

Innovative Packaging of Local Food Products for Home and Foreign Markets: Case of Dala Foods Nigeria Ltd.

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Abstract:- Innovations in packaging has seen significant development due to industrial processing of food and need for instant food due to lack of time to prepare food from fresh ingredients. This study explores the application of packaging in marketing local food products in local and foreign markets with a special focus on an indigenous food processing company; Dala Foods Nigeria Limited, makers of packaged Kunun Tsamiya brand. The study adopts qualitative research approach through case study method in order to have an in-depth exploration of how packaging contributes to the success of Kunun Tsamiya in the market. The selection of participants is made by applying a non-probability sampling technique through convenience sampling. Structured open-ended questions are applied in the interview and the responses are presented using descriptive analysis of the thematic areas covered by the interview. Findings of the study reveal that packaging is a valuable marketing tool as it plays a significant role in food product marketing. Similarly, it contributes immensely towards the marketing and success story of Kunun Tsamiya in both local and foreign markets. Therefore, it is highly recommended that our local companies and individual producers of food products should warmly embrace and use proper packaging in marketing their products without any delay.

Keywords:- Packaging, Food Products, Market, Kunun Tsamiya, Innovation.

I. INTRODUCTION

Food processing on an industrial scale and the demand for fast food owing to time constraints have led to considerable advancements in packaging innovations. The developments are motivated by the wants and demands of the consumer, which are impacted by shifting global trends including longer life expectations and a varied and abundant food supply (Deena, 2023). A few of the latest developments in food packaging distribution include radio frequency identification and electronic product codes; active and intelligent packaging (such as disposable food packages and moisture control agents); and packaging mechanisms that control volatile flavour and aromas.

Any material used to wrap, contain, or convey a product for the purposes of protection, preservation, transit, and storage is referred to as packaging in this paper (Piergiovanni and Limbo, 2016). Packing examples include packed cases with bunches of bananas, a crate of eggs, a basket with tomatoes or oranges, and a jute sack filled with rice. Furthermore, packaging is defined by Soroka (1996), as referenced in Nwosu and Ebuor (2020), as a coordinated system of preparing food for sale, distribution, transit, storage, and use. It is a crucial component of marketing products.

Fascinatingly, there is a sizable and expanding industry for packaged food items and packaging supplies in Nigeria. With an estimated net worth of US\$545 million and an annual growth rate of 12%, this sizable and dynamic market is one of the fastest-growing industries and is thought to be the largest in Africa (Foodmag, 2023). This trend has made some foreign and local mega stores like Shoprite and Sahad to be selling some foreign brands along with other indigenous foods. Some of the locally-produced foods found in the megastore with better hygienic and attractive packaging include cashew nuts, *garri* (cassava), several fruits and leafy vegetables, potato flakes, honey, palm oil, groundnut oil, powdered yam, and powdered plantain (Agbaje and Olowade, 2014). This noteworthy trend generates millions of new employment, boosts the local economy, and expands the farming, food processing, and packaging industries. Furthermore, a good development that significantly grows the food business is the promotion of the "Made-in-Nigeria" drive (Tapsoba, Kiemde, Lamond, and Lépine, 2022).

A. Statement of Problem

According to Danton de Rouffignac (1990), Fast Moving Consumer Goods companies are generally the ones that use the most packaging materials. They are also the largest, most demanding, and most innovative clients in the packaging industry, and they are always interested in the latest packaging trends. Nonetheless, there is little marketing theory in the field of packaging, despite the fact that managers are paying more attention to it (Rundh, 2005). The fact that packaging is a multidisciplinary field that includes engineering, marketing, and logistics rather than a standalone research area, may help to explain the relative paucity of contemporary research in the sector (Nickels and Jolson, 1976). For instance, Keller (1993) looked primarily

at customer-based brand equity when addressing the branding issue from the consumer's point of view. In a similar vein, Underwood (2003) examined how packaging functions as a brand communicator, paying particular attention to how customers perceive the brand and the package (2002). The relationship between packaging and brand management is still largely unknown, according to Underwood and Ozanne (1998).

Therefore, it is evidently clear that the innovative application of packaging by local food products firms in marketing their products has not been well researched, particularly in developing countries like Nigeria. This is the identified research gap that the study attempts to fill. It is therefore imperative to study this area, using relevant case study. Consequently, the following research question is formulated: Does innovative packaging help local food manufacturing companies in marketing their products?

B. Research Objectives

With a focus on the local food processing business Dala Foods Nigeria Limited, this study investigates the use of packaging in local food product marketing. In particular, this research aims to:

- To give readers a basic understanding of packaging as a marketing technique.
- To give them enough knowledge to comprehend the roles that packaging plays in the marketing of food products.
- To ascertain the role packaging plays in promoting Kunun Tsamiya in both domestic and international markets.

II. REVIEW OF THE LITERATURE

Nigerians consume a wide variety of rich, varied ready-to-eat foods and beverages that varies according to tribe and region and are packaged using various materials, styles, and techniques (Adejumo and Ola, 2008). The main goals of traditional packaging are to keep food contained and shield it from contamination, deterioration, and handling difficulties. But according to Omah and Oba (2017), the requirement for food product packaging has expanded significantly to include pharmaceuticals and personal care items, perhaps even outpacing the needs of the food sector.

Three classes can be used to group packaging namely primary, secondary, and tertiary packaging. Primary packaging refers to the product's original packaging. It is the substance that covers the completed product in a container or wrapper right away. For instance, a tube of toothpaste, a plastic table water pack, a sachet of Kunun tsamiya, etc. The extra layers that are added to the main packages are known as secondary packaging. The quality of the product remains unaffected by the removal of supplementary packets. When using toothpaste, for example, we remove the cardboard box that serves as its outer cover. In contrast, businesses who need to move their products from one location to another use tertiary packaging. For this reason, it is also known as transit or shipping packaging. When the object is delivered to the

final consumer, its exterior is removed and the secondary packages are displayed at the point of sales (POS).

A. The Development of Materials for Food Packaging

Humans have utilized a variety of objects for millennia to aid in the movement, storage, and preservation of a greater variety of items. For millennia, people have utilised wood, clay, grass, and baskets as packaging materials. Early humans created their own packaging technology by wrapping leaves, such as those from cocoyam, banana, plantain, and kola-nut plants. Animal skins were the first flexible packaging material used at the time to transport liquid foods and beverages, such as water (Nwosu and Ebujor, 2020).

Nigerian food products were traditionally packed in a variety of materials, including broad leaves, empty fluted gourds (gora), fruit shells, coconut shells, newspaper, cement paper bags, jute bags, baskets, bamboo, cane baskets, clay pots, discarded bottles and jars, and jute sacks (Nwosu and Ebujor, 2020). Similar to this, until the development of glass, metal, and paper, the ancient Egyptian and Roman Empires employed baskets, barrels, sacks, and clay containers (Sarpong, 2015). However, perishable agricultural products are not well protected by the conventional materials, and they are also not seen to be appropriate for handling and transportation in an effective manner (Nwosu and Ebujor, 2020). Therefore, even though packaging has not yet reached its full potential, conventional food packaging established the groundwork for a more effective and robust packaging techniques of today.

Nwosu and Ebujor (2020) list a variety of packaging materials, such as steel, laminates, metalized films, aluminium foil, glass, and metals. Other materials include paper, paper board, plastic (both thermoses and thermoplastic), and plant leaves that are frequently used to wrap kolanuts and meals. Packaging materials can often be classified as semi-flexible, flexible, or rigid (Siracusa & Rosa, 2018).

B. Packaging's Role in Product Marketing

Food goods in particular, and product marketing in general, are greatly influenced by packaging. According to research, 63% of consumers view packaging as nearly as important as the brand itself, and 70% of consumers base their opinion of a brand on it (Stanley, 2021). Generally speaking, packaging serves the following purposes:

- **Protection:** Products are shielded by packaging from environmental, biological, and physical risks like moisture, microorganisms, and insects. The Kunun tsamiya package keeps the product safe from rodents and foreign objects, which keeps it from becoming contaminated or spoiling.
- **Identification:** Product identification and differentiation are made simple and efficient by packaging. When tangible product distinctions are not readily apparent in a competitive market, a product's distinctive packaging presentation is what sets it apart from rival brands. Packaging gives items originality and facilitates rapid

identification since it makes it simple to distinguish one manufacturer's products from those of competitors.

- **Preservation:** Over time, packaging keeps the contents secure and fit for consumption. It also increases the product's usability and shelf life. Similarly, food packaging keeps food safe and fresh by minimizing product deterioration.
- **Gives Product Information:** A product's packaging is its face, and it's frequently the only thing a buyer sees before making a purchase. Businesses utilize labels and packaging as a powerful marketing communication tool to tell prospective customers important details about their products. In a market where there is competition, creating distinctive or creative packaging can help boost a product's sales.
- **Convenience:** The ease with which a product can be transported, stored, and consumed is enhanced by its packaging. For instance, stocking and transportation are made simpler by the new Kunun tsamiya sachet. Convenience aspects include things like simplicity in handling and use, economical consumption, and easy disposal. These crucial components give products a significant competitive edge and added value.
- **Traceability:** It enables a company to monitor the passage of packaged food through predetermined manufacturing, processing, and delivery phases. According to Golan et al. (2004), traceability helps with food safety and quality by facilitating trace-back and improving supply management. In order to trace their items during the distribution process, a unique code is being added to the product's packaging labels.
- **Promotion:** Packaging makes it easier to effectively promote food goods, particularly at exhibits, online sales, self-service stores, and point-of-purchase displays. It is equally utilised in sales promotion campaigns like scratch and win promotions, in-the-pack and on-the-pack premium, and sampling.
- **Compatibility with the Universal Product Code (UPC):** In the food business, UPC bar codes are a technology used for handling and identifying food and agricultural commodities (Barua, Roy, Srivastav, and Chakraborty, 2023). Since its introduction in the 1970s, it has become widely used in grocery stores to help with checkout, stock reordering, and inventory control. Scannable symbols called UPC bar codes hold information about a product or item, like its size, price, flavour, or colour. The bar code and a number that is usually 12 digits long are the two components of a UPC label. The bar code's lines and spaces encode the UPC number, which is also known as the Global Trade Item Number, or GTIN. The initial six numbers identify the manufacturer of the product (Orem, 2022). It is the package that carries the UPC.



Fig. 1 A typical Example of UPC

- **Attractiveness:** Product packaging improves the product's appeal and draws in more customers. The label's style, colour, symbols, images, and other elements enhance the product's attractiveness. A product's packaging can act as a silent advertisement, drawing attention to it and enticing consumers to purchase it. (discussion.economics.ne, 2023). Another consideration for choosing may be the packaging's attractive appearance.
- **Economy:** A variety of economies benefit from well-packaged goods. For example, it averts quantity loss, which averts financial loss. It offers the chance to be reused, which lowers the cost of packaging. Economy of use is another benefit of packaging, as seen in the toothpaste package, economy of consumption, as seen in the Bournvita tin, and economy of cost. Like small, medium and family sizes, that comes with different prices.
- **Differentiation:** A product's package is frequently the primary factor used to identify one narrowly differentiated product from another. The materials utilised, the shape, or the art design could all change. One way to communicate the sense of quality variations is through packaging. One effective way to increase the range through packaging is with gift bundles.
- **Create a Corporate Identity:** Some businesses want to promote specific products on their own. Others, like Heinz baby food, Emirates Airlines, MTN, Airtel, etc., purposefully seek to build a corporation rather than foster consumer loyalty to their products.
- **Logistics Function:** According to Rundh (2005), packaging serves the logistical purpose of safeguarding the product as it is transported via the several distribution channels. The kind of packing material used has a significant impact on how well packaging performs logistically. Because of handling, storage, and transportation, tertiary packaging is typically utilised in supply chains and logistics. The significance of packaging in distribution is growing due to the growing distances between production and consumption points, necessitating the adoption of effective packaging (Jahre and Hatteland, 2003).

- **Usability:** Customers frequently seek out highly user-friendly, purpose-built packaging that serves a purpose. The consumer evaluates a product's packaging based on its usefulness, quality, and aesthetic appeal. Reusability, opening and closing, ease of use, and recyclable materials can increase a product's acceptability. Furthermore, the product's usability is enhanced by its excellent design and environmentally responsible packaging.
- **Sustainability:** A package's beneficial impact on sales numbers increases with its level of sustainability. The packaging design has a big influence on how simple it is to separate the various materials from one another and, in turn, how easy it is to reuse and recycle the packaging. Making more with less facilitates resource conservation and facilitates user management. Paper-based packaging can all be recycled, including cardboard void fill, cardboard boxes, cardboard tubes, and paper tape. Take paper tape on cardboard boxes, for instance. (Khatabook, 2023)
- **Security:** Packages can be made tamper-proof or equipped with tamper-evident measures that will alert recipients to tampering attempts. It is possible to create packages that lessen the chance of theft. Pilfer-indicating seals may be seen on some packages. Similar anti-theft technologies, food packaging may feature electronic item surveillance tags or RFID tags. It takes specific instruments to deactivate these devices, which can be detected or activated at exit points.

C. The Value of Packaging to Internet Companies

Packaging is important for e-commerce enterprises as well; it is not just for in-person, brick-and-mortar transactions. It should be both appealing and functional. By choosing carefully what goes into the packaging design of your online-sold products, you can effectively cut costs associated with shipping, delivery, and marketing. Additionally, it can provide the consumer with information about ingredients, expiration dates, and usage directions, all of which help to streamline online orders and transactions.

In a similar vein, packaging is no longer restricted to two-dimensional concepts as technology develops and grows more complicated. Businesses are now experimenting with packaging that uses augmented reality (AR) or artificial intelligence (AI). AR can be incorporated into smartphone apps by adding sophisticated features or by using QR codes. With the use of these tools, you can now provide your customers linked text, audio, movies, and 3D models in standard flat packaging. Intelligent packaging for your internet firm will convey that it is at the forefront of technology. (Shah 2023).

D. Packaging Techniques

The science, art, and technology of enclosing or safeguarding goods for usage, sale, distribution, and storage is known as packaging (Tylor, 2023). Food packaging's key goals are to meet consumer and industrial demands by minimising environmental impact, preserving food safety, and cost-effectively containing food. To meet consumer needs and maintain their competitiveness, businesses

employ a variety of packaging techniques, including the following:

➤ Customised Packaging

This package is meant to hold a single item. For instance, each individual piece of candy is wrapped in its own wrapping. The product is meant to be shielded from light, heat, moisture, and humidity. Products that are individually packaged can be gathered in a bag using inner packaging. Coca-Cola's packaging is a globally recognisable iconic emblem. The vivid red hue of the package effectively conveys vigour and enthusiasm, drawing attention on the grocery store shelf, while the prominently placed Coca-Cola brand gives a feeling of comfort and nostalgia (Prpic, 2023).

➤ Reusable Containers

When the contents of the package are no longer needed, reusable packaging lets you utilize it for other things. You can utilize the container or package for any other purpose. Once the water has been sipped, juice, oil, or herbs can be added to a plastic table water bottle. Reusable packaging encourages customers to purchase goods repeatedly so they may fully utilise the containers. The packaging is made to be reused in the same or a related application, as well as for another supply chain application where it serves a function.

➤ Family Packaging

Family packaging is when a manufacturer employs a single, standard package design for a variety of product kinds. This is sometimes referred to as "packaging the product line" or "product line packaging." Using this approach, a company can create unique packaging for each product line, different packaging for different items, or the same packaging for every product category. This tactic is typically applied to cosmetic items.

➤ Product Grouping

The practice of grouping multiple products together and selling them as a single unit for a single price is known as "product bundling" (Stanley, 2021). This tactic is meant to entice buyers to purchase additional goods. One example of a product bundle is combining many infant goods into a single pack. A diaper, baby soap, lotion, powder, towel and mattress are all offered together rather than individually, which generates greater sales than selling each item separately.

➤ Modifying the Package

This tactic entails altering your items' packaging. Businesses who use this tactic gradually alter the product packaging. This tactic is helpful in meeting customer expectations when their tastes and preferences evolve over time. Altering the brand's colour palette, size, shape, style, format, and other elements will encourage recurrent purchasing. The producers of Coca-Cola, Pepsi, Cafenol, Milo, Bourvita, and Omo in Nigeria have implemented this tactic.

➤ *Strategy for Packaging Multiple Packs*

This is a tactic that enables businesses to package two or more goods into a single container. Some examples of this include the packing of table tennis eggs, Bic biro packs, egg crates, Maggi cube packs, and so on. Products in several packs are a creative method of getting customers to buy more at once. The cost of packing a single product is also decreased by purchasing a multipack. Offering multi-pack discounts encourages big purchases. (Thompson, 2023)

➤ *Marketing Packaging Approach*

Promotional packaging techniques, such as buy one get one free, 30% more, and package discounts, are used to boost sales. Making your product, marketing initiative, or promotional item stand out from the competition is the main goal of promotional packaging. When presenting a new product, companies can use sampling, which involves providing free or inexpensive products to consumers to promote experimentation. Additionally, they can employ in-pack or on-the-pack premiums as a means of promoting sales.

➤ *Flexible Packaging:*

This tactic calls for the flexible, lightweight, and robust design of packaging. It is commonly made of materials such as plastic or paper that are shaped into bags or pouches. It can be used for a variety of things, such as food, drinks, cosmetics, medications, and more.

E. An Overview of Dala Foods

Incorporated in May 1979, Dala Foods Nigeria Limited began operations as a Manufacturing, Marketing, and Sales company in 1980 (dalafoodsng.com, 2023). It is among the first family businesses to be established and is operating today. The Standards Organisation of Nigeria (SON), the National Agency for Food Drug Administration and Control (NAFDAC), and other pertinent government agencies have legally registered and certified each of Dala's goods. Dala Foods Nigeria Limited manufactures customized meal formulas (both fortified and non-fortified), tea packages, herbs, and customized drinks for hotels and airlines, among other food products, in response to consumer demand.

➤ *Early Operations*

Dala's primary business initially was the blending and packaging of tea, with its flagship brand being the Dala City tea bag. The company purchases its unprocessed tea from domestic and foreign tea marketplaces. Following twenty years of operation, the company expanded into the processing, drying, and packaging of grains for use in instant food drinks. This move was made mainly to promote Kano's regional cuisine and culture throughout Nigeria, Africa, and international markets. This is accomplished by adding value by purchasing their agricultural produce (output), which gives local farmers more chances by raising their incomes. Currently, the company has distributors in roughly twenty-five states in Nigeria, including Lagos, Kano, Abuja, Maiduguri, Plateau, Benue, and Minna.

➤ *The Product Mix of the Company:*

- Instant Food: This comprises Instant Fura (granulated millet combined with milk or yoghurt), Diet Kunun Tsamiya (diet tamarind millet gruel), and Kunun Tsamiya (tamarind millet gruel).
- Cereal-based meals: This includes Biskin Gero (Millet grits), Biskin Masara (Maize grits), Biskin Dawa (Sorghum grits), Masara vita (Maize flour), Gero vita (Millet flour), and Garin dawa (Sorghum flour).
- Teas: Dala City tea bag brand Contract manufacturing; involving action meal (Enriched cereal supplement) and customized beverages for Airlines and Hotels

➤ *A Brief about Kunu (Millet Gruel)*

Kunu is an Hausa word which generally refers to a gruel. The qualifying name depends on the type of cereals it is made of. For example, *Kunun tsamiya* is called tamarind millet gruel, while *Kunun gyada* is called groundnut gruel. It is a popular beverage widely consumed mainly by Hausa people in Northern Nigeria. It is prepared using different cereals such as millet, rice, sorghum, maize, etc. However, *Kunun Tsamiya* is made using millet, also known as *Gero* in Hausa language, dried ginger to be specific, cloves, a little dried pepper and tamarind which is called "*Tsamiya*" in Hausa. The texture of *Kunu* drink that is made from millet is usually light brown in colour, while the one made from rice is usually white. *Kunun Tsamiya* is mostly taken during Ramadan fasting and it is a staple in almost everyhouse in north-western region of Nigeria. Similarly, *Kunu* is not just enjoyable and delicious, it also has nutritional benefits (Nwokolo, 2019). The nutritional content and health benefits of *Kunu* are briefly discussed below.

• *Kunun Tsamiya's Health Benefits*

Gatawa (2020) lists the following nutritional and physiological advantages of *kunun tsamiya*:

- ✓ A polynutrient called lignin, which is found in millet, the main ingredient, has the ability to prevent cancer and improve heart health.
- ✓ *Kunu* helps women relax their muscles, which is beneficial for those who have entered the menopause.
- ✓ Since it facilitates the production of more breast milk, it is also advised for nursing moms.
- ✓ Its ginger content reduces cholesterol and inhibits the development of blood clots.
- ✓ Because of its high fibre content, it supports a healthy digestive tract.
- ✓ It additionally aids in the prevention of inflammatory chronic conditions like rheumatoid arthritis.
- ✓ Tamarind's polyphenols have anti-inflammatory and antioxidant qualities. These offer defence against conditions like diabetes, cancer, and heart disease. Furthermore, because tamarind fruit extract includes antioxidants known as procyanidins, it has been demonstrated to have a protective impact on the liver.

➤ *Traditional Process of Preparing Kunun Tsamiya*

Aminacooks (2023) explains that in preparing *Kunun Tsamiya* the following ingredients are needed; *garin kunu* (Ground millet powder), dried tamarind, clean water, granulated sugar or Honey to taste, cinnamon, dried ginger, cloves and chilli pepper.

- **Procedure:** Traditionally, *garin kunu* (millet pap powder), is processed at home by washing the millet really well, dry it and then hull it to remove the chaff. Then mix it with the spices and grind them into a fine powder and sift it to have a fine powder. Dry the powder, and then store it in airtight container.
- ✓ Then soak the tamarind in clean water overnight, or in hot (but not boiling) water for few minutes and set aside.
- ✓ Transfer the *garin kunu* into mortar or food processor and turn it into a thick paste using few cups of water. This is a crucial step as it helps make the *kunu* more smooth and delicious.
- ✓ Strain the tamarind water and mix the paste with it.
- ✓ Get a clean pot and boil the required quantity of water along with the spices.
- ✓ Allow the water to boil really well before straining it.
- ✓ Mix the *kunu* paste very well before pouring the hot spiced water on it.
- ✓ Immediately after pouring, cover it tight to trap the heat that will cook it well.
- ✓ Pour the remaining tamarind water on it, to increase the tamarind flavour.
- ✓ Sweeten it with sugar and drink while it's still warm (Aminacooks, 2023)

The above process is what Dala Foods modernized by the use of industrial machines in a cleaner, hygienic and internationally approved manufacturing standards. The result is a packaged instant Kunun tsamiya that needs only clean boiled water to prepare.

F. *Theoretical Background*

Two theories relevant to the study were reviewed to serve as a framework for the research work. They are each explained briefly below.

➤ *Attractive Quality Theory*

The theory of attractive quality, as proposed by Kano, Serau, Takahashi, and Tsjui in 1984, describes the relationship between quality customer satisfaction and the degree of sufficiency. This relationship can be divided into five categories: perceived quality, must-be quality, attractive quality, one-dimensional quality, indifferent quality, and reverse quality. Understanding the part that packaging attributes play in producing attractive quality is aided by the principle of attractive quality in packaging.

➤ *Reasoned Action Theory (TRA)*

A comprehensive theory of human behaviour, the Theory of Reasoned Action looks at the connections between beliefs, attitudes, intentions, and behaviour (Ajzen & Fishbein, 1980). Fishbein and Ajzen (1975) developed a theoretical framework that aims to explain, predict, and

influence human purchasing behaviour. The concept recognizes that an individual's attitude towards a behaviour might impact their intention to act. The individual may then plan to engage in behaviour or intend to do so if the consequence appears advantageous to them. Customers' purchasing behaviour can also be influenced by factors that can be identified with the help of the Theory of Reasoned Action. It is used to explain why people behave a certain way in marketing and social psychology literature (Ajzen, 1991).

When Shappard, Hartwick, and Warshaw (1988) note that the model appears to predict consumer intents and behaviours effectively, they conclude that the theory is a good model that is utilised for the prediction of customers' purchasing behaviour. This theory is relevant to the study since it looks at and assesses consumers' perceptions of packaged food items.

III. METHODOLOGY OF RESEARCH

This study uses the case study method to adopt a qualitative research strategy. Through the study of specific populations or locations, the former type of social science research gathers and uses non-numerical data in an effort to interpret meaning that will aid in our understanding of social life [Punch, 2013]. It puts more emphasis on words than numbers and observes the world in its natural environment, evaluating circumstances to comprehend the meanings that individuals create in their daily lives [Walia, 2015]. To collect, examine, and interpret data from content analysis of visual, textual, and oral history sources, qualitative research uses open-ended questionnaires, journals, diaries, classroom observations, immersions, and interviews [Zohrabi, 2013]. It is employed to investigate the conduct.

A. *Sampling Method*

The researcher aims to investigate in-depth how packaging influences Kunun Tsamiya's commercial success through the use of case studies. Purposive sampling, a non-probability sampling approach, was used to choose the respondents for interviews in order to choose the participants.

B. *Data Collection Method*

Structured open-ended questions were applied to interview the Managing Director of Dala Foods Nigeria Ltd. In addition to the interview, written accounts, and audio-visual materials were equally utilized for the study. Data will be presented using descriptive analysis of the thematic areas covered by the interview.

➤ *Talks with People (Interview)*

Before the actual interviews, the respondents were emailed the interview questions so they may prepare their responses. The real interview took place in person. This approach aims to provide the data gathering flexibility that is thought to be crucial for this study. The interview lasted almost two hours on average. In order to provide respondents the freedom to talk freely and to present "their story" as objectively as possible, interviews were conducted

using an interview guide that included open-ended questions about the research topic (Silverman, 2000). Throughout the interviews, thorough notes were taken wherever feasible.

IV. FINDINGS AND DISCUSSIONS

The answers from the interview with Alhaji Ali Safiyanu Madugu, the Managing Director (MD) of Dala Foods Nigeria Limited, are shown in this section. A thematic framework based on the main open-ended questions asked of the respondent is used to present the outcome.

After the preliminary exchanges of greetings and pleasantries, we started by asking the MD the number of years he spent working in the company which he said he spent 30 years in the company. The M.D. is a graduate of marketing with an MBA obtained from the famous Bayero University, Kano. When asked about the experience he has in food packaging, he responded that he has adequate experience in packing dried food products both in powder and granules. This generally goes to show that the M.D. has all the necessary academic qualifications and expertise to discuss the issue of packaging.

A. Packaging Decisions

The M.D. was asked when *Kunun tsamiya* brand was introduced, he stated that it was introduced in 1999 and redesigned in 2002, adding that packaging decision is the sole responsibility of the management. When asked whether they conducted market research before introducing the brand, he said no, which shows that no prior research was conducted, but the idea came from the company in order to reduce the hardship married women experienced when preparing *Kunun tsamiya*. With regards to what the colour of *Kunun tsamiya* represents, he posited that it is the corporate colour of the company, that is Dala Foods Nigeria Ltd. It is pertinent to note here that the corporate colour of Dala Foods coincidentally tallies with the texture of prepared *Kunun tsamiya*.

B. The Impact of Packaging on Kunun Tsamiya

In his response to the impact of packaging on the sales of *kunun tsamiya*, he explained that really it has an impact because it has a very simple colour and it relates to food particularly *Kunu*. He further added that packaging is the most important aspect of the product. This further affirms the significance of packaging in products marketing.

C. Sales of Kunun Tsamiya in Foreign Markets

The M.D. was asked if the company sells *Kunun Tsamiya* in foreign markets, he answered in the affirmative. However, he said that they do so indirectly through visiting customers from foreign countries or home-based merchants who export the product. When asked to mention the countries into which *Kunun Tsamiya* is sold, he listed London in United Kingdom, USA, Saudi Arabia, Niger, UAE and others.. On the role of packaging in marketing *Kunun Tsamiya* in foreign markets, Alh. Ali answered that it is very vital as it projects the product to be of international standard rather than just local product. From this response, it

could be deduced that packaging helps in standardization of a product especially in export business.

D. Essential Purposes of Packaging

The M.D. was asked to list the top three purposes of packaging. He gave the following rankings for the functions:

- It prolongs the product's shelf life and protects it.
- It conveys additional information as well as the product's qualities.
- It entices the customer to desire to purchase the item.

He basically said that no product should be marketed without appropriate packaging because of the important role that it plays in marketing, and that correct packaging will only become more important in the future.

V. CONCLUSION

It is obvious, beyond a shadow of a doubt, from the explanation above that packaging plays a crucial role in the marketing of food goods in an economy. Food packaging's key objectives are to meet business and consumer demands for food safety, cost-effective food protection, and reduced environmental pollution. Because of the advancements in human culture, it is anticipated that food packaging will continue to change over time. As a result, this study's conclusions have demonstrated that packaging is an effective marketing strategy since it is crucial to the promotion of food products. Similar to this, packaging plays a significant role in *Kunun Tsamiya's* marketing strategy and success in both domestic and international markets, as demonstrated by the Managing Director of Dala Foods Nigeria Limited, thereby guaranteeing the accomplishment of the study's goals.

It is therefore strongly advised that our small businesses and independent food producers embrace this and promptly utilize appropriate packaging when marketing their goods. This is because it equally promotes items along the distribution value chain in a sustainable manner in addition to conserving, preserving, and protecting products.

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