

The Impact of Packaging on Consumer Purchase Decision-Case Study of the Nigerian Market

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ABSTRACT

The purpose of this study was to identify the influence of packaging attributes on consumers' purchase decision. The research focused in Lagos (Nigeria). The study used color, graphic design, size, printed information and shape of packaging as independent variables and consumers' purchase decision as a dependent variable. This empirical research was conducted using survey through a set of questionnaire with a 5-point Likert scale and open-ended items. The questionnaire was distributed to 200 respondents and the responses from 197 of the respondents were analyzed using descriptive statistics and regression analysis. The findings of the study show that color, graphic design, size, and shape of packaging significantly influence consumers' purchase decision but printed information on the package do not really influence consumers' purchase decision. Therefore, manufacturers should give attention to packaging attributes and be innovative to attract and keep consumers.

Keywords: Purchase decision; Packaging; Nigeria; consumers; surveyed questionnaire.