

Brand Packaging as An Educational Foundation and Marketing Performance of Made-In-Nigeria Cosmetic Products: The Case of Calabar Metropolis

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Abstract:

This work on brand packaging as an educational foundation and marketing performance of made-in-Nigeria cosmetic products in Calabar Metropolis indicates that packaging could be treated as one of the tools in the foundation stage of pupils for today's marketing performances. A sample of 50 respondents who were business owners of made-in-Nigeria cosmetics products was randomly selected within the Calabar metropolis to elicit responses. The coded questionnaires were evaluated using multiple regression analysis. The results obtained revealed that Brand names and quality, Packaging designs, Packaging information and innovation of made-in-Nigeria cosmetics have a positive significant effect on the marketing performance of business owners. It was recommended amongst others that business owners should intensify efforts on branding cosmetic product names, designs, quality, information and innovation to further enhance efficiency in market performance. Likewise, a new direction should be drawn to introduce brand packaging for beginners in the educational curriculum.

Keywords: Brand, Packaging, Educational Foundation, Marketing-Performance, Cosmetic products

I. INTRODUCTION

The role of brand packaging has changed due to increasing self-service and changing consumers' lifestyles. At the foundational stage of pupils, the need to redesign the curriculum to capture brand packaging should be investigated. Firms' interest in the package as a tool of sales promotion is growing increasingly. According to Rundh (2005), a package attracts consumers' attention to a particular brand, enhances its image, and influences consumers' perceptions of the product. Also, the package imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e., helps consumers to choose the product from a wide range of similar products, and stimulates customers buying behaviour (Wells, Farley & Armstrong, 2007). Thus, brand packaging performs an important role in marketing communications and could be treated as one of the most important factors

influencing a consumer's purchase decision. In this context, seeking to maximize the effectiveness of brand packaging in a buying place, the research on the package, its elements and their impact on consumer buying behaviour and marketing performance became an issue of concern.

Nigeria is a huge market for cosmetic products and plays host to some of the most prominent cosmetic dealers and brands in the world. As of 2018, the Nigerian cosmetics industry was worth an estimated market value of N500 billion annually (Okereocha, 2018), and given the country's large female population, the industry is projected to grow larger over the next several years. Cosmetic manufacturers, dealers and marketers have taken advantage of this situation as an economic opportunity to produce and market cosmetics to Nigerian consumers. Given the market value and potential of the industry, cosmetics manufacturers and marketers vigorously compete with each other to gain market share using various marketing strategies and programmes including packaging (Ebitu, Etuk, Ofem, & Akwaya, 2021). It is so important that most marketers believe packaging is the fifth "P" of the marketing mix (Ebitu, 2019) and it is considered to be an important element in product strategy. Packaging is an important factor in brand recognition as well as an important factor in creating positive brand associations. In competitive industries, like the cosmetics industry, packaging can be an effective way of achieving marketing objectives and satisfying consumers' desires through aesthetic elements like package size, shape, text, colour, material and graphics and functional elements as well (Rundh, 2005).

The practice of packaging is dominantly visible in the Nigerian cosmetics and beauty products industry. Virtually all cosmetic products in Nigeria have their unique packaging enabling consumers to identify and differentiate them from similar products. Manufacturers and dealers of cosmetic products use packaging attributes (such as brand name, information, and design of wrapper, among others) as a tool for product differentiation and promotion to gain consumers' awareness and patronage. The brand name is the unique identity of a brand; it is a part of the brand that can be vocalized and it is a distinct name by which a product is known to the target audience. Every brand has a name because it helps to identify the brand at a glance and differentiate it from competing brands (Ibrahim, Abdullahi & Bello, 2019). Similarly, Ghosh (2016) presents packaging information as the information displayed on or in the package of a product describing the product; its composition, key ingredients, manufacturer/distributors, country of origin, manufacture/expiry dates, means of usage and precautions. On the other hand, the design of the packaging wrapper is the way a packaging material is designed; and it includes the aesthetic, graphical and artistic elements that appear on a product's package. Graphical and artistic designs on the packaging make a brand unique, preserve its individuality, and enable the brand to stand out on the shelf. Packaging design adds value to the physical appearance of a brand and increases its aesthetic quality (Imiru, 2017).

However, the subject of "product Packaging and performance" has received research attention among Nigerian researchers. Researchers like Ebitu, Etuk, Ofem, and Akwaya (2021) in Cross River State; Owolabi and Isaac (2009) in Oyo State; Ishaku and Tijani (2013) in Taraba State; Orji (2014) in Abia State; Adebisi and Akinruwa (2019) in Ekiti State; and Oladele, Olowookere, Okolugbo and Adegbola (2015) in Ekiti State, have contributed in one form or the other to the subject over the years. In the area of packaging, most researchers have limited the scope of their studies to various consumer products such as agro-processed food products, beverage drinks, bread, Bournvita and toothpaste, among others. However, limited attention was given to the packaging of cosmetics products and marketing performance in Calabar, Cross River State. Hence the crux of this research. Likewise, by dwelling on issues concerning brand names, packaging designs, information and innovation as they influence business owners the existing gap would be bridged and hence pave way for profit, growth and development (Opue & Odu, 2021; Opue & Okpa, 2019; Opue, Ndem & Okon, 2019; Opue, Ikpeme & Bankong, 2018).

Applied to the Nigerian cosmetics and beauty products industry, manufacturers and dealers of cosmetic products use alluring and attractive colours for packaging their products to easily catch the attention of consumers and entice them to patronize. Persuasive and comprehensive information is also displayed on or in the packaging of cosmetic products to transfer product knowledge to consumers. Similarly, attractive graphical and artistic designs are displayed on the packaging of cosmetic products to gain consumers' awareness, patronage and repeat patronage. Against this backdrop, this study examined the effect of packaging on the marketing performance of made-in-Nigeria cosmetics in Calabar Metropolis, Cross River State.

Objectives of the study

The broad objective of this study is to examine the extent of the effect of brand packaging as an educational foundation tool of made-in-Nigeria cosmetics on the marketing performance of business owners.

The specific objectives are as follows:

- (i) To examine the extent brand names and quality of made-in-Nigeria cosmetics affect the marketing performance of business owners in Calabar Metropolis.
- (ii) To determine the extent packaging designs of made-in-Nigeria cosmetics affect the marketing performance of business owners in Calabar Metropolis.
- (iii) To examine the extent packaging information and innovation of made-in-Nigeria cosmetics affect the marketing performance of business owners in Calabar Metropolis.

Definition of terms

Consumer Buying Behaviour

The process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and want is consumer buying behaviour.

Packaging

Packaging can be defined quite simply as an extrinsic element of the product. Packaging is the container for a product. Put differently, it is the process of designing and producing containers and wrappers for products.

Marketing Performance

It is the alignment between the market team's stated goals and objectives versus actual results. It is measured using a selection of metrics and key performance indicators including return on investment, cost per sale, cost per lead, conversion rate and customer lifetime value. The most important factors to consider when it comes to marketing performance measurements are: brand awareness, lead generation, customer acquisition, thought leadership, engagements, customer retention/loyalty, website traffic, and lead management/nurturing.

literature review and theoretical concepts

Literature review

Srivastava, Ramakanth, Akhila, and Gaikwad (2022) in their research, observed that product packaging plays a crucial role in attracting consumers, persuading them to buy the product, and serving as a vehicle for brand communication. Around 73% of purchasing decisions are made at the point of sale. An enhanced appeal and attractiveness of the product make the selection process easier for consumers. Design and marketing are two major areas that are inextricably linked to each other. Good design distinguishes brands and makes products stand out from the crowd, instilling a certain perception in consumers' minds. Brands that meet the criteria for creating a lasting impression may dominate the market on a global scale in reality. The consumer must perceive the quality that the brand has built into the package, which may be accomplished through various design elements. Colour, shape, images, material, and package convenience are all important design elements in cosmetic branding. These elements are combined well together in a design, but there is a lack of a holistic approach to the design elements that are in line with the consumers' perspective. These aspects are highlighted in the review paper, which also looks at the importance of product packaging in cosmetics branding, and tries to highlight a few ways in which brands can minimize the gap between the desired brand message and consumer perception of the brand.

Ebitu, Etuk, Ofem, and Akwaya (2021) in their research determined how packaging attributes influenced consumer patronage of cosmetic products in Calabar Metropolis. The study specifically explored the effect of brand name, packaging information and design of packaging wrapper on consumer patronage of cosmetics in Calabar Metropolis, Cross River State. A cross-sectional survey research design was adopted and primary data were collected from 139 cosmetic consumers in Calabar Metropolis using a structured questionnaire. The data collected were analyzed using multiple linear regression in the Statistical Package for the Social Sciences (SPSS 23). The findings revealed that brand name, packaging information and design of packaging wrapper had a significant effect on consumer patronage of cosmetics in Calabar Metropolis, Cross River State. Hence, it was concluded that packaging attributes had a significant effect on consumer patronage of cosmetics in Calabar Metropolis, Cross River State. Therefore, the following recommendations were made: manufacturers of cosmetics in Calabar should strive to build strong brand names for their products by maintaining the highest level of product quality to enhance consumer patronage; adequate product information should be displayed on the packaging of cosmetics to enable consumers to make informed purchase decisions, and manufacturers of cosmetics in Calabar should consistently ensure that attractive designs are displayed on the packaging of their products to entice consumers to patronize.

The types of packaging used to enhance sales volume

Kuvykaite's (2009) research on the impact of package elements on consumer purchase decision economics and management concluded that material is the most important type of packaging that helps enhance the purchasing decisions of buyers. Colour and graphics were regarded as unimportant types of packaging. By comparing the impact of visual and verbal elements of the package on consumers' purchase decisions, it could be stated that verbal elements are more important than visual ones.

Also, according to Kuvykaite (2009), a descriptive research package attracts a consumer's attention to a particular brand, enhances its image, and influences the consumer's perceptions of a product. Packaging imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004). It also works as a tool for differentiation as it helps consumers to choose the product from a wide range of similar products, i.e., stimulates customers buying behaviour (Wells, Farley, & Armstrong, 2007). Thus, packaging performs an important role in marketing communications and could be treated as one of the most important factors influencing consumers' purchase of beverages; its elements and their impact on consumers' buying behaviour becomes a relevant issue.

These days specialized package designers bring artistic techniques and scientific skills to packaging design in an attempt to meet the marketing objectives of brand designers often refer to the "shelf impact" of a package - the visual effect that the package has at the point of the purchase when seen in the context of other packages in the category (Keller, 2003: p. 214). The importance of packaging is reflected in the fact that some marketing observers refer to it as the "fifth P" of the marketing mix (Keller, 2003). Keller (2003) also concluded that packaging can play an important role in building brand equity directly through points of difference created by functional or aesthetic elements of the packaging or indirectly through the reinforcement of brand awareness and image.

Ragland (2008) asserted that colours, shapes and images are the primary visual cues consumers use in decoding brand messages, and the majority of consumers extracted similar meanings from each. For example, the colour green communicates a nearly universal understanding of a brand's concern for the environment; images of nature have a similar effect. Simple geometric shapes, sans serif, fonts and clear materials also communicate safe, gentle, and honest brand values. He asserted that the connection between the colour green and images of nature to concern for the environment seems straightforward. Consumers have grown accustomed to this visual language, but it seems that it is becoming a cliché. Simple design attributes are already beginning to be understood and acknowledged by eco-conscious consumers. He concluded that as brand identities change and evolve in response to consumer perceptions; these attributes will likely be incorporated into more package designs. Form and size packaging element; the theoretical analysis of package elements and their impact on consumers' purchase decisions empirically reveal the elements having the ultimate effect on consumer choice. Kuvykaite et al (2009) offer six variables that must be taken into consideration by producers and designers when creating efficient packages: form, size, colour, graphics, material and flavour. Similarly, Kotler (2016) distinguishes six elements that must be evaluated when employing packaging decisions: size, form, material, colour, text and brand.

The role of imagery in information-processing pictures may exert an influence on judgments through their mediating impact on the images they provide of the situations they describe. However, images may be elicited by verbal descriptions of the situation as well. The role of imagery in consumer behaviour has been recognized in research by Escalas (2004). Using packaging elements by consumers is an important issue for low-involvement products. Generally, information elements require more mental effort to process than visual elements, which evoke more of an emotional response (Silayoi & Speece, 2004).

Theory of Self-concept/Brand Image Congruity

This part of the literature review presents the theories upon which the studies and models concerning the influence of product packaging on brand image and purchase decisions are based. Gardner and Levy (1955) were the first ones to note that brand image, or the notions people have about a brand, is a crucial factor in a customer's purchase decision. This theory was later on reinforced by Levy's (1959) article *Symbol for Sale*. In his paper, Levy (1959) introduced the concept of the self and emphasized that not only the brand image but also the congruity between the self-concept and the brand image are an influencing factor of consumer behaviour.

Product symbolism

Understanding why or how consumers choose one brand over another requires "a greater awareness of the social and psychological nature of products" (Gardner & Levy, 1955, p. 34). Levy (1959) states that "people buy things not only for what they can do but also for what they mean" (p. 118). In addition to a product's functions, the things people buy also carry personal and social meanings.

Products can be seen as symbols that stand for personal attributes and goals, and social patterns and strivings. (Levy, 1959) However, the symbolic meaning of an object “does not reside in the object but in the relation between the object and the individuals classifying the object” (Grubb & Grathwohl, 1967, p. 25). Especially for products with similar qualities, consumers seem to differentiate brands according to the “subtle variations in feelings about them” (Gardner & Levy, 1955, p. 35). Moreover, the sets of ideas, feelings, and attitudes that consumers have about brands determine which ones they regard as appropriate and which ones they choose (ibid). A consumer evaluates products according to “standards which he has established for what is important or potentially important to him” (Levy, 1959, p. 119). Every purchase involves an evaluation of the symbolic meaning of the product to decide whether or not it fits. Only fitting symbols are chosen. Symbols are said to fit or to be appropriate if they help to maintain or enhance an individual’s self-concept. Moreover, products will be used and enjoyed (Levy, 1959).

Self-Concept

It is important to understand the self-concept since it influences consumer behaviour (Levy, 1959). Individuals are said to behave in consistency with their self-concept (Lecky, 1945 cited in Levy, 1959). The self can be defined as “what one is aware of, one’s attitudes, feelings, perceptions, and evaluations of oneself as an object” (Grubb & Grathwohl, 1967, 24). It develops as a result of social interactions and environmental settings. The self is a concept that individuals strive to maintain and to enhance. (Grubb & Grathwohl, 1967) The purchase and consumption of products can be self-enhancing in different ways. Firstly, the self-concept is enhanced if the buyer believes that the purchased product is “recognized publicly and classified in a manner that supports and matches his self-concept” (Grubb & Grathwohl, 1967, p. 25). Secondly, self-enhancement occurs through the positive reactions of others (Grubb & Grathwohl, 1967). Levy (1959) states that the symbolic meaning of goods facilitates decision-making. Consumers tend to make choices based on whether or not the symbolic meaning of certain products harmonizes with their self-concept (Levy, 1959). Sirgy (2018) calls this theory self-image/product-image congruity. Similarly, to Levy (1959), Martineau (1957 cited in Grubb & Grathwohl, 1967) assumed that “consumer buying behaviour is determined by the interaction of the buyer’s personality and the image of the purchased product” (p. 23). He further states that “the product or brand image is a symbol of the buyer’s personality.”

Methodology

Research design

The research design adopted by the researcher to carry out the present study was the ex post facto design. This design was considered suitable because at the time the researcher had arrived at the field for data collection, the dependent variable i.e., Marketing performance of business owners in the Calabar metropolis was assumed to have made its impact from the independent variables i.e., Packaging designs of made-in-Nigeria cosmetics, Packaging information and innovation of made-in-Nigeria cosmetics, Brand names and quality of made-in-Nigeria cosmetics. According to Asika (2002), a survey of this nature is a scientific experiment conducted on a large scale on a defined population to determine some desirable characteristics of the designed population.

Research area

Calabar Municipality lies between latitude 04° 15' and 5° N and longitude 8° 25' E. In the North, the Municipality is bounded by the Odukpani Local Government Area in the northeast by the great Kwa River. Its Southern shores are bounded by the Calabar River and Calabar South Local Government Area. It has an area of 331.551 square kilometres.

Calabar Municipal Government Area plays a dual role. Apart from being the Capital city of Cross River State, it also plays its role as headquarters of the Southern Senatorial District. Two ethnic groups in Calabar Municipality form the indigenous population. These are the Quas and the Efiks. However, because of its cosmopolitan status, there are people from all parts of the state and Nigeria in the city. By its location along the waterfront, the Efiks embraced Western culture. They carried on successful trade with early Europeans. Fishing is another occupation identified with them. The Quas on the other hand occupy the bulk of the hinterland of Calabar where farmers, hunters, traders and blacksmiths are found.

Calabar is the capital city of Cross River State as well as the headquarters of the Municipal Government. This community has witnessed several administrative changes. It was the capital of the southern protectorate of Nigeria and lost that position to Lagos in 1904. Following the establishment of the then regions, Calabar became one of the earliest seats of Local Government administration in the then Eastern Region up to 1952.

Calabar had been a recognized international seaport, shipping out goods such as palm oil. During the era of the Atlantic slave trade, it became a major port for the transportation of African slaves. Most slave ships that transported slaves from Calabar were English, with around 85% of these ships being from Bristol and Liverpool merchants. Old Calabar (Duke Town) and Creek Town, 10 miles northeast, were crucial towns in the trade of slaves in that era. It was in Duke Town, Calabar that the first British warship that sailed down, was captured with seven Spanish and Portuguese slavers

The city once served as the seat of government of the Niger Coast Protectorate, Southern Protectorate and Oil River Protectorate. It was thus effectively the first Nigerian capital city.

Calabar was the home of the first social club in Nigeria, The Africa Club, and hosted the first competitive football, cricket and field hockey games in Nigeria. Among the city's firsts were the first Roman Catholic Mass (held at 19 Boco Street, Calabar – 1903) and the oldest secondary school (Hope Waddell Training Institution – 1895) in eastern Nigeria. The school later produced the first President of Nigeria, Nnamdi Azikiwe. This city also has the Obong of Calabar as the ruler and the Ekpe secret society as the stool on which the Obong of Calabar sits.

Population of the study

The population for the study comprised all male and female business owners of Small and Medium-Scale Enterprises in Calabar Municipality and Calabar South Local Government Areas of Cross River State.

The sample

A total of fifty (50) respondents were randomly selected for the study and questionnaires were duly distributed. This comprises only business owners who deal in cosmetic products.

Model specification

The regression model is specified as follows:

$$MKPERF = \beta_0 + \beta_1 PDES + \beta_2 PIFAIN + \beta_3 BNAQUA + e_i \dots\dots\dots(1)$$

Where,

The dependent variable is:

MKPERF = Marketing performance of business owners in the Calabar metropolis

The independent variables are:

PDES = Packaging designs of made-in-Nigeria cosmetics

PIFAIN = Packaging information and innovation of made-in-Nigeria cosmetics

BNAQUA = Brand names and quality of made-in-Nigeria cosmetics

e_i = Stochastic error term

Each of above-mentioned variable will be measure by using the 5-points itemized rating type scale ranging from (1) strongly disagree to (5) strongly agree

Presentation and analysis of result

Presentation of result

Table 1: Effects on marketing performance of business owners in Calabar metropolis (MKPERF)

Independent variables	B-Coefficients	Prob. values
PDES	0.395	0.000
PIFAIN	0.360	0.016
BNAQUA	0.325	0.009
Adj. R ²	0.9150	
F (3, 47)	180.33	
P > F	0.0000	

Note: (*) = 1% level of significance, (**) = 5% level of significance, MKPERF = Marketing performance of business owners in Calabar metropolis, PDES = Packaging designs of made-in-Nigeria cosmetics, PIFAIN = Packaging information and innovation of made-in-Nigeria cosmetics, BNAQUA = Brand names and quality of made-in-Nigeria cosmetics

Analysis of result

The result of table 1 reveals that one per cent increase in the packaging designs of made-in-Nigeria cosmetics would result in an increase in the marketing performance of business owners in Calabar metropolis by 0.395 per cent.

It also shows that one per cent increase in packaging information and innovation of made-in-Nigeria cosmetics would result in an increase in the marketing performance of business owners in the Calabar metropolis by 0.360 per cent.

Likewise, table 1 also reveals that a one per cent increase in the brand names and quality of made-in-Nigeria cosmetics would result in an increase in the marketing performance of business owners in the Calabar metropolis by 0.325 per cent.

However, the parameter estimates of Packaging designs of made-in-Nigeria cosmetics (PDES), Packaging information and innovation of made-in-Nigeria cosmetics (PIFAIN), Brand names and quality of made-in-Nigeria cosmetics (BNAQUA), are all significant at one per cent level given their probability values of (0.000), (0.016), and (0.009) respectively.

However, the probability value of the F-statistic of 0.00 reveals that the overall model is statistically significant at a one per cent level.

The adjusted R^2 of 0.915 reveals that a 91.5 per cent variation in the marketing performance of business owners in the Calabar metropolis can be explained by the variations in PDES, PIFAIN, as well as BNAQUA.

Summary, recommendations and conclusion

Summary of findings

The findings of this project can be summarized as follows:

- (i) Brand names and quality of made-in-Nigeria cosmetics have positively significant effect on the marketing performance of business owners in Calabar Metropolis.
- (ii) Packaging designs of made-in-Nigeria cosmetics have positively significant effect on the marketing performance of business owners in Calabar Metropolis.
- (iii) Packaging information and innovation of made-in-Nigeria cosmetics have positively significant effect on the marketing performance of business owners in Calabar Metropolis.

Recommendations

- (i) This research reveals that most consumers like the product quality after they purchased their desired packaged cosmetics products. Based on those facts, there is a positive thinking and trend about well-designed package showing high product quality. As a matter of fact, people are becoming more and more demanding; packaging has gradually shown its important role in a way to serving consumers by providing information and delivering functions. With its different functionality to ease and to communicate with consumers, there is no doubt about the increasingly important role of packaging as a strategic educational foundation tool to attract consumers' attention and their perception of the product quality, thereby boosting marketing performance.
- (ii) Brand name and designs using plan implementation must be effective in the cosmetic units to enhance market performance.

(iii) All the marketing units should pay attention to good quality packaging. They have to accept that poor packaging is one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement it accordingly for better protection and promotion of cosmetic products.

(iii) Consumers appreciate innovations in products and manufacturers mostly use the information on labels in their products. They should describe the made, where it was made, when it was made, what it contains, how to use it etc. Furthermore, they should believe that the consumers are properly guided on the usage of cosmetic products. The information given on the label and its value has to be highlighted while promoting the product in the market. It must also be more useful to technically enhance market performance, and hence, a new direction at the foundational stage of the education curriculum should be brought to bear.

Conclusion

Results of the research on brand packaging and marketing performance of made-in-Nigeria cosmetic products in Calabar Metropolis indicate that packaging could be treated as one of the most valuable educational foundation tools in today's marketing performances, necessitating more detailed analysis of its elements and its impact on business owners and consumers.

Appropriate and vivid picture or packaging colour delivers them a happy feeling, or an easy handle/open/dose/dispose package shape. All these elements contribute to each important effort to catch consumers' attention and interest. Besides each element's single function, we think that a good combination of those elements may make the product more eye-catching and attractive.

The impact of the package and its elements on a consumer's purchase decision can be revealed by analyzing the importance of its separate elements for the consumer's choice. For this purpose, the main package's elements could be identified: graphic, colour, size, form, and material of packaging are considered, as wrapper design, printed information, and innovation while product information, producer, country-of-origin and brand are considered as important ones. Moreover, the impact of brand packaging on marketing performance should be evaluated depending on the consumer's involvement level, time pressure or individual characteristics of consumers.

It has been revealed that brand packaging of cosmetic products is the most important for consumer's purchase decision. For a major part of consumers' size and material are the main visual elements, while product information is also the main verbal elements when purchasing cosmetic products.

Research into packaging of cosmetic products has found that different packaging cues impact on how a product is perceived. Often the packaging is perceived to be part of the product and it can be difficult for consumers to separate the two. Aspects such as packaging names, designs, innovations, colour, typography, illustrations and graphics can influence how a product is perceived, thereby boosting the marketing performance.

In conclusion, it could be stated that an evaluation of the impact of brand packaging of cosmetic products on market performance in the Calabar metropolis has been positively significant. Therefore, business owners are advised to intensify efforts on product names, designs, quality, information as well as innovation to further enhance efficiency in market performance.

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Appendices

Appendix A: Questionnaire

Dear Participants, I will be very thankful to you for this cooperation. The topic of this questionnaire is, *Brand Packaging and Marketing Performance of Made-in-Nigeria Cosmetic Products in Calabar Metropolis*. This questionnaire is for research purposes. Its results will be used for analysis in a research project. Please provide information with confidence. Your information will not be disclosed.

Personal Information

Name	
Gender	
Age	
Profession	
Education	
E-Mail	
Contact No	

Rating of Questions

1	Strongly Disagree (SD)
2	Disagree (D)
3	Normal (N)
4	Agree (A)
5	Strongly Agree (SA)

SECTION A: MARKETING PERFORMANCE		SD	D	N	A	SA
1	Do you like the Packaging of <i>Made-in-Nigeria Cosmetic Products</i> ?					
2	Packaging is attractive to customers?					
3	Do you purchase <i>Made-in-Nigeria Cosmetic Products</i> as advised by your family or friends and customers?					
4	Do you think the <i>Made-in-Nigeria Cosmetic Products</i> offered by leading brand are always better?					
5	Do you select <i>Made-in-Nigeria Cosmetic Products</i> according to your buyers' life style?					
6	Do you make much profit as a result of packaging of <i>Made-in-Nigeria Cosmetic Products</i> ?					
SECTION B: PACKAGING DESIGNS		SD	D	N	A	SA
1	Do you customers like the Color of Packaging?					
2	Color of Packaging matters for your customers in purchasing a <i>Made-in-Nigeria Cosmetic Products</i> ?					
3	Do your customers like beautiful backgrounds of <i>Made-in-Nigeria Cosmetic Products</i> ?					
4	Do your customers Prefer the <i>Made-in-Nigeria Cosmetic Products</i> package having attractive back ground?					
5	Font Styles of <i>Made-in-Nigeria Cosmetic Products</i> are attractive to customers?					
6	Do your customers like creative Font Style in Package of any <i>Made-in-Nigeria Cosmetic Products</i> ?					
7	Wrapper design of <i>Made-in-Nigeria Cosmetic Products</i> is important in Packaging?					
8	Did design of <i>Made-in-Nigeria Cosmetic Products</i> wrapper inspire your customers in purchasing?					
SECTION C: PACKAGING INFORMATION AND INNOVATION		SD	D	N	A	SA
1	Do your customers read printed information on the package of <i>Made-in-Nigeria Cosmetic Products</i> ?					
2	Do your customers evaluate <i>Made-in-Nigeria Cosmetic Products</i> according to printed information while purchasing?					
3	Do your customers prefer packaging with better handling and transportation?					
4	Innovation is important in <i>Made-in-Nigeria Cosmetic Products</i> Packaging.					
5	The innovation of the <i>Made-in-Nigeria Cosmetic Products</i> package can change your customers' decisions while purchasing.					
SECTION D: BRAND NAMES AND QUALITY		SD	D	N	A	SA
1	Do your customers like the Brand Names of Packaging?					
2	Brand Names of Packaging matter for your customers in purchasing <i>Made-in-Nigeria Cosmetic Products</i> ?					
3	Do your customers like beautiful Brand Names of <i>Made-in-Nigeria Cosmetic Products</i> ?					
4	Do your customers Prefer the <i>Made-in-Nigeria Cosmetic Products</i> package having attractive Brand Names?					
5	The quality of packaging can save <i>Made-in-Nigeria Cosmetic Products</i> better.					
6	The <i>Made-in-Nigeria Cosmetic Products</i> packed in high-quality material is preferable.					

I am very thankful to all the participants for this cooperation. I hope all the information that you put in the questionnaire will be according to your best expertise. Thank You.

Appendix B: Data

S/N	MKPERF	PDES	PIFAIN	BNAQUA
1	32	40	19	17

2	15	30	25	15
3	19	13	14	13
4	12	13	23	15
5	38	39	16	11
6	11	28	18	16
7	19	30	12	30
8	13	19	11	28
9	17	10	20	22
10	19	20	14	14
11	22	20	25	29
12	20	17	11	15
13	27	20	16	18
14	37	18	11	30
15	12	30	15	13
16	33	18	12	28
17	18	20	20	16
18	24	20	11	20
19	26	28	14	26
20	19	15	19	11
21	30	30	25	19
22	16	19	12	20
23	18	19	24	14
24	21	19	18	30
25	23	19	15	28
26	24	10	25	17
27	21	12	18	27
28	21	20	20	17
29	21	17	20	22
30	20	10	14	18
31	21	30	22	25
32	27	17	28	18
33	28	13	23	15
34	30	30	21	26
35	11	16	21	21
36	11	18	18	20
37	17	15	11	30
38	18	25	16	23
39	11	28	12	24
40	11	12	14	21

41	26	36	16	15
42	30	28	21	25
43	21	15	15	19
44	30	30	13	20
45	17	14	23	11
46	18	4	19	22
47	25	18	16	14
48	29	35	20	18
49	29	38	22	13
50	25	30	21	29