

Effects of Packaging on Consumer Buying Decision: A Study of African Black Soap (Alata Samina)

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Abstract:- Product packaging plays a key role in consumer purchasing decision as packaging promote brand identity and customer loyalty. However, the African black soap prepared in Ghana has not seen the best of packaging, hence, its rejection in international marketplace. It is in this vein that the researcher sought to examine effect of packaging on consumer buying decision of African black soap (Alata Samina). Correlation and cross-sectional design were used. Cluster and simple random were used to select 245 respondents. Findings revealed that best packaging influence consumers' perception to buy local Alata Samina soap recorded a cumulative mean of 4.69198 and standard deviation of 3.31842, suggesting respondents' agreement that best packaging induce consumer buying decision. In terms of relationship, it was clear that strong positive link exist between packaging elements and consumer buying decision; Packaging colour had $r(245) = 0.882$, $p < 0.05$, Background image had $r(245) = 0.881$, $p < 0.05$, Packaging materials had $r(245) = 0.882$, $p < 0.05$, Font style had $r(245) = 0.876$, $p < 0.05$. Printed information had $r(245) = 0.772$, $p < 0.05$, Labelling, wrapper design and creativity had $r(245) = 0.882$, $p < 0.05$. Standard Multiple Regression was used to analyzed the effect of packaging elements on consumer buying decision and the result were packaging colour had 53.8% and statistically significant effect of $r(245) = 0.538$, $p < 0.05$. Brand image had 85.3 % and statistically significant effect of $r(245) = 0.853$, $p < 0.05$. Printed information had 73.8% and statistically significant effect of $r(245) = 0.738$, $p < 0.05$. Packaging materials had 62.6% and statistically significant effect of $r(245) = 0.626$, $p < 0.05$. Innovation had 92.3 % and statistically significant effect of $r(245) = 0.923$, $p < 0.05$. Labelling quality had 76.5% and statistically significant effect of $r(245) = 0.765$, $p < 0.05$. Design of wrapper had 44.2% and statistically significant effect of $r(245) = 0.442$, $p < 0.05$. However, font style had only 1.2% and this effect is not statistically significant; $r(245) = 0.012$, $p < 0.05$. This means that most consumers do not believe that font style influences consumers' purchase decision. The study recommends that Institute of Packaging Ghana, Federation of Ghanaian Exporters, Ministry of Trade and Industry, Ghana Exports Promotions Authority and Association of Ghana Industries should collaborate to improve the packaging skills of the local African black soap producer. The essence is to enable them to package their products to meet the export market standards.

Keywords:- Consumer Buying Decision, Brand-Image, Font-Style, Innovation, Labelling, Packaging, Packaging Colour, Printed Information, Wrapper-Design.

I. INTRODUCTION

Literature has shown that in highly competitive market, where choices are many and swift, brands need to work-hard to make their products stand out visibly through real, effective and efficient packaging practices (Adams, 2021; Dillon, 2024; Lee, 2016;). This is because consumers are bombarded with so many marketing prompts from different products and it is those that looks attractive, meet standards and compelling that buyers will likely form positive opinion of those brand (Zekiri & Hasani, 2015). Taschen et al. (2023) opined that the, strive of businesses for visibility in a crowded industry recognize the subtleties of packaging as a strategic necessity, and not just catching buyers' eye. Packaging is about triggering emotions, building connections, and seamlessly aligning with cognitive processes that steer consumers toward or away from firm's product. Andualem-Imiru (2017) said packaging has been recognized as the silent salesperson. Consequently, firms are increasingly involved in packaging as a sale promotion tool that encourages impulsive buying behaviour (Johnston, 2020) and reduces advertising costs (Soroka, 2023). Packaging draws attention of buyers or consumers to a specific brand. Packaging conveys exceptional qualities of a product (Dent, 2015). It is a tool for differentiation (Soroka, 2023). Thus, packaging enable consumers select product that meet their expectation from a wide range of similar products (Lazlo-Roth, 2022). According to Wiedemann (2017), packaging is a communication device that provides product details such as price, content, nutritional values, ingredients, user instructions, and recommended date for use and expiration. It is a fact that packaging showcases product information. Nevertheless, if product information on packaging is not presented well it can cause confusion by either conveying too many info or misleading info to consumers (Silayoi & Speece, 2017).

However, some manufacturers often use very small fonts and thick types of writing styles to optimize the information conveyed on goods which reduces readability, and causes confusion (Taschen et al., 2023), notwithstanding regulatory authorities nutritional information standard that all producers must follow so that product can be easily

understood are not presented well (Soroka, 2023). This adversely affect packaging standard of such products and Black soap, locally called “Alata Samina” or “Ameyibodzale” in Ghana is not an exception. A survey carried out in selected Black soap manufacturing centres by Ghana Export Promotion Authority (GEPA, 2023) revealed that the local soaps are not properly packaged and the procedures used in making it needs to be improved to meet

scientific standard of soap production across the world. Findings of GEPA were affirmed by Food and Drugs Authority (FDA, 2024) and Ghana Standards Authority (GSA, 2024) study outcomes which established that packaging and methods used by the local soap makers need to be improved scientifically. The figure ‘a, b, c’ below provide credence to packaging and processing methods of the African black soap in Ghana:



This implies that when appropriate packaging and production methods are not followed the local soap will not meet acceptable consumer standards (Lazlo-Roth, 2022). Hence, the rejection of the local alata samina in the world marketplaces such as European Union, US, and other developed market (GEPA, 2023, FDA, 2024, GSA, 2024). This is an unfortunate situation for the African Black Soap in Ghana. Ghana Export Promotion Authority (2023) report indicated that local products for export from sub-Saharan Africa countries are faced with many setbacks as most of the products are rejected based on poor packaging, use of inappropriate packing materials, poor labelling, missing standards and specifications, environmental concerns, and non-compliance and enforcement of packaging quality standards. Ministry of Trade and Industry (2023) attributed these problems to lack of packaging technology and expertise

in packaging structural design. To ensure success, the local soap producers must not only optimize visibility of their packaging but ensure that packaging elements blend well to communicate the specific benefits of their products and make it easier for consumers to select such product from a variety of brands available on the market. This is because research has shown that packaging elements play crucial role in product packaging by drawing consumer attention to the product.

It is in this vein that the researcher chose to examine whether consumers perception of packaging influence their buying decision. Also, to establish whether a relationship exist between packaging elements and consumer buying decision and to determine the effect of packaging elements on consumer's buying decision of African black soap.

➤ *Research Questions:*

- Does consumer perception of packaging local black soap influence buying decision?
- What relationship exist between packaging elements and consumer's buying decision of local black soap?
- What effect does packaging elements have on consumer buying decision of local black soap?

II. LITERATURE REVIEW

➤ *The Concept of Packaging and Consumer Buying Decision*

The primary purpose of packaging is to protect products from any damage that could happen during transportation, handling and storage (Adams, 2021). Packaging retains the product intact throughout its logistics chain from the manufacturer to the end user (Soroka, 2023). It protects the product from humidity, light, heat and other external factors (Johnston, 2020). Lee (2016) defined packaging as container or wrapper used to cover a product. Chukwu and Enudu (2018) described packaging as a marketing mix feature that protect and make a product stand out of a lot for quick recognition - appealing to buyers (Lazlo-Roth, 2022). Soroka (2023), consider packaging as a way of advertising a product. This implies that our ability to process and package the local soap properly bearing in mind scientific implications and following internal standards will make it easy to export the local soap to other market outside Ghana.

Consumer buying decision on the other hand, refers to the actions taken by consumers before buying a product. Adams (2021) defined consumer buying decision as buyer's attitude, preference, intention, and resolves exhibited in a marketplace/shop when buying a product. Schiffman and Lesile (2018) describe consumer buying decisions as conducts that consumer's exhibit right from the time of search to product purchase. They went on to say, consumer purchase decision has to do with studying how consumer makes decision to use his or her resources (i.e. time, money, energy, effort) on products related to consumption. Belch and Belch (2002) stated that consumer buying decision has to do with what a consumer goes through when deciding on what to buy and how it has served him or her. The consumer buying decision involves consumer searching for product that will satisfy and fulfil his or her desire and finally buys it. However, purchase decisions are usually influenced by culture, groups, social class, and lifestyle. Marketing factors include packaging design, advertisement, delivery, service and price (Silayoi & Speece, 2017).

➤ *Theoretical Foundation of Packaging and Consumer Buying Decision*

The following theories: Ivan Pavlov (1902) classical conditioning, Kotler (1967) black box, and theory of reasoned action form the basis of the research.

- *Classical Conditioning Theory*

Ivan Pavlov (1902) classical conditioning theory also called stimulus-response says that humans learn to associate stimuli with appropriate responses. Ivan noted that learning

takes place in the external environment of a person as a response to events or happenings. This implies best packaging can stimulate response of consumers to buy the product. Hence, quality packing of the local black soap to meet standard is a catalyst for export of the black soap to abroad. See fig. 1 below.

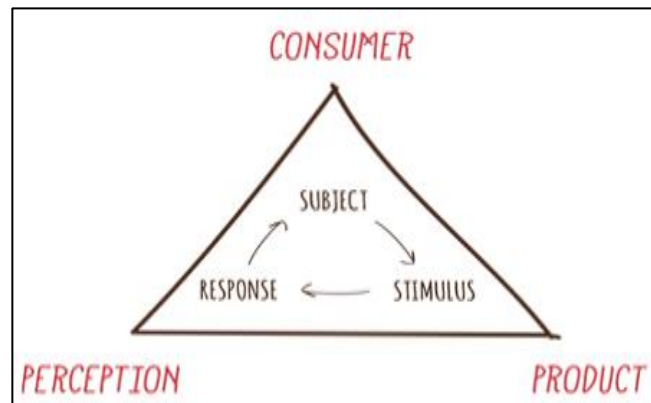


Fig 1 Ivan Pavlov's Stimulus-Response

From the diagram product packaging has direct effect on consumer's perception to buy. This perceived value is seen as appraisal of product value versus price. However, perceived quality of a product is based on packaging elements like colour, labelling, wrapper design, font style and material quality (Leatherdale & Kuebler, 2020), which enhance product attractiveness and its appealing nature to consumers.

- *The Black Box Model*

Kotler propounded the black box model in 1967. The theory focuses on consumer as a rational thinker and problem solver. Hence, consumers will response to local soaps that is packaged well and reject poorly packaged ones (Kotler, 2003). However, cultural, personal, social and psychological factors influence consumer buying decision (Kotler, 2001). So, the way the local soap is packaged is key determinant of consumers purchasing decision.

- *Theory of Reasoned Action*

The Theory of Reasoned Action suggests that individual's decisions are predicated on their thought processes or intentions (i.e. what they see and think about). These intentions are function of their attitude and subjective norms (Fishbein & Ajzen, 1975). This implies that consumers will buy the local soap only when the packaging make good impression on them. So quality packaging is being emphasized.

➤ *Consumer Perception*

Consumer perception denotes how consumers feel about a firm's product packaging (Thiruvengatraj & Vetrivel, 2017). This includes consumer's thoughts, emotions and views related to the brand and its products (Madichie, 2012). Consumer perception can be positive or negative towards a product, and this perception processes occur when consumers interact with the local soap brand (Madichie, 2012; Thiruvengatraj & Vetrivel, 2017). In terms of packaging of the local soap, those that are packaged well will receive

consumer positive response whilst, those poorly packaged will be rejected by consumer.

➤ *Effect of Packaging on Consumer Buying Decision*

Empirically, Andualem-Imiru (2017) explores the effect of packaging elements on customer purchasing decisions in Ethiopia and found that colour, background image, font style, size, printed information and novelty influence consumer buying decisions. Chukwu and Enudu (2018) examined the link between packaging features and buyer buying decision. Findings showed colour, labels, and printed information influence buying decision. However, a negative link was noted between shabby packaging and customer buying behavior. The study concludes that quality packaging effect buyer purchasing behaviour. Karedza and Sikwila (2017) examined packaging designs and customer buying patterns of FMCG goods in Zimbabwe. Findings showed that printed information is most prominent in buying habits of FMCG products. Raheem et al. (2014) study established that packaging features like colour, wrapper design, labelling and innovations are key in consumer buying decision. Sarpong (2014) noted that Ghanaian consumers prefer imported goods to locals because of their packaging quality such as wrapper

design, labelling, printed information, packaging material quality and innovations. The study urged stakeholders such as Institute of Packaging Ghana, Federation of Ghana Exporters, GEPA, Association of Ghana Industries and Ministry of Trade and Industry to collaborate in shaping packaging value chain for local producers as well as strengthen regulatory structures and ensure compliance by packaging industries. Lifu (2012) found that consumers' decision to buy a product is influenced by packaging- the outward appearance at first hand. As a result, attractive packaging adds value to the quality of goods. Silayoi and Speece (2004) consider packaging to be an essential component of marketing mix. They maintained that packaging remains a strategic factor in shaping consumers' purchase decision. Also, attractive packaging encourages repeated customer patronage of the same goods. Best (2002) suggests that appealing packaging generates interest by aiding customer decision making and showcase brand identity, whilst communicating quality of products to consumer. However, poor packaging draws away clients. For instance, the picture below shows poor packaging of African black soap.



➤ *Link between Packaging Elements and Consumer Buying Decision*

Keller (2018) asserted that there is a relationship between packaging elements and consumer buying decision. He noted that in a 30-minute shopping experience, customers may face more than 20,000 choices of substitute goods to make a purchase decision from, and it is the packaging elements that will influence a buying decision of a specific product in such circumstances (Keller, 2018). Hence, colour of package, brand name, packaging design, inscriptions on the package, font size and style, background image are very important at this point in time (Nilson & Ostrom, 2005). The visual on the packaging makes huge impacts on customers when they are not exposed to too many options. Some of the packaging attributes are discussed below: **Packaging colour** impact consumers' behaviour by invoking specific emotions. For example, red communicates excitement, passion, and youthful zeal, whereas blue signifies dependability, calm and trust (Mutsikiwa et al., 2013). However, colour can create either positive or negative impression of a product depending on the consumer's choice of colour (Taschen et al., 2023). **Background/brand image:** Wijava (2013) refers to brand image as memory representation. It determines how

consumers perceive and feel about their experience with the product. Buyer's views are influenced by factors, such as quality of brand's products, the impressions you make through marketing, and levels of customer services. **Packaging Material:** Materials used to package products determine lifespan, safety, and quality of the product. This in turn draws consumers closer to the product. Therefore, when the local soaps are packaged with good materials it will attract consumer purchase behaviour. Thus, consumers value products in relation to their packaging (Smith & Taylor, 2004). Lynsey and Hollywood (2013) added that consumers favored the use of quality designed paper wrapper compared to non-degradable plastics. **Font Style and Size** determines the legibility of product information to the consumer. Therefore, ineligible writings on a product can mislead consumers due to the small nature of the package inscriptions (Deliya et al., 2012). **Quality of printed information** on packaging influences customer buying behavior by communicating product details: nutritional values, ingredients, supplier, place manufactured and date which enhances brand image. Thus, the ability of the printed information to communicate explicit product information to consumers helps to build product reputation (Silayoi &

Speece, 2004). Shoppers are being more vigilant, taking packaging information seriously, making a more comprehensive use of labeling information, as they become more informed about product safety and nutritional values (Lee, 2016). **Packaging innovations** relate to the environmental concerns that drives manufacturers to ensure biodegradability or composability of packaging materials (Wiedemann, 2017). Thus, ensuring eco-friendly solutions. **Packaging label quality:** Product packaging labels serve as a clear means of identification for customers. Customers can

quickly identify the brand and sort of product they are purchasing when labels are done well. This helps to establish a brand and guarantees that customers receive the goods that meet their demands and desires. **Design of wrapper:** The core of packaging wrapper design is to safeguard, contain, or store the product. It differentiates and communicates the customer's disposition product (Amin et al., 2015; Keller 2009). The relationship between the study variables have been illustrated conceptually below:

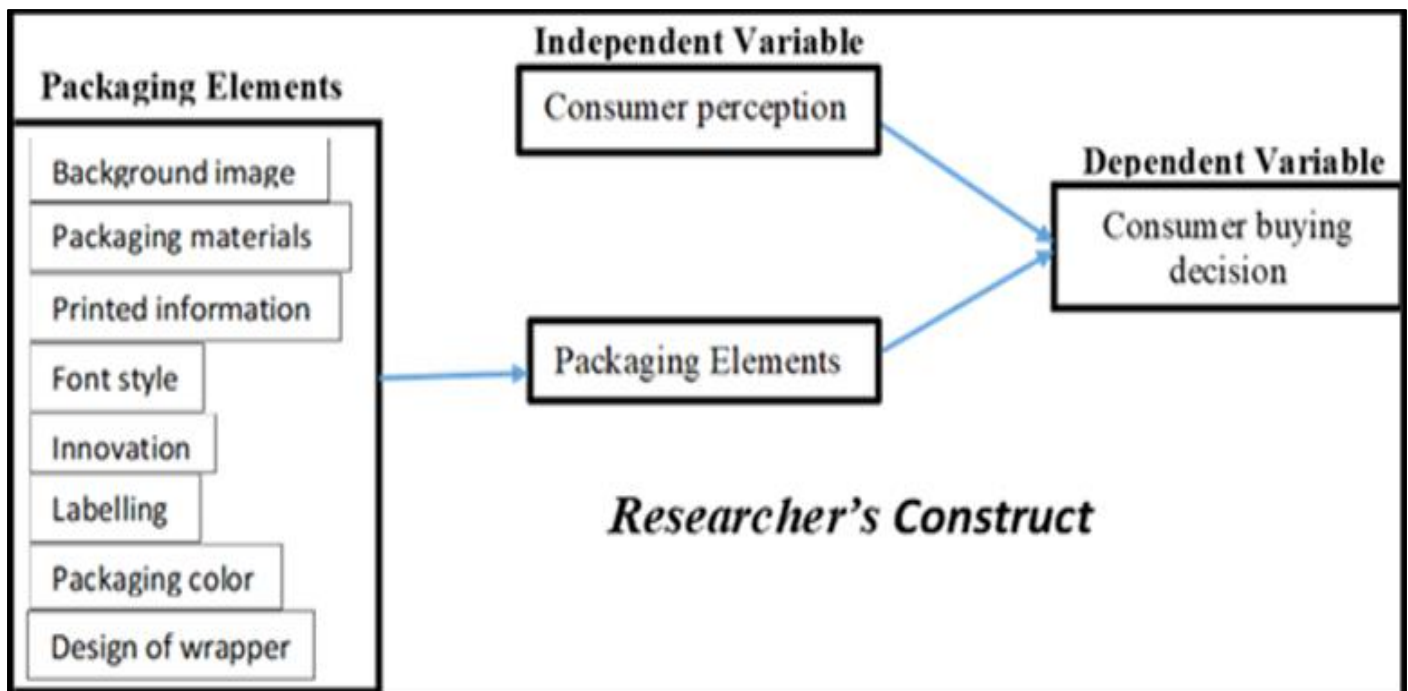


Fig 2 Conceptual Model of the Study

III. METHODOLOGY

Quantitative method involving correlational and cross-sectional designs (Creswell & Plano Clark, 2018) were employed to examine the effect of packaging on consumer buying decision. A five-point Likert scale questionnaire of "Strongly Disagree", "Disagree", "Undecided", "Agree", "Strongly Agree" coded 1, 2, 3, 4, and 5 respectively was used

to gather respondents' views. For instance: The way I perceive the printed information on some local soap influence my buying decision 1, 2, 3, 4, 5. Confidentiality and anonymity were adhered-to (Sekaran, 2003). SPSS was used to analyze data gathered. Cluster and simple random were used to select respondents from McDat Ventures-Koforidua, Lophira Alata GH Ltd-Tema, and NAYA Naturals Ltd-East Legon. See the table 1 below:

Table 1 Sample Size and Sampling Procedures

Respondents	Sample size	Response rate	Sampling Technique
McDat Ventures-Koforidua,	83	67	Cluster and simple random sampling
Lophira Alata GH Ltd-Accra	100	88	Cluster and simple random sampling
NAYA Naturals Ltd -East Legon,	117	90	Cluster and simple random sampling
Total	300	245	

Source: Field Data, June, 2024

IV. RESULT AND DISCUSSIONS

➤ Demographic Background of Respondents

The total number of study participants was 245. In terms of gender, 59% respondents were male whilst, 41% were females. The age distributions were as follow; 36% fall between 20 – 40 years. 49% fall between 41 – 60 years. 15% were 61 years plus. Educationally, 20% had master's degree, 50% had first degree, 16% hold Diploma/HND, and 10% hold professional certificates. Whilst only 4% hold SSSCE/WAECCE. Considering marital status, 82% were

married, 14% were not married and 4% were widowed, separated or divorced. In terms of experience in local soap, 4% had less than 4 years' experience in soap making, 12% had 5-10 years' experience. 20% had 11-14 years whilst, 64% had more 14 years' work experience in local alata samina soap making.

- *Research Question One: What is the perception of consumers on packaging of some selected local soap products?*

Table 2 Perception of consumers on packaging of some selected local soap products

Items	Mean	Std. Dev.
The way I perceive a product packaging influence my decision to buy the product	4.6371	0.67643
The way I perceive a brand image of some local soap influence my buying decision	4.5949	0.74536
I perceive a product with exceptionally good packaging material to be of high quality.	4.7046	0.66168
Product pictures on a packaging enhances my perception for the taste of the product	4.7047	0.66719
The way I perceive printed information on product packages influence my buying decision	4.6920	0.69659
The local soaps are most often poorly packaged, hence my aversion for buying decision	4.7637	0.54760
Total aggregated items:	4.69198	3.31842
Total frequency	245	

Source: Field Data, June, 2024

From the table 2, above, the sum of the standard deviations of the respondents was not far from the aggregated mean (i.e. $4.69198 - 3.31842 = 1.37356$). This suggest that majority of the respondents strongly agreed that the way a product is packaged influence consumer decision to buy. Statistics Solutions. (2013) posited that standard deviation is a measure of how far or close a data set is from the mean. Basically, a small standard deviation means that the values in a statistical data set are close to the mean of the data set. A larger standard deviation means that the values in the data set are far-away from the mean. In this analysis, a larger standard deviation suggests that consumers of the local soap product strongly disagreed that the way the local soap products are packaged influence consumer decision to buy. In the same vein a smaller standard deviation recorded by an item suggests that the way a product is packaged influence consumer's decision to buy. For instance, 'The way I perceive a product packaging influence my decision to buy the product recorded a mean value of 4.6371 and a standard deviation of 0.67643'. This smaller standard deviation of 0.67643 from the mean of 4.6371 shows that majority of consumers strongly agreed that the way a product is package is a critical factor in purchase decision making. The opinions of the respondents were in line with Gonzalez et al. (2007) and Solomon (2009) who claimed that product packaging impact consumer buying behaviour. Lifu (2003) reiterates that poorly packaged local soap draws consumers away from buying. Also, the sum of the deviations of each mean value from the aggregated mean was zero illustrating that all respondents

agreed that good packaging improves consumer buying behaviour. Mathematically expressed as: $\sum x - \bar{x} = 0$. For instance, the mean of $(4.5949 - 4.69198) + (4.7046 - 4.69198) + (4.7047 - 4.69198) + (4.6920 - 4.69198) + (4.7637 - 4.69198) = 0$. This suggests that the arithmetic mean is the only measure of location where the sum of the deviations of each value from the aggregated mean will always be zero (Byleen et al., 2020; Burzynski, 2023).

Regarding "The way I view a brand identity of a certain local soap influences my buying decision" had a mean of 4.5949 and a standard deviation of 0.74536 which was very small, indicating that respondents agreed that brand identity influence consumer buying decision. Alternatively, the analysis infer that respondents perceive brand image as key to buying decision and loyalty (Best, 2002). Also, respondents strongly agreed that they consider local soap with extremely good packaging content as being of high quality (i.e. I perceive a product with exceptionally good packaging material to be of high quality) recorded a mean of 4.7046 and a standard deviation of 0.66168 which was very small. The views of the respondents were in line with Ulrich et al. (2010) who claimed that product packaging is an important marketing mix that sells the brand identity and communicate quality of the product. Product pictures on packaging enhances my perception for the product recorded a mean of 4.7047 and a standard deviation of 0.66719 which was very small, suggesting that respondents agreed that excellent product pictures boost consumer buying decision. This

indicates that most respondents accepted that product pictures on a package would increase their impression of the product's taste. The views of the respondents were in line with Scot (2008) who argued that attractive packaging stimulates impulse buying at first sight. Brassington and Pettit (2003) maintained that pictures communicate product information. In like manner, "The way I perceive printed information on product packages influence my buying decision recorded a mean of 4.6920 and a smaller standard deviation of 0.69659". This suggests that respondents agreed that clear printed info induce consumer buying behaviour. Lastly, the local soaps are most often poorly packaged, hence my aversion for

buying decision had a mean of 4.7637 and a smaller standard deviation of 0.54760, suggesting that respondents strongly agreed that local soaps are most often poorly packaged, hence their dislike to buying them. The opinions of the respondents support Zekiri and Hasani (2015) assertion that poorly packaged products dissuade consumers from buying decision.

- *Research Question Two: What relationship exist between packaging elements and consumer's buying decision of selected local soap products?*

Table 3 The correlation between packaging and consumer buying decision

Product Packaging Elements		Consumer buying decision
Packaging colour	Pearson Correlation	0.882**
	Sig. (2-tailed)	0.000
Background image	Pearson Correlation	0.881**
	Sig. (2-tailed)	0.000
Packaging materials	Pearson Correlation	0.882**
	Sig. (2-tailed)	0.000
Font style	Pearson Correlation	0.876**
	Sig. (2-tailed)	0.000
Printed information	Pearson Correlation	0.772**
	Sig. (2-tailed)	0.002
Labelling	Pearson Correlation	0.882**
	Sig. (2-tailed)	0.000
Wrapper Design	Pearson Correlation	0.882**
	Sig. (2-tailed)	0.012
Innovation	Pearson Correlation	0.882**
	Sig. (2-tailed)	0.011
N		245

** Correlation is significant at the 0.05 level (2-tailed).

Source: Field Data, June 2024

Form the table 3 above, Packaging colour had correlation coefficient of $r(245) = 0.882$, $p < 0.05$ suggesting a strong positive link between packaging and customer buying decision. Background image had correlation coefficient of $r(245) = 0.881$, $p < 0.05$ suggesting a strong positive link between packaging and customer buying decision. The packaging materials had a coefficient of correlation of $r(245) = 0.882$, $p < 0.05$ suggesting a clear positive relation. The font style had a coefficient of correlation of $r(245) = 0.876$, $p < 0.05$ suggesting a clear positive relation. Printed information had a coefficient of correlation of $r(245) = 0.772$, $p < 0.05$ suggesting a strong positive relation. Labelling, wrapper design and creativity had a coefficient of correlation of $r(245) = 0.882$, $p < 0.05$ suggesting a strong positive relation. It is evident from the analysis that positive relationship exists between packaging element and consumer patronage decision. Hence, attractive product packaging will boost the local soap sales both domestically and abroad. As reported by Aaker (2010), Ahasanul (2009), Bed-Nath (2008), Belch and Belch (2015), Clements-Hunt (2004), Edward (2013), Kotler and Keller (2011) and Mallinckrodt and Mizerski (2007) that effective packaging of goods is a catalyst for productive sales.

- *Research Question Three: What effect does packaging elements have on consumer buying decision of selected local soap products?*

Results from multiple regression table 4 below indicate that a unit change in packaging colour will increase consumer buying decision by 53.8% and this effect is statistically significant at $r(245) = 0.538$, $p < 0.05$. Also, a unit change in brand image will increase consumer buying decision by 85.3 % and this effect is statistically significant at $r(245) = 0.853$, $p < 0.05$. Similarly, a unit change in printed information will increase consumer buying decision by 73.8% and this effect is statistically significant at $r(245) = 0.738$, $p < 0.05$. For packaging materials, the study shows that a unit change in packaging materials will increase consumer buying decision by 62.6% and this effect is statistically significant at $r(245) = 0.626$, $p < 0.05$. In terms of innovation, a unit change in innovation or improvement of the soap packaging increase consumer buying decision by 92.3 % and this effect is statistically significant at $r(245) = 0.923$, $p < 0.05$. Additionally, a unit change in labelling quality increase consumer buying decision by 76.5% and this effect is statistically significant; $r(245) = 0.765$, $p < 0.05$. Correspondingly, a unit change in design of wrapper increase

consumer buying decision by 44.2% and this effect is statistically significant; $r(245) = 0.442$, $p < 0.05$. The analysis shows that all packaging elements have effect on consumer buying decision of the local black soap in exception of font style. On the contrary, a unit change in font style increase

consumer buying decision by only 1.2% and this effect is not statistically significant; $r(245) = 0.012$, $p < 0.05$. This means that most consumers do not believe that font style influences consumers' purchase decision.

Table 4 Standard Multiple Regression of effect of packaging elements on consumer buying decision

Consumer (n = 245)					
Variables	B	Std. Error	Beta	t	Sig
Packaging colour	.223	.097	.538	4.604	.000
Background image	.198	.081	.853	2.439	.000
Printed Information	.360	.628	.738	.573	.001
Packaging Material	.259	.099	.626	2.622	.002
Font Style	.020	.129	.012	.153	.879
Innovation	.097	.064	.923	1.512	.132
Labelling quality	.176	.068	.765	2.041	.043
Design of wrapper	1.471	.672	.442	-2.190	.068

Source: Field Data, June 2024

➤ Discussion of Result

The study discovered that consumer perception of packaging of local black soap influence consumer buying decision (Gonzalez et al., 2007; Solomon, 2009; Lifu, 2003; Ulrich et al., 2010). Best (2002) and Scot (2008) says attractive packaging attracts customers to make purchase decision. A significantly positive correlation was found between the following packaging elements background image, packaging materials, labelling, wrapper design, innovation, colour and font style (Andualem-Imiru, 2017; Chukwu & Enudu, 2018). In terms of effect, all packaging elements have effect on consumer patronage decision in exception of font style which recorded a negligible percentage of 1.2 (Karedza & Sikwila, 2017; Lifu, 2012; Sarpong, 2014).

V. CONCLUSION AND RECOMMENDATIONS

The study concludes that packaging elements such as colour, brand image, printed information, packaging material, innovation and labelling quality significantly and positively influence consumers' purchasing decisions. However, font style, size and wrapper design moderately and positively influence consumers' purchasing decision. The study recommends further training on best practice on packaging of the local alata samina soap in collaboration with Institute of Packaging Ghana, the Federation of Ghanaian Exporters (FAGE), Ghana Exports Promotions Authority (GEPA), the Association of Ghana Industries (AGI) and Ministry of Trade and Industry, Ghana. This collaboration will ensure that producers of the local soap acquire packaging skills that meet international standard. Also, provision of soft loan by

government can significantly transform this small-scale business into conglomerate that will create more job for the teaming unemployed youth.

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