regression	7211.657	1	7211.657	41.455	.000 ^b
	Residual	22267.450	128	173.964		
	Total	29479.108	129			

a. Dependent Variable: Customers' patronage.

b. Predictors: (Constant): Image

Source: SPSS Version 23

Decision Rule

According to Table 4, the overall result for the regression model was significant ($p = 0.000 < 0.05$), thus results indicate support for the second hypothesis. We reject null hypothesis and accept the alternative hypothesis which state that Image has significant effect on customers' patronage. The result considered that Image can be used to predict customers' patronage; it means that if image is increasing customers' patronage may also improve. Depending on the R Square value of (0.245), image could explain 7.3% variation in customers' patronage. The analysis of variance (ANOVA) calculated F test was 41.455 and an associated significance p value of 0.000 ($p \text{ value} < 0.05$) was significant. The implication was that the simple linear regression was good fit for the data.

Hypothesis Three

H₁: Shape has significant effect on customers' patronage

H₀: Shape has no significant effect on customers' patronage

Table 5: . Regression Model Summary for H₃

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
H ₃	.395 ^a	.156	.149	19.5437 ¹

a. Predictors: (Constant), Shape

b. Dependent Variable: Customers' patronage.

Source: SPSS Version 20

Table 6 : ANOVA for H₃

Model		Sum of Squares	Df	Mean Square	F	Sig.
H ₃	Regression	9022.685	1	9022.685	23.622	.000 ^b

Residual	48890.422	128	381.956		
Total	57913.108	129			

a. Dependent Variable: Customers' patronage.

b. Predictors: (Constant): Shape

Source: SPSS Version 20

Decision Rule

According to Table 6, the overall result for the regression model was significant ($p = 0.000 < 0.05$), thus results indicate support for the second hypothesis. We reject null hypothesis and accept the alternative hypothesis which state that shape has significant effect on customers' patronage. The result considered that shape can be used to customers' patronage; it means that if shape increasing customers' patronage may also improve. Depending on the R Square value of (0.156), shape could explain 7.0% variation in customers' patronage. The analysis of variance (ANOVA) calculated F test was 23.622 and an associated significance p value of 0.000 ($p \text{ value} < 0.05$) was significant. The implication was that the simple linear regression was good fit for the data.

Discussion of Findings

The research hypothesis tests one revealed that Colour has significant effect on customers' patronage. Choosing the best packaging colour is an important part of branding. colours attract customers to buy and assist to make the best possible purchase decision (Maja, 2021).

The research hypothesis tests two revealed that that Image has significant effect on customers' patronage. Graphic designers apply design principles in terms of images to create the packaging that so appealing, to show the benefits of the product, and to create a personality for the product. Moreover, packaging also needs to build brand recognition with consumers, who are the target group (Watcharatorn, 2015).

The research hypothesis tests three revealed that shape has significant effect on customers' patronage. The packaging shape and its material can affect people's perception of the product (Ferreira, 2019)

Conclusion

From the findings, it was revealed that colour, image and shape have significant effect on customers' patronage. Package design enhances the value of package and to the product respectively. Design elements such as colors, font, text, and graphics have an important role in package appearance. Pictures on the package in form of attractive situations (mountains, beaches, luxury houses and cars) can assist in triggering lifestyle aspirations.

Packaging design allows companies products to be different from each other which give more priorities among competitors.

Recommendations

- 1) Manufacturing company should engage in using attractive colour on the package of their product in order to enhance customers' patronage.
- 2) Manufacturing company should beef up the image of product package of to increase customers' patronage.
- 3) Manufacturing company should design the shape of their product package to entise customers to patronage their product.

- 4) They design their product to attract more customers to their product,

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