

IMPACT OF PRODUCT BRANDING AND PACKAGING ON CONSUMER PURCHASE INTENTION: A STUDY OF PZ CUSSONS NIGERIA, PLC

¹JATTO, Abdulmajeed Adewale; ²BELLO, Kamal Asola (Ph.D) and
³ZUBAIR, Oluwatosin Sidiquat

^{1,2} Department of Marketing, Faculty of Management Sciences, University of Ilorin, Ilorin,
Nigeria.

jatto.aa@unilorin.edu.ng; kamalasola@yahoo.com

³MTN Nigeria Communications Plc. (tosynox@yahoo.com)

Abstract

This research investigates the impact of product branding and packaging on consumer purchase intentions using PZ Cussons Nigeria, PLC as a case study. Employing a survey research design, data was collected from 344 respondents in Ilorin Township, Kwara State, Nigeria with the aid of questionnaire. The study analyzed the effects of brand image, packaging color, and brand awareness on consumer buying behavior, consumer perception, and purchase decisions. Results indicate that brand image significantly influences consumer buying behavior, with brand ambassadors, perceived price, and perceived quality playing pivotal roles. Packaging color has a substantial impact on consumer perception, emphasizing the importance of strategic design. Additionally, effective brand awareness strategies, including advertising and sales promotion, significantly influence purchase decisions. The study concludes with recommendations for enhancing brand image, optimizing packaging design, and continuously adapting brand awareness strategies to positively shape consumer purchase intentions.

Keywords: Brand Awareness, Brand Image, Color, Consumer Buying Behavior, Consumer Purchase Intentions, Packaging, PZ Cussons Nigeria, PLC

Introduction

Businesses employ a diverse array of marketing strategies aimed at boosting sales, gaining market share, attracting new users, and retaining existing customers. These encompass product design, packaging, pricing, distribution, product placement, advertising, and various promotional activities, along with the development of a robust brand, brand identity, and brand image. According to Kotler and Keller (2015), a product encompasses anything obtainable in the

market to satisfy a want or need, spanning physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas. Understanding this notion by many businesses has made them pay attention to their products in entirety with the aim of actualizing their corporate objectives. Branding, as posited by Kotler and Keller (2015), endows products with the power of a brand. It involves imbuing a specific organization, company, product, or service with meaning in consumers' minds.

Branding is indispensable, creating a lasting impression on customers and informing them about what to expect from a business. It sets a business apart from the competition by articulating what makes it the superior choice. Holt (2015) highlights the pivotal role of branding in business strategy, emphasizing its centrality in creating customer value and maintaining a competitive advantage.

In the fiercely competitive market of today, branding and packaging has evolved into a mechanism for influencing consumer purchase intent (Ranjbarian, et al., 2012). Wulandari and Setyaningrum (2021) describe packaging as the external element of a product, functioning as its container. In this competitive landscape, packaging serves to differentiate products and gain a competitive edge (Klimchuk & Krasovec, 2017). Packaging has become an essential factor influencing customer decision, particularly at the point of sale, where it strongly affects consumer purchase intention.

As businesses strive to attract new clients and expand their market share while retaining existing customers, differentiation of products becomes crucial. In physical stores, where customers may lack prior knowledge about a product, what is communicated at the point of purchase significantly influences the intention to purchase. Product branding and packaging, therefore, emerge as critical factors in a customer's decision-making process (Mohebbi, 2014). Consequently, this study aims to explore the impact of product branding and packaging on consumer purchase intention, examining various

aspects, components, and functions to understand their effects on consumer perception, buying behavior, and purchase decisions.

Research Aim and Objectives

The main objective of this study is to assess the impact of product branding, packaging and brand awareness on consumer purchase intentions. However, the specific objectives of the study are to:

- i. evaluate the impact of brand image on consumer buying behaviour;
- ii. determine the influence of packaging colour on consumer perception; and
- iii. examine the impact of brand awareness on consumer purchase decision.

Literature Review

The Concept of Branding and Packaging

Branding involves imbuing products and services with the influence of a brand, providing a unique identification that benefits all parties in the exchange process and facilitates the buying or selling of products in the market (Kotler & Keller, 2015; Resnick, et al., 2016). Companies, in order to thrive in the market, are increasingly focused on cultivating strong brands that foster long-term customer relationships (Hess, Story & Danes, 2011). Packaging on the other hand, was described by Aminu (2018), as all activities related to designing and producing a container or wrapper for a product. Ahmad, Billo, and Lakhan (2012) emphasize the significance of packaging as the final impression for consumers, influencing their purchasing decisions based on factors such as brand image, brand values, product quality, and

innovations. Packaging serves a multifaceted role by describing the product and its features, communicating with consumers, and ensuring product safety (Imiru, 2017).

Components of Product Branding and Packaging

The followings are some of the components of branding and packaging:

- i. **Brand Image:** Brand image is the overall perception and feeling of consumers towards a brand, impacting consumer behavior (Zhang, 2015). Ballantyne, Warren, and Nobbs (2006) define brand image as the material property associated with the brand that contributes to profits or makes sense for customers, describing the product's characteristics. Brand image is considered a core competency of a company (Linder & Seidenstricker, 2010). Huang (2017) views it as the mutual communication process between brand stimulation and consumer perception.
- ii. **Packaging Colour:** Packaging serves various functions, including positioning brands distinctively and attractively to evoke consumer buying decisions. It communicates persuasive and descriptive information about brands (Mutsikiwa, Marumbwa, & Mudondo, 2013). In addition to protecting products, packaging is used as a marketing tool to build and reinforce brand equity (Wells, Farley, & Armstrong, 2007). Packaging not only provides

information about the product and company but also serves as a means of communication with customers and a safeguard for the product (Silayoi & Speece, 2007).

- iii. **Brand Awareness:** Brand awareness plays a crucial role in consumer decision-making, market performance, marketing mix, and brand equity. Keller (2008) defines brand awareness as consumers' ability to recall or recognize a brand. It is related to the strength of a brand's presence in customers' minds, influencing their recognition of the brand under various market conditions (O'Guinn, Allen & Semenik, 2009). Brand awareness is essential in creating consumer awareness of product's existence and its association with specific brand.

Consumer Purchase Intention

The consumer purchasing process is influenced by various factors including price, packaging, promotion, and previous experiences (Shafiq, Raza & Zia-ur-Rehman, 2011). Purchase intentions are shaped by product categories, demographics, and consumer moods (Kamaruddin & Kamarulzaman, 2009). Consumer purchase intention refers to the likelihood of buying a product in the future, indicating that consumers are inclined to make a purchase after evaluation. Marketers aim to enhance consumer purchase intentions by directly influencing their actual behavior through effective marketing strategies (Morwitz, 2014). Consumer purchase intention is a result of marketing actions and activities related to a

brand (Altschwager et al., 2017). It can be defined as a predetermined plan for definitive purchase or reception in the future (Peng, 2015). Creating value for customers increases their purchase intention, as perceived value from products and services positively influences their likelihood to make a purchase (Leroi-Werelds & Matthes, 2022).

Theoretical Review

Construal Level Theory (CLT)

Construal Level Theory (CLT) was formulated by Israeli social psychologists (Liberman & Trope, 2008). It serves as a psychological framework elucidating how individuals interpret stimuli in their environment based on their perceived self and the object under evaluation. CLT explores the connection between psychological distance and mental construal, with closer objects being assessed more concretely and on a low construal (Lee, 2018). The essence of CLT lies in its constructivist approach, wherein psychological distance is not precisely measured, but is contingent on the consumer's subjective feelings and perceptions regarding the distance between themselves and the product or event (Trope et al., 2007). Although, many studies attempt to operationalize construal level through experiments, there is an inclination to treat it within a more positivist perspective.

Empirical Review

Amos (2018) investigated the significance of branding and packaging in enhancing the productivity of locally made products, focusing on Supreme Paints Ltd; Kaduna. Using a descriptive research approach, the

study selected 100 staff members through purposive sampling, and a questionnaire served as the research instrument. The findings revealed that the company, as the subject of the study, utilized its manufacturer brand name for products and employed branding as a foundation for advertising.

Şener, Kinaci and Doğan (2015) delved into the impact of packaging elements on consumer purchase decisions in Turkey. Employing a descriptive correlational research design, the study included a sample of 250 consumers in the Cankaya district of Ankara. Multiple Regression and Pearson's Correlation analysis methods were utilized for data analysis. The study's outcomes suggest that Turkish consumers place greater emphasis on the protective, informative, and communicative functions of packaging.

Methodology

This study utilized a survey research design, employing a structured questionnaire divided into two parts. The first part gathered personal information, while the second part utilized a 5-point Likert Scale for responses. The study targeted male and female buyers of PZ Cussons products in Ilorin Township, Kwara State. Being an infinite population, the sample size was determined using Kerjice Morgan's formula, and the total number of participants who partake in the study was 384, with 344 returned correctly filled questionnaires and used for analysis. Multistage sampling technique was employed. Hypotheses were tested using Partial Least Square Path Modeling (PLS-PM), and cause-and-effect relationships of

Table 1 presents a demographic analysis of the respondents based on key variables, including gender, age, educational level, and marital status. The findings provide valuable insights into the composition of the surveyed population.

In terms of gender, the Table indicates a relatively balanced distribution, with 46.2% of respondents identifying as male and 53.8% as female. This suggests a diverse representation in the study, allowing for a comprehensive understanding of perspectives from both genders. The implications of this balanced gender distribution are significant for research or initiatives seeking gender-specific insights, as the sample adequately captures the views of both male and female participants. The age distribution reveals that the majority of respondents fall within the 26-30 years category, constituting 48.0% of the sample. The age group of 18-25 years represents 29.4%, 31-35 years comprises 18.3%, and those aged 35 years and above make up 4.4%. This distribution suggests that the study primarily captures the perspectives of

individuals in their late twenties and early thirties. Consequently, any findings or conclusions drawn from the study may be more reflective of the experiences and opinions of this age group. Educational levels of the respondents are diverse, with the majority having attained OND/NCE (44.8%) and HND/B.Sc. (29.7%) qualifications. This educational diversity ensures a broad representation of individuals with different academic backgrounds, enriching the study with varied perspectives. The implications here are that research findings may be applicable to individuals with varying educational experiences and levels of expertise. Regarding marital status, majority of the respondents are single, constituting 58.7%, while 41.3% are married. This distribution indicates that the study may particularly capture the viewpoints and experiences of unmarried individuals. Researchers or practitioners should be mindful of this demographic characteristic when interpreting results, as the perspectives on certain issues may be influenced by marital status.

Measurement Model

Table 2: Construct Reliability and Convergent Validity

Constructs	Cronbach Alpha	Composite Reliability	AVE	R Square	R Square Adjusted
Consumer buying behaviour	0.977	0.985	0.957	0.058	0.048
Brand image	0.983	0.987	0.963		
Brand awareness	0.986	0.990	0.972		
Purchase decision	0.979	0.986	0.960	0.038	0.029
Consumer purchase intention	1.000	1.000	1.000	0.782	0.775
Consumer perception	0.961	0.975	0.928	0.100	0.091
Packaging colour	0.986	0.991	0.973		

Source: Smart PLS 3 Output (2022)

hypothesized variables were examined using Partial Least Square Structural Equation Model (PLS-SEM).

Data Analysis

Table 1: Demographic Analysis of the Respondents		
Variables	Frequency	Percentage (%)
Gender		
Male	159	46.2
Female	185	53.8
	344	100
Age		
18-25years	101	29.4
26-30yrs	165	48.0
31-35yrs	63	18.3
35yrs and above	15	4.4
	344	100
Educational Level		
PSLC	3	0.9
SSCE	51	14.8
OND/NCE	154	44.8
HND/ B.Sc.	102	29.7
M.Sc.	34	9.9
	344	100
Marital Status		
Single	202	58.7
Married	142	41.3
	344	100

Source: Smart PLS 3 Output (2022)

In Table 2, the results obtained from 344 respondents using the Partial Least Square (PLS) Algorithm and Bootstrapping are clearly presented. The data analysis involved 25 variables, including 18 indicators and 7 latent variables, all highly validated for the study. It displays the outcomes of the PLS algorithm, revealing that the indicators used in the structural equation model exhibited high reliability, with Cronbach alpha values ranging from 0.961 to 0.986. The modern reliability test composite reliability further supported the constructs' reliability, with values ranging from 0.975 to 0.991. The average variance extracted (AVE) demonstrated the validity of the indicators, ranging from 0.928 to 0.973, indicating convergent validity and confirming the instrument's validity.

The Table also provides R² and adjusted R² values, indicating the coefficient of determination and its adjustment against error effect. Consumer purchase intention variables, including consumer buying behavior, consumer perception, and purchase decision, were predicted up to 5.8%, 10.0%, and 3.8%, respectively. This suggests that brand image, packaging color, and brand awareness significantly influence variations in consumer purchase intention variables, accounting for a combined effect of 94.5%, 90.0%, and 96.2%, respectively. In essence, product branding and packaging variables play a crucial role in predicting consumer purchase intention.

Structural Model
Table 3 Path Analysis

Constructs	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
Brand Awareness ->Purchase Decision	0.196	0.202	0.079	2.486	0.013
Brand Image ->Consumer Buying Behaviour	0.240	0.255	0.071	3.360	0.001
Consumer Buying Behaviour ->Consumer Purchase Intention	-1.298	-1.291	0.391	3.324	0.001
Consumer Perception ->Consumer Purchase Intention	0.961	0.956	0.141	6.817	0.000
Packaging Colour ->Consumer Perception	0.316	0.319	0.076	4.181	0.000
Purchase Decision ->Consumer Purchase Intention	1.273	1.270	0.296	4.301	0.000

Source: Smart PLS 3 Output (2022)

Structural Model and Hypotheses Tests
In Table 3, the path analysis of the study's constructs is presented, revealing a robust fit of the data to the proposed model

through SEM bootstrap analysis. Examining specific paths yielded significant insights:

Effect of Brand Image on Consumer Buying Behaviour: The results indicate a substantial influence of brand image on consumer buying behavior ($\beta = 0.240$, $t = 3.360 > 1.96$ @ 5% sig. level, $p = .001 < 0.05$). Supporting Hypothesis one, it is evident that brand image significantly impacts consumer buying behavior, explaining approximately 5.8% of the variance.

Effect of Packaging Colour on Consumer Perception: Packaging color exhibits a notable impact on consumer perception ($\beta = 0.316$, $t = 4.181 > 1.96$ @ 5% sig. level, $p = .000 < 0.05$). Hypothesis two is supported, affirming the significant influence of packaging color on consumer perception, with an explanatory power of about 10.0%.

Effect of Brand Awareness on Purchase Decision: Brand awareness significantly affects purchase decision ($\beta = 0.196$, $t = 2.486 > 1.96$ @ 5% sig. level, $p = .013 < 0.05$). Hypothesis three gains support, highlighting the significant role of brand awareness in shaping purchase decisions, contributing to an explanatory power of around 3.8%.

Consumer Perception and Consumer Purchase Intention: Consumer purchase intention is notably influenced by consumer perception ($\beta = 0.961$, $t = 6.817 > 1.96$ @ 5% sig. level, $p = .000 < 0.05$). This valid path underscores the substantial impact of consumer perception on consumer purchase intention.

Purchase Decision and Consumer Purchase Intention: Purchase decision significantly shapes consumer purchase intention ($\beta = 1.273$, $t = 4.301 > 1.96$ @ 5% sig. level, $p = .000 < 0.05$). The validated path emphasizes the substantial influence of purchase decisions on consumer purchase intention.

Consumer Buying Behaviour and Consumer Purchase Intention: Consumer purchase intention is significantly affected by consumer buying behavior ($\beta = -1.298$, $t = 3.324 > 1.96$ @ 5% sig. level, $p = .001 < 0.05$). Confirming the path's validity, it is evident that consumer buying behavior significantly shapes consumer purchase intention.

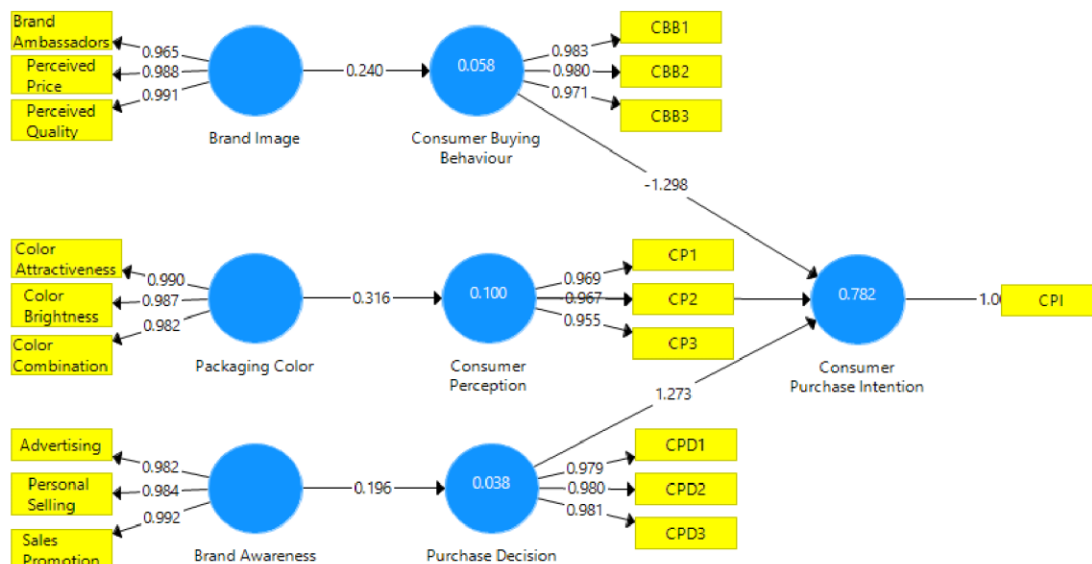


Figure 1. Structural Equation Path Model
Source: Smart PLS 3 Output (2022)

The illustrated Figure 1 showcases the path model of structural equation modeling, encapsulating the outcomes of the PLS algorithm. Brand ambassadors, perceived price, and perceived quality serve as the three indicators of brand image, demonstrating robust correlation coefficient values of 0.965, 0.988, and 0.991, respectively. These values signify a strong and reliable relationship among the indicators, establishing them as effective predictors of brand image. Similarly, early color attractiveness, color brightness, and color combination act as the three indicators of packaging color, exhibiting correlation coefficient values of 0.990, 0.987, and 0.982, respectively, indicating a strong and reliable relationship as predictors of packaging color. Additionally, advertising, personal selling, and sales promotion are the three indicators of brand awareness, demonstrating correlation

coefficient values of 0.982, 0.984, and 0.992, respectively, underscoring their robust and dependable relationship as predictors of brand awareness. Furthermore, the indicators CBB1, CBB2, and CBB3 represent consumer buying behavior, with correlation coefficient values of 0.983, 0.980, and 0.971, respectively. Indicating a strong and reliable relationship as predictors of consumer buying behavior. Similarly, CP1, CP2, and CP3, serving as indicators of consumer perception, display correlation coefficient values of 0.969, 0.967, and 0.955, establishing a strong and reliable relationship as predictors of consumer perception. Lastly, CPD1, CPD2, and CPD3, as indicators of purchase decision, exhibit correlation coefficient values of 0.979, 0.980, and 0.981, signifying a strong and reliable relationship as predictors of purchase decision.

Discussion of Findings

Based on the analysis of operational data obtained through field surveys and hypotheses testing, the study yielded the following key findings:

Examining the impact of brand image on consumer buying behavior, the study revealed that brand ambassadors, perceived price, and perceived quality significantly influence consumer buying behavior, serving as indicators of consumer purchase intention for PZ Cussons Nigeria, PLC. The standardized beta value and P value for brand image on consumer buying behavior were found to be 0.240 and 0.001, respectively, with an R^2 of 0.058, indicating a substantial 5.8% influence on consumer buying behavior. This suggests a significant relationship between brand image and consumer buying behavior, rejecting the null hypothesis and affirming the alternative hypothesis. The study aligns with Baba's (2014) findings, emphasizing the statistical significance of brand image in predicting consumer buying behavior and contributing to higher consumer purchase intentions.

In investigating the impact of packaging color on consumer perception, the study identified that color attractiveness, color brightness, and color combination significantly affect consumer perception, acting as indicators of consumer purchase intention. The standardized beta value and P value for packaging color on consumer perception were 0.316 and 0.000, respectively, with an R^2 of 0.100, indicating a substantial 10.0% influence on consumer perception. This rejects the null hypothesis and supports the alternative hypothesis. The

findings resonate with the study of Sidrah, Marium, and Nawaz (2014), that highlights significant effect of packaging color on consumer perception, and subsequently influencing higher consumer purchase intentions for PZ Cussons Nigeria, PLC.

The examination of brand awareness on purchase decision revealed that advertising, personal selling, and sales promotion significantly impact purchase decisions, serving as indicators of consumer purchase intention. The standardized beta value and P value for brand awareness on purchase decision were 0.196 and 0.013, respectively, with an R^2 of 0.038, indicating a 3.8% influence on purchase decisions. This supports the alternative hypothesis while rejecting the null hypothesis. The study contradicts Amos's (2018) findings and emphasizes the substantial effect of brand awareness in positively influencing purchase decisions and, consequently, contributing to increased consumer purchase intentions for PZ Cussons Nigeria, PLC.

Conclusions and Recommendations

- i. The study concludes that brand image, encompassing factors such as brand ambassadors, perceived price, and perceived quality, significantly influences consumer buying behavior. The statistical analysis indicates a substantial 5.8% impact on consumer buying behavior. This affirms the importance of cultivating a positive brand image to enhance consumer purchase intentions for PZ Cussons Nigeria, PLC.

- ii. The research findings demonstrate that packaging color, including attributes like color attractiveness, brightness, and combination, has a significant effect on consumer perception, influencing approximately 10.0% of consumer perceptions. Bright and attractive packaging colors positively impact consumer perception, underscoring the importance of strategic packaging design in shaping consumer preferences and purchase intentions.
- iii. The study concludes that brand awareness, incorporating advertising, personal selling, and sales promotion, significantly affects purchase decisions, contributing to approximately 3.8% of the variance in purchase decisions. Effective brand awareness strategies, such as advertising and sales promotion, play a crucial role in influencing consumer purchase decisions for PZ Cussons Nigeria, PLC.

Recommendations

Based on the above results, the following recommendations are suggested:

- i. To bolster consumer purchase intentions, PZ Cussons Nigeria, PLC should focus on enhancing brand image by strategically leveraging brand ambassadors, maintaining perceived price competitiveness, and ensuring perceived product quality. Ongoing efforts to build a positive

brand image will likely result in increased consumer trust and loyalty.

- ii. Given the significant impact of packaging color on consumer perception, the company should invest in strategic packaging design that incorporates bright and attractive colors. This approach can positively influence consumer perceptions, contributing to higher consumer purchase intentions. Regular assessments of packaging design effectiveness are recommended.
- iii. The study underscores the importance of effective brand awareness strategies, including advertising, personal selling, and sales promotion, in shaping consumer purchase decisions. PZ Cussons Nigeria, PLC should optimize these strategies to maintain and increase consumer interest, to ultimately and positively impact purchase decisions.
- iv. In the dynamic market landscape, continuous monitoring of consumer preferences and market trends is crucial. PZ Cussons Nigeria, PLC should remain adaptable, regularly assess consumer feedback, and adjust branding, packaging, and awareness strategies accordingly, to stay aligned with evolving consumer expectations.

By implementing these recommendations, PZ Cussons Nigeria, PLC can strengthen its position in the market, foster consumer loyalty, and drive sustained growth in consumer purchase intentions.

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