
PACKAGING MADE IN NIGERIA PRODUCTS FOR GLOBAL MARKET

Udom, Akamobong Friday
Department of Accountancy,
Akwa Ibom State Polytechnic, Ikot Osurua, Nigeria
Email: uakamobong@gmail.com

Macaulay Akanimoh Edwin ACA,
Department of Accountancy, Akwa Ibom State Polytechnic, Ikot Osurua, Nigeria
PHONE NUMBER +234(0)7036788823
Email: edwinmac1a@yahoo.com

SYNOPSIS:

In the world of marketing, packaging of products is a very vital word. No doubt, it plays a significant role in effective marketing of products, especially in the global market. In marketing, the consumer is said to be king, and as such, much effort is made to draw the attention of this king through packaging in the internal scene. Many firms have confirmed that packaging has been playing an estimable role in consumer perception and the selective retention of made in Nigeria products in the global market. Thus, this paper examines the impact of packaging made in Nigeria on products for the global market.

Products; Made in Nigeria; Global Market; Packaging

INTRODUCTORY:

The packaging business is the trendiest term in Nigeria today; packaging can easily be described as an external aspect of the product. A product-related characteristic but not part of the actual product itself, Olson and Jacoby (2002). Packaging is the packaging container for a product, including the container's physical appearance and the design, color, form, labelling, and materials utilized (Arens, 2006). Jugger (2009) believes that innovation is the greatest method of achieving competitive

advantage in an overcrowded market for consumer products. Innovative packaging is intended to alter the impression of the product and to form new market positions (Rundh, 2005). Innovation may emerge because of a genuine concern for pharmaceuticals (Armstrong & Koler, 2005) or because novel materials and methods can be developed. Packaging improves worldwide sales volume.

With our society rapidly changing and becoming wealthy, new social pressures drive consumers to spend more of their money in a manner that differs significantly from what has happened in the past. Consumers want to take advantage of the most comprehensive and cutting-edge technological and business offerings (Achumba, 2006). On the other hand, the rise in global consumption of local food has led to substantial increases in the quantity of food sales generated by local farmers. This new paradigm also encouraged new marketing tactics (or re-emergence) (Brown and Miller, 2008).

Leff (2009) remarked that the slogan "thinking globally and acting locally," which was so tenaciously supported by the discourse on sustainable development, was an incentive to induce a unique understanding of the economic rationality of a hegemonic world in which "other worlds" do not fit into local cultures. The problems of sustainability, democracy, entropy, and otherness, however,

open the door to a worldwide unique thinking, moving it towards local singularities, leading to the creation of a concept that may fuse the force of the real (ecological) with its symbolic significance (culture).

Nigeria's cultural product packaging and marketing work hand in hand with new trends in the worldwide market. The hospitality sector in Nigeria has certain things to consider, such as the correct design and location, the business logo, the product packaging of the firm and, of course, a name that shows the advantages of a certain product. Product naming includes authenticity, a language strategy and inventiveness, leading to a shorthand identification for the product, particularly for new breakthroughs because technology continues to improve quicker. Product packaging is one of the key components of a business strategy for identifying the product of a firm. The researchers wanted to conduct a study on the packaging of Nigeria's cultural goods on the global market, utilizing chosen cuisines as a case study in this respect.

The growth rate for the hospitality sector has increased significantly over the years. The sales of cultural products outside Nigeria, however, have been a major issue for those in the hospitality sector. This may be due to poor packaging, the nature of the products (perishable), or packaging strategies that are used. Second, a series of packaging research has been conducted, but not even a single study on Nigeria cultural goods for global markets has been conducted.

OVERVIEW OF PACKAGING:

Packaging is now widely considered an important component of our contemporary way of living and of doing business. Packaging is the container of a physical item, usually a product for sale. It is the process of preparing transportation and storage equipment that

includes preservation, identification and product packing. Packing is known as an essential element of contemporary marketing, including all stages of the transfer of products and services from manufacturers to consumers. Packaging plays an essential role in branding since it communicates the image and identity of an enterprise. Kotler (2006:106) defines packaging as "all operations related to the design and manufacture of the product container." Packaging may be defined as the wrapping material around a consumer product that contains, identifies, describes, protects, displays, promotes and generally makes the product available for sale and keeps it clean. Packaging is a product's external covering. The packaging is designed to make a product easily sealable and to preserve it from harm and prevent degradation during storage. In addition, the packaging is frequently the most important trademark aspect and leads to advertising or communication. The meanings of 'packing' vary from basic and utilitarian to more comprehensive ones. Packaging may simply be described as an external aspect of the product (Olson and Jacoby 2002:65), a characteristic linked to the product but not part of the actual object itself.

In most marketing textbooks, packaging is considered an essential element of the "product" component of the 4-P marketing activities: product, price, place and promotion (Cateora andGraham, 2002: 358). Some believe that the packaging is a promotional strategy rather than just an extension of the product: Keller (2008:360) believes that packaging is a characteristic not linked to the product. For him, it is the brand's five components—the name, the logo, the visual symbol, the personality, and the slogans combined. While security of the products inside the package may be seen as the primary purpose, packaging also plays an important role, since it gives us a recognized brand or packaging, so that we

know immediately what the product is within. From a customer's viewpoint, packaging plays an important part in the purchase of goods, both as a reference point and as an information source. Packaging is essential since the audience first sees it before making the final choice to purchase (Vidales Giovannetti 2005:156).

Packaging is any container or wrap that is sold and may be made out of a range of materials, such as glass, paper, metal or plastic, depending on the contents of the product. Packing is an essential component of the product that not only serves a practical purpose but also communicates information about the product and the brand identity. The packaging is frequently the initial point of contact between consumers and the real product and is thus important to make it appealing and suitable both for goods and for customers. Due to the development of mass traders and self-service, the value of packaging as a marketing tool has been achieved by manufacturers. Today, it is an important element of the product development strategy of a company; a package may even be part of the product itself. Packaging has become a powerful tool for marketing. Well-designed packages may provide ease and value for money. In the manufacturing sector, the goods are stored in a packing container. Beyond its initial purpose, packaging has already evolved beyond protection and now has an important part to play in the industry by expanding its attraction, giving product information, and creating a brand image and awareness. Packaging originates from a distinct perspective of uniqueness and becomes an essential aspect of the product component, the 4 P marketing elements: product, pricing, location and promotion (Cateora and Graham, 2002:88). The packaging is used by manufacturers as a promotional technique rather than just an extension of the product,

since the packaging is not a connected characteristic. The manufacturers put in their packaging the five components of the brand, including the name, logo or visual symbol, the personality and the slogans. In the industry, the protection of the products within the packaging may be regarded as the principal application. From a customer's point of view, packaging plays an important part in buying goods, both as a hint and as an information source (Louw and Kimber, 2007:55).

OBJECTIVES OF PACKAGING:

Physical protection is the main objective. protection of the objects enclosed in the package from shock, vibration, compression, temperature, and any other components that may be at high risk of damage. Containment or agglomeration are meant for the small objects which are typically grouped together in one package for transport and handling efficiency that can be more suitable in size for individual households. The information transmission in every package must indicate information on how to use, transport, recycle, or dispose of the package or product. The packaging can reduce theft. Packaging that cannot be re-closed or gets physically damaged, like any signs of opening, is helpful in the prevention of theft. Packages also provide opportunities to include anti-theft devices. There is convenience. The packaging features add convenience in distribution, handling, display, sale, opening, re-closing, use, and re-use. Packaging is a form of marketing strategy. The packaging and labels can be used by marketers to encourage potential buyers to purchase the product.

PACKING FUNCTIONS:

Protection and preservation:

A basic function of a package is to protect and preserve the contents during transit from the manufacturer to the ultimate

consumer. It is protection during transport and distribution, from climatic effects (heat and cold, moisture, vapour, drying atmospheres, from hazardous substances and contaminants, and from infestation. Protection is required against transportation hazards like spillage, dirt, ingress and egress of moisture, insect infection, contamination by foreign material, tampering, pilferage, etc. A package should preserve the contents in "Factory Fresh" condition during the period of storage and transportation, ensuring protection from bacteriological attacks, chemical reactions, etc.

CONTAINMENT:

Most products must be contained before they can be moved from one place to another. To function successfully, the package must contain the product. This containment function of packaging makes a huge contribution to protecting the environment. A better packaging helps to maintain the quality of the product and reach ability of the product in the consumer's hand without spillages. It gives a better image to the organization.

COMMUNICATION:

A major function of packaging is the communication of the product. A package must communicate what it sells. When international trade is involved and different languages are spoken, the use of unambiguous, readily understood symbols on the distribution package is essential. It is also in the consumer's interest to get appropriate communication to the consumer about the product, how to use it, and other utility information. Packaging protects the interests of consumers. Quantity, price, inventory levels, lot number, distribution routes, size, elapsed time since packaging, color, and merchandising and premium data are all included in the data.

THE EFFECT OF PRODUCT PACKAGING:

Physical protection:

Protection of the objects enclosed in the package from shock, vibration, compression, temperature etc.

BARRIER PROTECTION:

A barrier from oxygen, water vapours, dust, etc.

CONTAINMENT OR AGGLOMERATION:

Small objects are typically grouped together in one package for transport and handling efficiency. Alternatively, bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households.

TRANSMISSION OF INFORMATION:

Information on how to use, transport, recycle, or dispose of the package or product is often contained on the package or label.

REDUCING THEFT:

Packaging that cannot be re-closed or gets physically damaged. It is helpful in the prevention of theft. Packages also provide opportunities to include anti-theft devices.

MARKETING:

The packaging and label can be used by marketers to encourage potential buyers to purchase the product.

CONVENIENCE:

Features which add convenience in distribution, handling, display, sales, opening, re-closing, use, and re-use of branding mentioned previously, especially shopping efficiency, aid in product differentiation.

PACKAGING METHODS:

and colour become more valuable and noticeable (Silayoi et al. 2007, p. 1498).

GRAPHICS:

Graphics include image layout, colour combination, typography, and product photography. The combination of all these components communicates an image. Graphics on the package give detailed information about the product. It becomes a product branding or identity, followed by the information.

According to Herrington and Capella (2005), when consumers examine packages in the supermarket, the differential perception and the positioning of the graphics can be the difference between identifying and missing the product, Silayoi et al. (2007). However, eye-catching graphics make the product stand out on the shelf and attract consumers.

Graphics can be affected by colours 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).

COLOR:

Cheskin (2007) says that the selection of the colours and color combinations is a necessary process for creating colour design package. Color is a key element of design due to the fact that it is usually vivid and memorable. The package color 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 colour names.

The package colour can be modified without changing the costs, product characteristics and functionality. (Garber et al. 2000, p. 3.) Packaging applications have many color-coded messages which are associated

with the particular product category (Stewart 2004, p. 7).

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.

Low-involvement food products have a low price which is generated through cost savings created by reducing 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 cause the consumer to think of the package as having better product volume and cost efficiency. Silayoi et al. (2007).

INFORMATIONAL ELEMENTS:

Product information Communication of information is one of the core functions of packaging. This helps customers to make the right decisions in the purchasing process. Coulson (2000) gives an example of information significance using a food labelling 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 (2000) suggests that experience makes consumers select prospectively the product and it, however, restricts the area of their choice (Silayoi et al. 2007, p. 1500). Hence, the

purchase decision making factor depends on the interconnection between information and choices. Here, consumer involvement also takes place. Vakratsas & Amber (2009) explain that low involvement includes inattentively reading and examining product information, while high involvement consists of careful evaluation of information and may lead to purchase intentions. Silayoi and Speech (2004).

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 technology is a communication element, it should be presented visually and, therefore, it will attract more attention and be more convenient for consumers.

PRODUCTS MADE IN NIGERIA

"Made-in-Nigeria" products can be said to be goods manufactured in Nigeria by manufacturing companies based in Nigeria using mainly locally sourced materials. From inception, there have been goods locally processed or manufactured in Nigeria. However, these goods were given recognition in the early 60s when Aba-based local entrepreneurs started imitating and producing shoes that could be compared with imported ones. It is also on record that prior to this breakthrough in entrepreneurship, there had been resounding success in local art work, e.g. the bronze work of the ancient Benin Kingdom, the fireworks of the Awka craftsmen, the carvings of the ancient Oyo Empire etc. Agriculture has been our mainstay as a nation, but proceeds from farming are primarily unprocessed staple foods such as cassava, cocoa, palm products, etc. From the above, it can be said that the earliest effort of Nigerians in micro industries was that of "made-in-Aba" products in the early 60s; little wonder then that inferior and substandard goods of the 60s

were tagged "Abamade goods". It was so until the 70s when the indigenization/enterprise promotion decree of 2002 was promulgated. This decree saw Nigerians at the helm of affairs controlling multinational companies. These companies were producing goods that could not be compared with those of their parent companies. Consumers now see the need to differentiate products, thus the name "made-in-Nigeria" came into being. As it stands today, all goods manufactured or processed in Nigeria are classified as "made-in-Nigeria" goods. The explanation usually given for the ban on importation of goods borders on the protection of the indigenous industries and a check on the foreign exchange drain which unbridled importation of goods engenders. The aim is to force consumers, albeit subtly, to patronise home-made goods. How successful this goal has been is highly debatable, depending on which side of the debate one finds oneself on. But if the experience had during the made-in-Nigeria permanent exhibition of 2009 is anything to go by, then the government still has to find a solution to the apparent apathy towards home-made goods. The objective of the made-in-Nigeria exhibition was to "create a sense of awareness for the manufacturing industries in Nigeria so that their products could be patronized like those of advanced countries which are imported into the country". Abimbowo (2009), During the exhibition, it was observed that people did not visit the site.

Productivity, from the foregoing, implies management of the relationship between quality and quantity to ensure better business performance. Literally, business performance may be defined as the degree of market shareholding by a business. As we are aware, quality is a relative term and the basis for comparison of made-in-Nigeria goods with imported goods should therefore be in relation to the degree of conformity of either good with

the relevant Nigerian industrial standards/Nigerian quality benchmarks. There is no denying the fact that in the recent past, ignorance and ego contributed to the preference of imported goods over made-in-Nigeria goods by Nigerian consumers. During this era, most Nigerian importers colluded with some foreign exporters and flooded our markets with substandard goods to the detriment of the economy. However, the situation is different. Quality awareness and bringing order or sanity to the importation business are assured today. Our economy should be better for this. With the increasing awareness of quality issues by consumers, coupled with the curbing of the activities of the economic cankerworms, the stage is set for Nigerian businesses to effectively implement quality tools for better performance of their products in relation to imported goods. Better performance of goods is synonymous.

References:

- 1) Abimbowo, E. (2009) "A Gap Analysis of Professional Service and Quality" *Journal of Marketing*, Vol. 53 (2), pp. 92-8.
- 2) Achumba, M. (2006). *Measuring Service Quality: A Reexamination and Extension*. 3. *Journal of Marketing*, vol. 56, no. 3, pp. 55-68.
- 3) From marketing mix to relationship marketing: A marketing paradigm shift Athens, Greece.
- 4) F. Armstrong and A. Koler. *Strategic Management and Marketing in the Service Sector*. Marketing Science Institute, United States of New York.
- 5) *Managing Service Quality*, Vol. 14 (1), 2010.
- 6) Brown et al., (2002), *Improving the Measurement of Service Quality*. 69, pp. 127-39.
- 7) Brown, D., and Miller, L. (2008). *Television Station Ownership Effects on Programming and Idea Diversity: Baseline Data*. *The Journal of Media Economics*, 2 (3), 63-74.
- 8) O. Cateora and S. Graham, 2002, *Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments*, *Journal of Retailing*, Vol. 76, No. 2, pp.200-218.
- 9) T. Churchill and J. Gilbert (2009) *Defensive marketing strategy based on customer complaint management: a theoretical examination*. *Journal of Marketing Research*, 24:337-46.
- 10) Cronin et al., E., (2000) 'New Products: What Separates Winners from Losers', Germany, Berlin, 2007.
- 11) S. Churchill and B. Gilbert, *New Products: The Key Factor in Success*, American Marketing Association, Chicago, 2009.
- 12) Collente, P. (2010) 'Success and failure in new industrial services', *Journal of Product Innovation Management*, number 6, issue 4, pp.239-258.
- 13) Coulson, B., (2000) 'Success factors in new developing new business services', *European Journal of Marketing*, vol. 25, no. 2, pp.33-59.
- 14) *Service Management and Marketing: Managing the Moment of Truth in Service Competition*, Lexington Books, New York, 2000.
- 15) H. Drucker, *Service Marketing*, Harper Collins College Publishers, New York, US, 2003.
- 16) Garber, W., & Hyatt, U., & Starr, B., (2000), *International Marketing*, New York: McGraw-Hill, pp. 358-360.
- 17) Gofman et al. (2010) *The Impact of Product Packaging On Consumers' Purchasing Behavior In The Benin Metropolis, Edo State, Nigeria*, *International Journal of Economics, Commerce and Management*, Vol. VI, Issue 4, April Page 708 is licensed under Creative Commons. ISSN 2348-0386 <http://ijecm.co.uk>

- 18)Gofman, F., & Moskowitz, E., & Mets, D., (2010), "An application of the stages of change model to consumer use of food labels", *British Food Journal*, 102, 9, 661-8.
- 19)Gracer, L. (2009). Financial performance and corporate social responsibility in the banking sector of Bahrain: Can engagement be moderate? *Management Science Letters*, vol. 9, no. 10, pp. 1529-1542.
- 20)Grocer, O. (2011). "Customer Experience Management in Retail." *Business Intelligence Journal*, 3 (1), 37-54.
- 21)Grossman, E., & Wisenblit, S., (2009). *Marketing management*. Upper Saddle River, New Jersey: Prentice-Hall.
- 22)Herrington, W., & Capella, L., (2005). "Packaging – An Innovative Source of Impulsive and Abrupt Buying Action," *International Journal of Management and Information Technology*, 1 (1), 13-16.
- 23)Iqbal, K., (2008) *Supremacy of Company Brand-The Central Basis of Market Share*. Academic Press, San Diego. A. Palmer, *Principles of Service Marketing*, 2nd Edition, McGraw Hill Companies, Inc., 1998.
- 24)Jugger, A. (2009). Jugger, A. The multi-faceted dimension of packaging. *British Food Journal*, 107 (9), 670-684.
- 25)Packaging and the Environment (2010). Kauppinen-Räsänen, N., & Luomala, O. (2010) *Packaging and the Environment. A cross-cultural perspective* *Design Management Review*, vol. 19, pp. 42–48.
- 26)Keller, D. (2008). *Packaging and Purchase Decisions. An explanatory study on the impact of involvement level and time pressure*. *British Food Journal*, vol. 106, pp. 607–628.
- 27)Kotler, M., (2006). *Marketing communications: an integrated approach*. 4th ed. London: Kogan Page.
- 28)Kupiec et al. (2001) The communicative power of product packaging: creating brand identity via lived and mediated experience. *Journal of Marketing Theory and Practice*, winter, 62-76
- 29)Kupiec, T., & Revell, K. (2001). Formation of consumer price expectations based on package design. attractive and quality routes. *Journal of Marketing Theory and Practice*, Vol. 1, No. 1, pp. 23-40.
- 30)Leff, D., (2009). "Perspectives on elements of packaging design." (2013): 26. White, Sheen. "Influence of packaging on consumer buying behaviour." (n.d.): 7.
- 31)Leff, D. (2009). The importance of packaging design for own-label food brands. *The International Journal of Retail & Distribution Management*, 35 (9), 677-690.
- 32)Louw, P., and Kimber, S., (2007), "Marketing communications: theory and applications", *Australasian Marketing Journal*, vol. 13, no. 2, pp. 77-80.
- 33) McNeal, O., and Ji, G., (2003), "Rebranding engineering", *Mechanical Engineering* vol. 133, no. 12, pp. 42-45.
- 34)Olson, J., and Jacoby, F., (2002), "Marketing strategy and marketing performance measurement system: Exploring the relationship", *European Management Journal*, vol. 28, no. 2, pp. 139-15.
- 35)Rundh, U., (2005), "Case study – the leveraging of brand equities to create a category champion: Nestle’s management of Crosse & Blackwell", *British Food Journal* vol. 100 no. 9, pp. 405-412.
- 36)Rundh, V., (2009), "A multi-level investigation of international marketing projects: The roles of experiential knowledge and creativity on performance". *Industrial Marketing Management*, vol. 39, no. 2, pp. 211-220.
- 37)Silayoi et al. (2007), "Marketing of competence: Exploring the resource-based content of value-for-customers through a case study analysis", *Industrial Marketing Management*, vol. 36 no. 6, pp.784-798.

- 38) Silayoi, G., and Speece, H., (2007), "Consumer preferences for foreign products", *Nigerian Management Review*, Vol. 1 No. 10, pp. 42-48.
- 39) Silayoi, L., and Speech, A., (2000), "Attitudes of developing countries towards 'country-of-origin' products in an era of multiple brands", *Journal of International Consumer Marketing*, Vol. 11 No. 4, pp. 97-116.
- 40) Silayoi, Z., and Speech, N., (2004), "Consumer attitudes to 'made-in-Nigeria' goods and the implications for marketing", *Management in Nigeria*, Vol. 9 No. 6, pp. 13-17.
- 41) Stewart, S., (2004), "The psychology of globalization", *American Psychologist*, October, pp. 774-783. Belk, R. (1985), "Materialism: trait aspects of living in the material world", *Journal of Consumer Research*, Vol. 12 No. 12, pp. 265-280.
- 42) Vakratsas, T., & Amber, U., (2009), "Cracking the next growth market: Africa", *Harvard Business Review*, Vol. 89 No. 5, pp. 117-122.
- 43) Vidales, H., Giovannetti, O., (2005), "The best new cities for business", *Fortune*, 25 July, pp. 153-158.
- 44) Wakefield et al, (2002), "A double edged sword: understanding vanity across cultures", *Journal of Consumer Marketing*, Vol. 25 No. 4, pp. 230-244.
- 45) Walker (2009), "Money, money, money—how do attitudes toward money impact vanity and materialism? –The case of young Chinese consumers," *Journal of Consumer Marketing*, Vol. 27, No. 2, pp. 169-179.