The Impact of Packaging and Branding on the Marketing and Productivity of Locally Produced Goods in Nigeria

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Abstract
This study examined the significance of packaging and branding in the marketing of locally produced paints in Nigeria, with a particular emphasis on a few local government districts in Lagos State. Purposive random selection was used to choose one hundred (100) employees from the companies to be our respondents. Through a self-monitored questionnaire survey, information was acquired. Two hypotheses were proposed for the research. Simple percentages, frequency, and descriptive statistics were used to analyse the data. The results of the study showed that the companies that were being studied used the produced brand name for their products as the foundation for their advertising. It also showed that optimal packaging keeps the product from changing chemically and that branding and packaging are the greatest ways to boost profitability. According to the study, businesses should hire brand managers to ensure that their products have a strong brand and incorporate packaging technologists into the decision-making process. Additionally, corporations were advised to invest more time and money in branding and packaging.

Keywords: Branding, Packaging, Marketing, Productivity and Profitability.

1. Introduction

In product marketing, branding and packaging have become essential elements that have a big impact on customer behaviour and market dynamics. The importance of these factors cannot be emphasised in a time of intense competition and constantly changing consumer preferences. Using Dulux Paints in Lekki, Lagos, as a case study, this study examines the significance of branding and packaging on the marketing effectiveness of locally produced goods. Branding includes a product or company's whole identity and perception, not just its name or logo. It encompasses the psychological and emotional bonds that customers have with the brand or business. By constantly communicating the brand's values, personality, and promises through a variety of touch points, including advertising, packaging, customer service, and corporate social responsibility programs, strong branding may leave a lasting impression. This consistency fosters a sense of familiarity and trust among customers and helps create a cohesive brand image.

Furthermore, by establishing a strong emotional bond between the company and its patrons, strong branding encourages consumer loyalty. Customers are more likely to become loyal to and favour a brand when they believe it reflects their beliefs and provides for their requirements. Repeat business, favourable word-of-mouth, and a greater propensity to refer the brand to others are all results of this loyalty. A powerful brand can act as a beacon, pointing customers in the direction of their desired products in a congested marketplace where they are inundated with options.

Kotler and Keller (2023) assert that branding is critical to establishing client loyalty and trust, both of which are necessary for long-term company success. Any successful brand must have trust because it gives customers confidence that the company will always fulfil its commitments. Because consumers are more likely to stick with a brand they trust, this trust in turn promotes loyalty. More market share, better client retention, and higher prices are all possible for a well-known business. This is due to the fact that customers are frequently prepared to pay more for brands they believe to be dependable and of excellent quality since they feel they are receiving good value.

Branding is essential for building credibility and competing with both domestic and foreign brands when it comes to locally produced goods. Strong branding can help local firms overcome the obstacles of limited resources and market access by forging a distinctive and potent brand identity. Customers frequently connect grandeur, dependability, and quality with well-known brands, which can be very helpful for regional producers

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looking to increase their market share. Good branding may make local goods stand out in the marketplace, draw in a devoted following, and successfully take on well-known global brands.

The initial point of physical contact between the product and the customer is the packaging. It serves as both a protective covering and an effective marketing tool. Good packaging may draw attention, communicate brand values, and give customers important information. Underwood and Klein (2022) assert that packaging's colour, design, and composition can have a big impact on how customers feel and what they decide to buy.

Creative and eye-catching packaging can set locally produced goods apart from rivals and increase their allure. When it comes to Dulux Paints, packaging design is essential to conveying the company's dedication to excellence and creativity. Dulux's packaging uses eye-catching hues and ergonomic shapes to draw in customers and support the company's reputation as a market leader in paint. The real power of branding and packaging is found in their compatibility. When combined, they produce a unified brand experience that appeals to customers and increases marketing efficiency. Smith (2023) asserts that integrated branding and packaging techniques can increase sales, consumer happiness, and brand recognition. For Dulux Paints, building a solid market presence in Lekki, Lagos, has been made possible by the synchronisation of their branding and packaging strategy.

The efficiency and efficacy of marketing initiatives in reaching intended results is referred to as marketing productivity. It is a crucial metric for assessing marketing effectiveness, tactics and how they affect the performance of businesses. It is commonly known that packaging and branding can increase marketing efficiency. By boosting consumer attraction, retention, and loyalty, powerful brands with attractive packaging can increase marketing productivity, claims Aaker (2023). The ability of Dulux Paints to draw in new clients, hold on to current ones, and generate large sales volumes is an indication of marketing productivity. The company has maintained a competitive edge and experienced significant development in the Nigerian market thanks to its strategic focus on branding and packaging.

One of Nigeria's top paint producers, Dulux Paints, offers a prime example of how strong branding and packaging can boost marketing effectiveness. The company's branding and packaging choices demonstrate its dedication to quality, innovation, and client pleasure. Dulux Paints has maintained its relevance and attraction to customers in Lekki, Lagos, and beyond by consistently changing its brand image and packaging design. Thus, the purpose of this study is to investigate the particular branding and packaging tactics used by Dulux Paints and how they affect the marketing efficiency of the business. The study will clarify the key success elements through a thorough investigation and offer guidance to other regional manufacturers looking to improve their market performance.

1.1 Research problem Statement

This study uses Dulux Paints in Lekki, Lagos, as a case study to investigate how branding and packaging affect the marketing effectiveness of locally produced goods. Marketers generally agree that a product's nature has a big impact on how customers behave. Customers frequently ignore a product that is poorly packaged or poorly labelled, which lowers sales performance.

Even though branding and packaging are important, many businesses overlook these crucial aspects. Low sales volumes brought on by subpar packaging and weak branding frequently make it tough for businesses to break even and eventually result in losses. Furthermore, a product's brand name is a major factor in how well it sells. Although a powerful, memorable brand name can outperform rivals, many marketers do not devote the time and money required to make effective branding choices. This error may cause the target market to receive insufficient information about the product, which could lower its potential sales.

Thus, this study aims to ascertain whether insufficient funding or other factors are to blame for the absence of appropriate packaging and branding. The research attempts to identify the fundamental causes of subpar branding and packaging practices and their ensuing effects on marketing productivity by looking at the particular situation of Dulux Paints in Lekki, Lagos.

1.2 Significance of the study

Manufacturers will benefit from the study since it shows that good branding and packaging not only increase sales volumes but also improve a company's reputation. Increased customer loyalty and repeat business are frequently indicators of this better image. Manufacturers can more effectively plan their marketing initiatives to attain long-term economic success by comprehending the effects of these factors.

The study will help consumers by raising their awareness of their rights to branded, well-packaged goods. When buying high-quality products, this awareness enables individuals to be pickier and make wise choices. Customers can make wiser decisions in the marketplace if they are aware that a company's dedication to quality and dependability is symbolised by its attractive packaging and branding. The study also identifies a number of brand name choices that can be helpful to various manufacturer categories. This research will offer useful insights and tactics by adding to the amount of knowledge already available on product packaging and branding. Building on these findings, future academics can delve deeper into the subtleties of packaging and branding, ultimately advancing the discipline and enhancing industry standards.

1.3 Research Objective

The specific objectives were to:

1. Assess the extent of product branding and

packaging as well as sustainability.
2. To ascertain how much branding and packaging influence product difference.

1.4 Research Questions

1. What is the impact of product branding and packaging on sustainability?
2. Has there been a notable shift in product differentiation and branding?

1.5 Research Hypotheses
This investigation will be guided by the following hypotheses:

1. $H0_1$: There is no discernible distinction between sustainability and product branding and packaging.
2. $H0_2$: Product branding, packaging, and distinction have not changed significantly.

1.6 Scope of the Study
Personnel from Dulux Paints' production and marketing departments are specifically involved in this study, which focusses on particular characteristics within the company in Lekki, Lagos. The employees were picked because they could offer in-depth knowledge of the company's internal procedures and viewpoints on branding and packaging strategies. The study looks at five important variables that were chosen for their direct significance to comprehending how branding and packaging affect marketing productivity at Dulux Paints in Lekki, Lagos, and that were identified in the research questions.

2. Methodology

2.1 Research Design
To gather data from participants, the study used a descriptive survey approach.

2.2 Population
All 120 employees of Dulux Paints in Lekki, Lagos, who were provided by the company's administrative department, comprised the study's population.

2.3 Sample and Method of Sampling
Selecting a sample from the total population is known as sampling. The goal of this study was to survey every employee of Dulux Paint Ltd., but due to study limits, only a sample of one hundred (100) employees was chosen using the judgemental sampling technique. According to the research, the chosen employees, who worked in the company's marketing and manufacturing divisions, were chosen by the use of the judgemental sampling technique. According to the research, the chosen employees, who worked in the company's marketing and manufacturing divisions, were extremely informed about the facets of product packaging and

branding and could offer valuable insights for the study.

2.4 Reliability of Research Instrument
The statistical role used for data processing can be used to determine the instrument's reliability. In order to accomplish the goals and objectives of the study questions and hypothesis, which are also tested, the researcher employed questionnaires.

2.5 Research Instrument
Data for the study was gathered using questionnaires created for the production and marketing department, packaging, and design (PAMDPD).

2.6 Procedure for Data collection
Personal observation, interviews, and questionnaires were employed by the researchers. The respondents were guided and given the opportunity to voice their opinions by the use of prepared questions that were pertinent to the topic and printed with instructions. After listening to the respondents, the researcher made a personal observation and came to a conclusion.

2.7 Method of Data Analysis
The straightforward percentage analysis method was used to examine the answers to the given questionnaire. The validity of the developed hypothesis was additionally examined using the descriptive statistical method (Chi-Square). The following formula serves as an example of this:

$$x^2 = \sum \frac{(O - E)^2}{E},$$

where $\sum$ = Summation,
O = Any value's observed frequency,
E is any value's expected frequency,
x^2 is the chi-squared .

The chi-square value derived from the formula will undoubtedly be compared by the researcher.

Decision: To validate statistical hypotheses at the significance level, the data was subjected to a chi-square (x^2) goodness of fit test. The researcher applied the decision rule to get a conclusion.

Rule of Decision: If the calculated value exceeds the table value, the decision rule rejects the null hypothesis (H0); if not, it accepts it.

3. Result
In testing this hypothesis, Chi-square goodness of fit test was used to test the hypotheses as shown in Table 1, yielding:

$$x^2 = 79.44; \ p = 4; \ df = 0.05; \ x^2 - 9.488$$

Table 1: What is the impact of product branding and packaging on sustainability (Source: Field Survey, 2024)?

Response	O	%O	E	(O-E)	(O-E)^2	(O-E)^2/ E
Strongly Agreed	71	71%	25	46	529	21.16
Agreed	19	19%	25	-6	36	1.44
Undecided	1	-	25	-24	576	23.04
Strongly Disagreed	6	7%	25	-19	361	14.44
Disagreed	3	3%	25	-22	484	19.36
Total	**100**	**100%**				**79.44**

Table 2: Has there been a notable shift in product differentiation and branding Source (Field Survey, 2024)?

Response	O	%O	E	(O-E)	(O-E)^2	(O-E)^2/ E
Strongly Agreed	84	84%	25	59	3481	139.24
Agreed	13	13%	25	-12	144	5.76
Undecided	1			-24	576	23.04
Strongly Disagreed	1	-	25	-24	576	23.04
Disagreed	1	1%	25	-24	576	23.04
Total	**100**	**100%**				**214.12**

Decision rule: Since the calculated chi-square value (79.44) is greater than the table value (9.488), we accept the statistical hypothesis (H1) which states that "there is significant difference between branding and packaging of products and sustainability," and we reject the (H0) which says that "there is no significant difference between branding and packaging of product and sustainability." The acceptance of statistical alternative hypothesis (H1) is that it received statistical support after testing it.

Similarly, in testing this hypothesis, Chi-square goodness of fit test was used as shown in Table 2, yielding:
$$x^2 = 214.12; \ p = 4; \ df = 0.05; \ x^2 - 9.488$$

Decision rule: Since the calculated chi-square value (214.12) is greater than the table value (9.488), we accept the statistical hypothesis (H1) which states that "there is significant change in the branding and packaging of products and differentiation" and we reject (H0) which says that "there is no significant change in the branding and packaging of products and differentiation." The acceptance of statistical alternative hypothesis (H1) is that it received statistical support after testing it.

4. Discussion
Significant proof of the value of branding and packaging in raising the marketing effectiveness of locally produced goods, particularly Dulux Paints in Lekki, Lagos, has been presented by the examination of the research's questionnaire items. The main research topics form the framework of the debate, which contrasts the results with pertinent empirical research that has already been evaluated.

According to the results, the majority of respondents firmly believed that Dulux Paints has a very successful branding and packaging strategy for their goods. This is consistent with research by Oladepo and Abimbola (2021), which discovered that appealing and useful packaging had a big impact on customer purchasing decisions, increasing sales and brand loyalty. Likewise, Ahmed and Adeola (2019) showed that creative and superior packaging improves product attractiveness and sales, confirming the finding of Dulux Effective packaging and branding techniques are essential to Dulux Paints' commercial success.

The study identified a number of motivations for the company's branding and packaging initiatives, such as customer acquisition, retention, and distinction. This is in line with research by Eze and Maduka (2020), which highlighted the importance of strong branding campaigns in increasing market share and profitability. The study's findings regarding branding and packaging also support Ugochukwu and Onyekachi's (2018) finding that successful branding tactics boost sales and market penetration.

The findings demonstrated that branding and packaging had a highly positive effect on Dulux Paints' product marketing productivity. This supports the study by Babalola and Ogunleye, (2019) which discovered a correlation between increased brand equity and increased customer loyalty and repeat business. Furthermore, the substantial impact of packaging on market performance seen here is consistent with Chukwuemeka and Nwosu's (2021) findings, which emphasise that creative packaging solutions improve customer happiness and brand perception.

Most respondents concurred that the rise of branding and packaging as a marketing technique can be attributed to a number of things. This is consistent with research by Nnamdi and Ijeoma (2020), which demonstrated that several aspects of packaging, such as colour, design, and sustainability, had a major influence on consumer

perceptions and purchase intentions. Chukwuemeka and Nwosu (2021) stress the need of ongoing innovation in packaging, which further supports the idea that changing consumer branding and packaging strategies is driven by consumer preferences.

The study noted certain difficulties the company encountered when deciding on its branding and packaging, albeit these problems were usually handled well. This result is consistent with local manufacturers' experiences in Ugochukwu and Onyekachi's (2018) study, wherein challenges in branding strategies were overcome to preserve competitiveness in the market. The general agreement in the examined empirical studies supports the idea that addressing such issues is essential to maintaining the beneficial effects of branding and packaging on marketing productivity.

Essentially, the research's conclusions are in line with previous studies, highlighting the vital role that strong branding and packaging play in raising the marketing effectiveness of domestically produced goods. By contrasting these results with those from additional empirical research; essentially, the research's conclusions are in line with previous studies, highlighting the vital role that strong branding and packaging play in raising the marketing effectiveness of domestically produced goods. It is clear from contrasting these results with those of other empirical research that creative packaging and strategic branding are essential to attaining both market success and customer happiness.

5. Recommendations
Based on the research findings, the researcher makes the following recommendation:

1. Firms should introduce policies for branding and packaging of its products so as to attract its targeted audience.
2. Provision should be made for good branding and packaging of any firm's products so as to create more profit for the company.
3. Firms should review their branding and packaging methods and come out with fine packaging so as to sell its products to consumers because good branding and packaging sells the company.
4. Branding and packaging should be given more attention by firms who are into full time production.
5. Finally, more work should be encouraged on the key areas of branding and packaging, marketing and productivity of locally made products in order to create more awareness to the general public.

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