

**THE EFFECT OF PACKAGING ON CONSUMER PURCHASE DECISION
FOR PRODUCTS OF KFC RESTUARANTS LIMITED
CASE: KFC RESTAURANTS AND TAKE AWAY- KAMPALA**

BY

ADONGO CHRISTINE

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**A RESEARCH REPORT SUBMITTED TO COLLEGE OF ECONOMICS
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REQUIREMENTS FOR THE AWARD OF BACHELOR'S
DEGREE IN TOURISM AND HOTEL
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DECLARATION

I ADONGO CHRISTINE declare that this research report is my own work and further more affirm that the work reported is original and no part or whole has been submitted to any institution for any purpose.

Sign.....

Name: ADONGO CHRISTINE

(Student)

Date.....^{24th}.....⁰⁹...../2018

APPROVAL

This certifies that this research report by ADONGO CHRISTINE carried out at KFC Restaurant and Take Away Ltd, was under my supervision and is now ready for submission for examination with my approval.

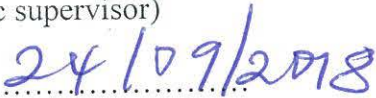
Signature.....



Name: MR. PAAPA CHRISTOPHER

(Academic supervisor)

Date.....



DEDICATION

I humbly dedicate this report to my beloved Mother Anyango Grace and my Father Oburu Christopher for your support, care, provision and all you did to see to it that I reach such a level of excellence, May the Almighty God richly bless you.

ACKNOWLEDGEMENT

My humble and heartfelt appreciation goes to the Almighty God who has blessed me with the gift of life, given me wisdom, knowledge and understanding and provided for me during my time of study, glory be to the lord.

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ABSTRACT.

The study investigated the effect of packaging on consumer purchase decision for products of KFC Restaurant and Take Away Ltd. The study was guided by the following objectives;

- i. . To find out the importance packaging to KFC Restaurant and Take Away Ltd.
- ii. To investigate the determinants of the consumer purchase decision in KFC Restaurant and Take Away Ltd.
- iii. To find out the extent to which packing affects consumer decision in KFC Restaurant and Take Away Ltd.

The researcher used related literature on the literature on packaging, definition of packaging. Importance of packaging, purchase decision of consumers, factors determining the consumer purchase decision and conclusion of different authors, scholars, from internet, text books and journals.

The research design involved both qualitative and quantitative data, the population of the study was of 40 respondents consisting and the sample size was 10 consisting of 3 marketing staff, 3 sales staff and 4 customer. Sampling method was stratified random sampling, both primary and secondary data were used, questionnaires, interview guides and documentary analysis were the methods and instruments and the statistical method was explained by the formula below;

$$\rho = 1 - \frac{6\sum d^2}{n(n^2 - 1)}$$

Where 1 and 6 are constants

Σ - Summation

d – Difference

d^2 – difference squared

n – No of observations

The researcher also represented, interpreted, and discussed the study findings according to the study objectives and questionnaire data.

The researcher summarized, concluded and gave recommendations according to the study objectives and questionnaire data including limitations and areas of further research

CHAPTER ONE

INTRODUCTION

1.0 Introduction

The chapter presents the background of the study, statement of the problem, purpose of the study, objective of the study, research question, scope of the study and the significance of the study

1.1 Background of the study

Kotler (2004), asserted that packaging is a decision of concern to many firms in the competitive marketing environment in attracting attention of consumers in making purchase decision because it involves various roles such as product promotion, customer attraction, competitive tool and others

The author also explained that packaging becomes ultimate selling proposition which stimulates impulse of consumer purchase decision

Rudh (2005), asserted that appropriate packaging appeals to the purchase decision of consumers' attentiveness towards a certain brand which increases its image and stimulates consumers perception about products leading to high consumer purchase decision.

The author also stated that packaging conveys distinctive value to products, works as an instrument for differentiation and helps consumers to decide products from wide range of parrerel products

Underwood, Et-al. (2014), urged that some researchers explore the impact of packaging and its features and consumer purchase decision whereas some others on each step of consumer purchase decision process.

Aticles base (2009), stated that over recent years consumers got more health conscious agreat awareness of health eating life style in changing the shopping habit of consumers where by the firms with ineffective packaging may have a challenge of the reduced

quality and quantity of food stuff they manufacture and are facing a challenge of low purchase decision by consumers hence limited amount of company sales.

KFC Restaurant and Take Away Ltd report(2012), stated that inappropriate packaging discourages consumers attention and their purchase decision.

The report also expressed that low consumer purchase decision in sales force explained by low sales, low purchase, high and others.

The researcher would like to establish the extent to which packaging affects the consumer purchase decision for products of KFC Restaurant and Take Away Ltd.

1.2 Statement of the problem

Limited purchase decision of consumers for the products of KFC Restaurant and Take Away Ltd is a challenge to the company because of limited sales, which seems to be resulting from ineffective packaging of products.

Aticles base (2009), stated that over recent years consumers got more health conscious a great awareness of health eating life style in changing the shopping habit of consumers where by the firms with ineffective packaging may have a challenge of the reduced quality and quantity of food stuff they package and are facing a challenge of low purchase decision by consumers hence limited amount of company sales.

1.3 Purpose of the study

The study aimed at assessing the affect of packaging on purchasing decision of consumers for the products of KFC Restaurant and Take Away Ltd.

1.4 Objectives of the study

- i. To find out the importance packaging to KFC Restaurant and Take Away Ltd.
- ii. To investigate the determinants of the consumer purchase decision in KFC Restaurant and Take Away Ltd.

- iii. To find out the extent to which packing affects consumer decision in KFC Restaurant and Take Away Ltd.

1.5 Research question

- i. What are the importance packagings to KFC Restaurant and Take Away Ltd?
- ii. What are the determinants of the consumer purchase decision in Seba company limited?
- iii. To what extent does packing affects consumer decision in KFC Restaurant and Take Away Ltd?

1.6 The scope of the study

1.6.1 Subject scope

The researcher established the extent of the affect of packaging on consumer purchase decision for products of KFC Restaurant and Take Away Ltd. Packaging is the independent variable and consumer purchase decision is the dependent variable.

The study was carried out in KFC Restaurant and Take Away Ltd in Kampala district because the researcher discovered that the company was experiencing limited consumer decision.

The researcher also had access to the company to obtain data required for the study

1.6.2 Time scope

The study was for the period of 2011-2012 of the record of KFC Restaurant and Take Away Ltd on packaging and consumer purchase decision. The period was sufficient for the researcher to establish the effect of packaging on consumer purchase decision.

1.6.3 Geographical scope

The study was conducted in KFC Restaurant and Take Away Ltd Kampala because the researcher realized that there was ineffective packaging that led to reduced consumer purchase decision. The researcher also had access to the Company to obtain data required to successfully accomplish this study.

1.7 Significance of the study

The finding helped management of KFC Restaurant and Take Away Ltd to ensure effective packaging of its products to realize high consumer purchase decision.

The study helped to guide other firms to implement appropriate packaging to end with high consumer purchase decision.

The research findings will help other researchers to gain skills and knowledge on packaging, consumer purchase and then package effect on consumer purchase decision.

Other researchers will use the findings as secondary data if they carry out research projects on packaging, consumer purchase decision or both.

Stakeholders will discover that firms with effective packaging experience high consumer purchase decisions.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter involves review of the literature on packaging, definition of packaging. Importance of packaging, purchase decision of consumers, factors determining the consumer purchase decision and conclusion.

The data was obtained from journals internet, text books and reports.

2.1 Review of the literature on packaging

2.1.1 Definition of packaging

Ulrich Rorte, Et – al. (2010), stated that packaging is an integral part of projecting a brand image which is some time designed to Conkey image high quality which at bother times signing affordable price.

Aren (2007), suggested that packaging is the encompassing the physical appearance of the container including the design, color, shape, labeling and materials used.

Abram E (2010) explained that packaging is the process of providing a brand identity on a product to meet economies of scale, the carton Jar of tube propped on the stores; shelf provides the first impression a brand product to a consumer and the product.

2.1.2 Importance of packaging.

Silayoi and speece, (2007) stated the following importance of packaging information provision. Packaging contains ingredients and nutritional information which helps to sell the products because it allows potential customers to obtain the necessary information they need to make purchase decision. Information contained on package may propel the reader to buy the product without ever having to speak to the store clerk.

Protection. The purpose of the product packaging is to protect the product from damage during transit from the manufacturer to the retailer but it also prevents damage while the sits on retail shelves. Most products have some form of packaging for example soups must have a container and package while apples may packaging for transport but not to sell the product from the product development of the local grocery store.

Attraction. Product packaging may be what attracts a consumer to take a look on the product as it sits on the stores shelves for this reason, designs and types of product packaging that is the most appealing to its intended customer.

Rita Kavykaitel (2009) suggested that packaging is a communication tool that reveals the sales service and changing customers' life styles having the ultimate effect on consumer choice. This increase the impulse of consumer purchase decision

Saeed, et- al. (2013), stated that packaging provides knowledge. Packaging acts multidimensional function because it offers knowledge about the product and organization a technique to communicate with consumer and safe guard to quality of products .

2.2 Related literature review on consumer purchase decision

2.2.1 defination of consumer purchase decision

Rurh (2010) explained that consumer purchase decision is the ability of an individual to buy a product basing on his perception, attitude, culture and other factors over the products' ability to satisfy needs and wants basing on packaging designs, quantity, quality and others.

Seba report (2012), asserted that consumer purchase decision is the choice of a person to buy a product basing on his interests and this involves greater risks whether its personal, social or economic risk.

2.2.2 Determinants of consumer purchase decision

Madden Et – al (2000) stated the following determinants of packaging on consumer purchase decision

Perception.

The authors explained that perception is the process of filtering information to produce meaning and make sense out of it. It important to note that however, that while this becomes a reality it is not necessarily an accurate reflection of what is reality it isn't necessarily in accurate reflection of what's real. During the average 30 minute shopping trip, consumers are exposed to 20,000 different products, most of which they have no direct knowledge of. Instead, they interpret the information and form purchase decision on the knowledge they have retained from previous experiences with like products.

Knowledge

The authors suggested that learning new information about a product or even type of product can quickly change the consumer purchase decision. It may be necessary for marketers to use advertising and packaging or even give away product samples in order to alter consumers' beliefs and educate them.

Attitudes

The authors also explained that attitude refers to what a person feels about something and is reflected in the way that person acts based on those beliefs. If a consumer has a negative attitude about a product, it can be very difficult to get him or her to change the purchase decision.

Personality

The authors explained that personality refers to all the internal traits and behaviors that make a person unique. It's important to note that the way people view themselves, they self concept, it not necessarily the same as the way others view them. Marketers must

recognize that consumers make purchase decisions to support their self concept, which could expand the target audience for a product.

Silayoi (2004) argued that the following factors that determine the consumer purchase decision.

Lifestyle

The author explained that life style refers to the activities we engage in and the things that interest us, which influences how we spend our time and money. Today, lifestyles are shifting towards personal independence and a healthier, more holistic lifestyle which influences consumer purchase decision.

Motivation

The author asserted that this factor refers to consumers desire to achieve a particular outcome, and effects how much effort the consumer puts into making the purchase decision.

Ahmed (2013) argued the following that determinants that affects the purchase decision of consumers.

Culture

The author expressed culture as the way our behaviors and purchasing decisions are influenced by our interactions with and observations of our own society. Culture strongly influences what consumers eat, wear and travel. Americans, in particular, value good health, individualism, education and freedom which influence consumer purchase decision.

Packaging as an influencing Factor

The author also stated that the purchase decisions are made while the customer is in the store. While the marketing messaging in advertisements and on social media may have created the need or want, the packaging is the final point of communication between a brand and consumer in the retail environment.

Milica Mormann (2006), one of the authors of the study, explained the following factors

Color

The author argued that brands can use color in their packaging and product labels to set certain moods and draw the eye, as it has the ability to evoke different emotions or send messages about the brand. Blue, for example, can be used to evoke feelings of trust. On the other hand, brands can use bright colors like yellow and orange to help the product stand out and show that the company and products are fun hence influencing consumer purchase decision.

Quality of Packaging Material

The author explains that choosing between multiple products, particularly when the consumer is more involved in the process, he will often choose the higher priced item because the higher price implies higher quality. The same is true of packaging material. High quality packaging and labels will influence the consumer to purchase more often than low quality packaging and labels.

Innovation

The author stated that an innovatively designed wrapper or container can have a large impact on whether or not a product is noticed on store shelves. Packaging features include environmentally friendly packaging, portion controlled packaging, tamper-proofing, child-proofing, easy-carry, or packaging that is not easily breakable.

Consumers' eyes and bring more attention to the products, thus influencing the final purchase decision.

2.3 Related literature review on packaging and consumer purchase decision

Rurdh (2005) stated that appropriate packaging conveys distinctive value to products, works as an instruments and helps for differentiation and consumers to decide a variety product displayed which induces high consumer purchase decision.

Ahmed (2013) argued that effective packaging has become itself sales promotion tool which is stimulated by packaging quality, color, wrapper, and other characteristics that influence high consumer purchase decision to meet the needs and wants.

Burke (2013) asserted that proper packaging is a decision of concern to many firms attracting attention of consumers in making high purchase decision because of diverse roles like protection, product promotion, customer knowledge and others.

Kotler (2004), argued that inappropriate packaging becomes a challenge to companies when its products are rejected by consumers and a few who purchase is a reflection of low demand causing low consumer purchase decision

Article Base (2009), explained that the ineffective packaging may have a challenge of reduced quality and quantity of food stuff facing a decrease in consumer purchase decision hence limited company sales

Ampuero (2006), stated that inappropriate packaging in terms of un attractive brand name, wrong product, size, and color discourages and changes consumers perception and attitude over company's products leading to low consumer purchase decision

2.4 Conclusion

The views of authors and reporters indicate that firms with an effort of having effective packaging end up with high consumer purchase decision

Other scholars argue that ineffective packaging by firms discourage buyers causing low consumer purchase decision

Comparing to KFC Restaurant and Take Away Ltd, the ineffective packaging has made it to realize low consumer purchase decision.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter covers the research design, study area, study population, sample size, sample selection, data sources, data collection instruments and methods, data collection procedure, data presentation and analysis .

3.1 Research Design

The researcher used across sectional survey of both qualitative and quantitative research, basing on data from both primary and secondary data sources, where questionnaires, interview guides, interviews and documentary analysis were used with emphasis of stratified random sampling that enabled the research to obtain appropriate data for the study.

3.2 Study Area

The researcher carried out the study in KFC Restaurant and Take Away Ltd because he discovered the company has a problem of low consumer purchase decision the she had access to it to obtain data required for the study.

3.3 Study Population

The study included 40 individuals who consisted of marketing staff, sale staff and customers of KFC Restaurant and Take Away Ltd.

3.4 Sample Size

The researcher used a sample of 10 respondents consisting of 3 marketing staff, 3 sales staff and 4 customers of KFC Restaurant and Take Away Ltd. This is explained in the table below;

Table 3.1 Showing sample size

Respondents' category	Number of respondents	Percentage of respondents (%)
Marketing staff	3	30
Sales staff	3	30
Customers	4	40
Total	10	100

Source: primary data

3.5 Sampling techniques

The researcher used stratified random sampling techniques where the respondents were divided into three major groups, marketing staff, sale staff and customers of KFC Restaurant and Take Away Ltd and these were further divided into other groups to provide research data. The selected data was appropriate for the researcher to obtain the relevant data required for the study.

3.6 Sources of Data

The researcher used both primary and secondary data sources

3.6.1 Primary data sources

The researcher obtained data from selected respondents in the field namely marketing, sale staff and customers of KFC Restaurant and Take Away Ltd using questionnaires, interview guides and the sources were selected because they had first hand data, reliable and of a considerable amount.

3.6.2 Secondary data source

The researcher obtained already existing data from journals, text books, internet, reports and manuals by reading and sorting out required data. The sources were selected because they had available data, less costly which could easily be obtained.

3.7 Data collection instruments and methods

The following are the methods data are commonly used in collecting data.

3.7.1 Questionnaire

These are sets of questions which were mainly structured and a few unstructured, that the researcher sent to respondents to answer and followed up after a week

Advantages of questionnaires

- It gave respondents adequate time to give well thought answers.
- Respondents who were easily approachable could also be reached conveniently.

Disadvantages

- Non response was realised from uncooperative respondents.

3.7.2 Interviews guide

This is formulized set of questions which the researcher read to the respondents and recorded the given answers.

Advantages

- The answers were obtained instantly by the researcher.
- Detailed data was obtained about the study variables.
- Considerable amount of study data was obtained.

Disadvantages

- This method was more time consuming as respondents were approached as individuals.
- Respondent's attention was difficulty because of busy work schedule.

3.8 Data collection procedures

The researcher indentified the research problem then formulated the research topic which was presented to research supervisor for the approval.

The researcher then wrote a research proposal which was approved by the supervisor and then organized questionnaires and interview guides which were also approved.

The researcher obtained the introductory letter from the college research coordinator which was presented to the authorities of KFC Restaurant and Take Away Ltd for permission to obtain data from that company.

The researcher was then introduced to selected respondents in the company and explained how her visit was to obtain research data for academic purpose.

The researcher distributed the questionnaires to selected respondents through the research assistant and obtained them after a week.

She also interviewed some respondents to obtain more data, then used the company documents such as reports and manuals to obtain some data.

3.9 Data presentation and analysis

3.9.1 Data presentation

The data collected was edited, coded, sorted and frequency and percentage counts were presented on the tables and statically tested.

3.9.2 Data analysis

The qualitative data analyzed by concluding views of respondents. The quantities data was analyzed using spearman's correlation coefficient statistical method, expressed by the formula below

$$p = 1 - \frac{6\sum d^2}{n(n^2-1)}$$

Where; n= numbers of items used

p=correlation coefficient value

Σ =summation of values.

d= difference in ranks of variables.

CHAPTR FOUR

PRESENTATION, INTERPRETATION AND DISCUSSION OF FINDINGS

4.0 Introduction

This chapter involves presentation, interpretation and discussion of findings on the effects of packaging on the consumer purchase decision, basing on the study objectives and questionnaires responses.

These findings were from primary sources. The presentation of the findings took three format and discussions.

The study objectives include the following:

To find out the importance of packaging in KFC Restaurant and Take Away Ltd.

To investigate the determinants of consumer purchase decision in KFC Restaurant and Take Away Ltd.

To find out the extent to which packaging affects consumer purchase decision of KFC Restaurant and Take Away Ltd.

4.1 Findings on demographic characteristics of the respondents.

The study findings were on gender position held age, academic qualification of the respondents and their period of the stay with the factory as staff and clients respectively.

The survey was also on 10 respondents of marketing staff, sales staff, and customers of the products of KFC Restaurant and Take Away Ltd respectively. The researcher managed to get all the 10 respondents.

4.1.1 Findings on the gender of the respondents

Table 1: 4.1 Showing of the gender of the respondents.

Response	Frequency	Percentage
Male	6	60
Female	4	40
Total	10	100

Source: primary data

The results of the findings on the gender of the respondents in the table 1 above indicate that out of the 10 respondents 100%, 6(60%) of the respondents were male, 4(40%) of the respondents were female. the results also showed that among the 10 respondents 4 were marketing staff, , 4 were sale staff and 2 were customers of KFC Restaurant and Take Away Ltd. this also implies that KFC Restaurant and Take Away Ltd employees more male staff (4) and few females (4) and few (2) in the sales who are expected to be effective in sales of packaged products. this seems to have caused ineffective packaging.

4.1.2 Findings on the position held by the respondents.

Table 2: 4.2 Showing on the position held by the respondents

Position	Frequency	Percentage
Marketing staff	3	30
Sales staff	3	30
Customers	4	40

Source: primary data

The results of the findings on the positions held by the respondents indicate that out of the 10 respondents (100), 3(30%) of the respondents were marketing staff, 3(30%) were sales staff, 4(40%) were customers.

This implies that the majority of the respondents were the customers and the less were the marketing staff and sales staff. This also implies that the packaging are realized by the

packaging sugar works since it has the majority of Customers. This has caused to ineffective packaging.

4.1.3 Findings on the age of respondents.

Table 3: 4.3 Showing the findings on the age of the respondents.

Response	Frequency	Percentage
Below 18	2	20
19-25	5	50
26-40	3	30
Above 40	0	0
Total	10	100

Source: Primary Data

the results of the findings on the age of the respondents indicate that out the 10(100%), 2(20%) were below 18 years, 5(50%) were between 19-25 years, 3(30%) were between 26-40 years. this implies that the majority of the respondents were adults and least were youth who were mainly men, expected to be vigilant in sales and neither one of them was very young and very old.

4.1.4 Findings on the marital status of the respondents

4.1.4 Findings on the academic qualification of the respondents

Table 4: 4.4 showing the academic qualification of the respondents

Response	Frequency	Percentage
Certificate	4	40
Diploma	3	30
Degree	2	20
Masters	1	10
Total	10	100

Source: primary data

The findings of the respondents indicate that out of 10(100%), 4(40%) respondents hold certificates, 3(30%) are Diploma holders.

The findings also indicated that 2(20%) respondents held degrees and 1(10%) of the respondents were holders of masters.

This implies that KFC Restaurant and Take Away Ltd employees people with different academic qualification in the sales section were and marketing department where by the if had more qualification than others this would improve packaging,

This also implies that the minority held degrees and masters. has caused o ineffective packaging in KFC Restaurant and Take Away Ltd.

4.1.6 Findings on the period of stay in the factory of the respondents.

Table 5: 4.5 Showing the period of stay in the factory of the respondents.

Response	Frequency	Percentage
Less than one year	0	00
1-5 years	10	100
6 years and above	0	0
Total	10	100

Source: primary data

The results of the findings on the period of stay in the factory indicate that out of 10(100%) all the respondents have a period of 1-5 year from all factory.

This implies that the staffs have worked in the KFC Restaurant and Take Away Ltd efficiently and effectively from 1-5years. This also implies that in KFC Restaurant and Take Away Ltd the majority of employees have worked for a period of 1-5years. This seems to have caused ineffective package in the company.

4.2 Findings on importance of packaging in KFC Restaurant and Take Away Ltd

4.2.1 Whether there is importance of packaging in KFC Restaurant and Take Away Ltd.

Table 6: 4.6 showing if there importance of packaging in KFC Restaurant and Take Away Ltd.

Responses	Frequency	Percentage
Yes	8	80
No	2	20
Total	10	100

Source: primary data.

This result on the findings on importance of packaging in KFC Restaurant and Take Away Ltd indicate that out of (100%) of respondents 8(80%) said that there packaging was important in KFC Restaurant and Take Away Ltd and 2(20%) said no. Among the respondents 9 were sales agents and 1 from customers. The results also indicated that the majority said no. This implies that most of the respondents accepted that there are importance of packaging in KFC Restaurant and Take Away Ltd as reflected by most respondents on the selected employees. This also implies KFC Restaurant and Take Away Ltd use packaging. This seems to have realized ineffective packaging

4.2.2 Findings on the rate of packaging in KFC Restaurant and Take Away Ltd.

Table 7: 4.7 showing findings on the rate of packaging in KFC Restaurant and Take Away Ltd.

Response	Frequency	Percentage
Effective	9	90
I don't know	1	10
Total	10	100

Source: primary data

From the table 4.7 above 10(100%) of the respondents 9(90%) of the respondents said that they rate it as effective, 1(10%) showed how ineffective the packaging.

This implies that the majority respondents said effective and minority said ineffective.

4.2.3 Findings on the importance of packaging in KFC Restaurant and Take Away Ltd.

Table 8: 4.8 showing the importance of packaging in KFC Restaurant and Take Away Ltd.

Importance	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NOT SURE	TOTAL
Response	Freq (%age)	Freq(%age)	Freq(%age)	Freq(%age)	Freq(%age)	
Information Provision	6 (60)	2 (20)	2 (20)	00 (00)	00 (00)	100%
Protection	6 (60)	4 (40)	00 (00)	00 (00)	00 (00)	100%
Attraction	5 (50)	4 (40)	1 (10)	00 (00)	00 (00)	100%
Communic ation tool	5 (50)	5 (40)	0 (00)	00 (00)	00 (00)	100%
	6 (60)	4 (40)	0 (00)	00 (00)	00 (00)	100%

Source: primary data

From table 4.8, the respondents who said that information provision as importance of packaging 6(60%) of the respondents strongly agreed, 2(20%) of the respondents agree, 2(20%) of the respondents disagreed with fluctuation of packaging.

This implies that KFC Restaurant and Take Away Ltd had more marketers who agreed with fluctuations.

The respondents who said that quality judgment is a function of packaging indicates that 6(60%) of the respondents strongly agreed, 4(40%) of the respondents agreed. this indicates that quality judgment is a function of packaging. Therefore 60% of the

respondents are in line with Underwood (2001) who explained that quality judgment is largely influenced by product characteristics reflected by packaging and if it communicates high quality, consumers assume that the product is of high quality.

according to protection out of 10 respondents 5(50%) of the respondents strongly agreed, 4(40%) of the respondents agreed and 1(10%) disagreed that logistics is a function of packaging. the respondents who are agreed are in line with Pitt (2003) who stated that the logistics function is mainly to protect the product during movement through distribution.

marketing function was also said to be a function of marketing where by 5(50%) of the respondents strongly agree and 5(50%) of the respondents agreed. most, are in agreement with Predergest (1996) who wrote that if the company does not explicitly recognize the marketing aspect of packaging. This implies packaging is a critical factor in decision making process because it communicates to consumers.

regarding consumer decision making 6(60%) of the respondents strongly agreed and 4(40%) of the respondents agreed. this in agreement in Ravel (2001) who suggested that consumers decision making can be defined as a mental orientation characterizing a consumer approach to making choice. this deals with cognitive and effective orientation in the process of decision making.

4.2.4 Findings on the rating function of packaging in relation to the respondents in KFC Restaurant and Take Away Ltd.

Table 9: 4.9 Showing the rating views of the respondents ON rating on the function of packaging in KFC Restaurant and Take Away Ltd.

Response	Frequency	Percentage
Strongly agree	6	60
Agree	04	40
Disagree	0	00
Strongly disagree	0	00
Not sure	0	00
Total	10	100

Source: primary data

Table 4.9 indicates that out 10(100%) of the respondents, 6(60%) strongly agree, 4(40%) of the respondents agree of the importance of packaging in KFC Restaurant and Take Away Ltd.

This implies that the high quality packaging materials used leads to high consumer purchase decision of products in KFC Restaurant and Take Away Ltd.

4.3 Findings on consumer purchase decision in KFC Restaurant and Take Away Ltd

4.3.1 Findings on the level of consumer purchase decision in KFC Restaurant and Take Away Ltd.

Table 10: 4.10 showing the current level of consumer purchase decision

Responses	Frequency	Percentage
Very high	2	20
High	6	60
Low	2	20
Very low	00	00
Not sure	00	00
Total	10	100

Source: primary data

from the table 4.10 above, 2(20%) of the respondents said that the current level of consumer purchase decision was very high, 6(60%) of the respondents said it was high and 2(20%) said it was low. this implies that said high consumer purchase decision and least said that there was low consumer purchase decision. this seem to realize ineffective consumer purchase decision.

4.3.2 Findings on the determinants of consumer purchase decision in KFC Restaurant and Take Away Ltd.

Table 11: 4.11 showing the determinants of KFC Restaurant and Take Away Ltd

Determinate	Strongly agree	Agree	Disagree	Strongly disagree	Not sure	Total
Response	Freq(%age)	Freq(%age)	Freq(%age)	Freq(%age)	Freq(%age)	100%
Attitude	5 (50)	3 (30)	2 (20)	0 (0)	0 (0)	100%
Personality	4 (40)	6 (60)	0 (00)	0 (0)	0 (0)	100%
Quality	4 (40)	6 (60)	0 (00)	0 (0)	0 (0)	100%
Motivation	5 (50)	4 (40)	1(10)	0 (0)	0 (0)	100%

Source: primary data

from the table 4.11 above, it indicates that 5(50%) of the respondents strongly agreed, 3(30%) agreed that the attitude determines the consumer purchase decision for the products of KFC Restaurant and Take Away Ltd, 2(20%) disagreed. this is Madden (2000) who wrote that the attitude is relevant for consumer purchase decision. The author further argues that negative attitude for products discourage consumers from making purchase decision. 4(40%) of the respondents strongly agreed and 6(60%) of the respondents agreed that personality determines consumer purchase decision. this in agreement with Madden (2000) who stated that consumers who do not buy goods

because it did not satisfy their minimum needs affects the consumer purchase decision since it will prompt them not to buy any of the it next time hence affecting consumer purchase decision.

4(40%) of the respondents strongly agreed, 6(60%) agreed that quality is a determinant of consumer purchase decision. this is in line with Silayoi (2004) who stated that consumers who decide by atop quality, rule and positively value the features could switch from their current provider leading to affected consumer purchase decision.

5(50%) strongly agreed that value for money is determinant of consumer purchase decision, 4(40%) agree and 1(10%) disagreed about the idea. This is in agreement with Peak (1996) who sated that consumers with low motivation switch from their current desire to the extent of price or quality relationship hence low consumer purchase decision.

4.3.3 Findings on rating of determinant of consumer purchase decision

Table 12: 4.12 Showing the respondents views on the rating of the determinants of consumer purchase decision in KFC Restaurant and Take Away Ltd.

Response	Frequency	Percentage
Very Effective	5	50
Effective	4	40
Less effective	1	10
Not effective	0	0
Not sure	0	0
Total	10	100

Source: primary data

According to table 4.12, 5(50%) of the respondents said that consumer purchase decision was very effective, 4(40%) of the respondents effective and 1(10%) of the respondents less effective.

This implies that the majority of the respondents the determinants of consumer purchase decision were ineffective.

4.4 The effect of packaging on consumer purchase decision of KFC Restaurant and Take Away Ltd.

4.4.1 Whether packaging has an effect on consumer purchase decision in KFC Restaurant and Take Away Ltd.

Table 13: 4.13 Showing whether packaging has an effect on consumer purchase decision in KFC Restaurant and Take Away Ltd.

RESPONSE	FREQUENCY	PERCETAGE
YES	10	100
NO	0	0
NOT SURE	0	0
Total	10	100

Source: primary data

table 4.13 above shows that 10(100%) of the respondents accept that packaging have an effect on consumer purchase decision in KFC Restaurant and Take Away Ltd. the majority of the respondents were in line with Chatter (2010). this implies that packaging affects consumer purchase decision.

4.4.2 Factors that affect packaging and consumer purchase decision.

Table 14: 4.14 showing the factors that affect packaging and consumer purchase decision.

Determinant	Strongly agree		Agree		Disagree		Strongly disagree		Not sure		Total
Response	Freq	%age	freq	%age	freq	%age	freq	%age	freq	%age	100
Attitude	3	30	6	60	1	10	0	0	0	0	100
Personality	6	60	4	40	0	0	0	0	0	0	100
Lifestyle	6	60	3	30	1	10	0	0	0	0	100
Motivation	6	60	3	30	1	10	0	0	0	0	100
Culture	2	20	7	70	1	10	0	0	0	0	100
Knowledge	5	50	5	50	0	00	0	0	0	0	100

Source: primary data

from the table 4.14 above, 6(60%) strongly agreed that product background index affect 4(40%) agreed with (Luca, 2023) who states that product packaging is an important index of marketing strategy as it builds brand quality and drives sales high which results into increased consumer purchase decision.

6(60%) strongly agreed with communication, 3(30%) agreed and 1(10%) disagreed. this in agreement with Speece (2000) who stated that consumer purchase decision in an organization can be achieved in decision making process in packaging since it communicates to consumers where purchasing depends on the degree to which consumers expect the product to satisfy them when they consume it.

6(60%) of the respondents strongly agreed, 3(30%) agreed and 1(10%) disagreed. this is in line with McWilliams (2009) who stated that standard of packaging strongly affects the consumer purchase decision since the consumers stay satisfied with it.

2(20%) of the respondent agreed, 7(70%) agreed that production affects the consumer purchase decision of KFC Restaurant and Take Away Ltd, 1(10%) disagreed with this view. This in agreement with (Raghubir, 1999), who asserted that production highly influences consumer purchase decision and so does packaging

5(50%) of the respondents strongly agreed and 5((50%) agreed that appeal affects the consumer purchase decision of the product. this in line with Revel (2001) who stated that the manufacturer often use very small fonts and also packaging information which creates confusion by conveying either too much or too little information which does not appeal to customers who do not have enough time to read the whole information which reduces consumer purchase decision.

4.4.3 Findings on the views of respondents on the effect of packaging on the consumer purchase decision in relation to KFC Restaurant and Take Away Ltd.

Table 15: 4.15 Showing the views of respondents on the effect of packaging on the consumer purchase decision in relation to their determinants

Response	Frequency(x)	Frequency(y)	Rx	Ry	Rx-Ry	D ²
Strongly agree	6	5	1	1	0	0
Agree	4	4	2	2	0	0
Disagree	0	1	4	3	1	1
Strongly disagree	0	0	4	4.5	-0.5	0.25
Not sure	0	0	4	4.5	-0.5	0.25
Total	10	10				1.5

$$p = \frac{1 - [6 \sum d^2]}{n(n^2 - 1)}$$

$$p = \frac{1 - [6 \sum d^2 + \text{adj}]}{n(n^2 - 1)}$$

$$\text{adj} = \frac{m(m^2 - 1)}{12}$$

$$=3(3^2-1)/12$$

$$=3(9-1)/12$$

$$=24/12$$

$$=2$$

Then

$$=2(2^2-1)/12$$

$$=2(4-1)/12$$

$$=6/12$$

$$=0.5$$

So

$$p=1-\frac{6(1.5+2+0.5)}{5*24}$$

$$=1-6(4)/120$$

$$=1-24/120$$

$$=1-0.2$$

$$=0.80$$

Therefore $p=0.80$

The results above 0.80 shows that there is a strong positive relationship between packaging and consumer purchase decision with correlation of 0.80. Therefore the results imply that there is a strong effect of packaging on consumer purchase decision in KFC Restaurant and Take Away Ltd.

CHAPTER FIVE

SUMMARY OF FINDINGS CONCLUSION, RECCOMENDATION

5.0 Introduction

This chapter involves the summary of conclusion and recommendation of the study. This was provided basing on the study of objectives and the study findings of chapter four summary of the study findings.

5.1 Summary of major findings

This was according to the study objectives, questionnaires data and study of findings.

5.1.1 Summary of the findings on the demographic characteristics.

The demographic characteristic included; Gender, age, qualification respondents and period of stay of respondents

Among the respondents who were employees of KFC Restaurant and Take Away Ltd , were marketing staff, sales staff and customers.

According to gender, they had a balanced gender the majority of the employees were adults and the minority were young. The majority of the employees had a degree with few who had certificates, diplomas and masters, most employees had stayed for a period of 1-5 years with few who had stayed for six years and above.

This had led to ineffective packaging which has caused ineffective consumer purchase decision in KFC Restaurant and Take Away Ltd

5.1.2 Summary of findings on the importance of packaging on KFC Restaurant and Take Away Ltd.

The researchers found that the following importance; Information Provision, Protection, attraction, Communication tool.

Through observation, it was also found out that packaging helps in consumer decision process, customer decision making, quality judgment ensures packaging while the following determinants logistics, marketing function, low involvement products were less determined, this has led to inappropriate packaging in KFC Restaurant and Take Away Ltd ,seba.

5.1.3 Summary on findings on the determinants of consumer purchase decision in KFC Restaurant and Take Away Ltd, seba

The researcher further found out that the following; sales structure, quality were highly considered as determinants of consumer purchase decision ,Consumer purchase decision while the following determinants minimum needs, Value for money were less considered on the determinants of consumer purchase decision, consumer purchase decision.

This has led to ineffective consumer purchase decision in KFC Restaurant and Take Away Ltd , hence low consumer purchase decision.

5.1.4 Summary on findings on the effect of packaging on consumer purchase decision, consumer purchase decision.

The researcher found out that the following effects were offer, specific target, diversity promoting one's unique selling proposition were highly considered by the majority. The following, collection of contact information were most considered.

5.2 Conclusion of the findings

The conclusion was given according to the objectives of the study, study findings and data in the questionnaires.

conclusion on demographic characteristics

Findings from the study indicate that the level of consumer purchase decision, consumer purchase decision was well seen to be highly attributed to the level of packaging of KFC

Restaurant and Take Away Ltd amidst internal and external factors like sensitization and education, economic and political stability. The general characteristics of respondents gave a clear impression that consumer purchase decision, consumer purchase decision is at fore front of the KFC Restaurant and Take Away Ltd. objectives, majority of the employees are equipped with the knowledge of packaging improvement with that 50% are degree holders and 50% diploma holders. Then findings showed that the majority of respondents were male 60% married and 40% were singles and the majority worked between 1 to 5 years. This showed inappropriate decision of consumer purchase decision, consumer purchase decision of considering determinants of packaging in KFC Restaurant and Take Away Ltd

Conclusion on findings on packaging in KFC Restaurant and Take Away Ltd , seba.

Findings indicated that 90% of the respondents agreed that there is packaging and 10% disagreed that there is no effective packaging but use their experiences to manage KFC Restaurant and Take Away Ltd activities.

Findings also indicated that 90% of the respondents said that packaging rate is effective and 10% said that it was ineffective packaging. however the respondents in their opinion the decision of the KFC Restaurant and Take Away Ltd where they considered the following determinants ,quality judgment, sales structure, needs, value for money for sales in term of high quality increased needs, high sales structure.

The consumer purchase decision has made KFC Restaurant and Take Away Ltd to change high packaging rate

Conclusion on findings on consumer purchase decision, consumer purchase decision on KFC Restaurant and Take Away Ltd

Findings indicate that 70% of the respondents said that the level of consumer purchase decision is high, 10% is very high, 2% showed is low, 100% of respondents agreed with the determinants of consumer purchase decision where by 50% strongly agreed and 30% agreed, 20% of the respondents disagreed with poor corporate governance 40% strongly agree, 60% agree with advertisement as determinant of packaging, 60% agree with subsistence economy.

This implies that the decision of KFC Restaurant and Take Away Ltd where they considered the following consumer purchase decision determinants such as sales structure quality needs to individual activities have made KFC Restaurant and Take Away Ltd to high consumer purchase decision in KFC Restaurant and Take Away Ltd .

Conclusion on findings of packaging on consumer purchase decision.

There was a strong effect of packaging on consumer purchase decision, it's because the findings indicated that 10% agreed about the relationship this indicated inappropriate packaging considering decision of management determinants of KFC Restaurant and Take Away Ltd quality needs, sales structure that made KFC Restaurant and Take Away Ltd to end up with challenge of packaging has made KFC Restaurant and Take Away Ltd to face low consumer purchase decision to the client.

In this situation that KFC Restaurant and Take Away Ltd found that the determinants of packaging where specific target, diversity offer promoting one's unique sales promotions has made the industry to realize high subsistence economy. Luck of concentration on

packaging to individual activities, high level of packaging and quality judgment hence realize the industry to get low consumer purchase decision.

Recommendation on the findings of the study.

5.3 Recommendation on the finding of packaging.

The recommendation where given according to the objectives of the study, study findings and data in the questionnaire. The management of KFC Restaurant and Take Away Ltd should find out the importance of packaging.

The management should train its employees on how to increase consumer purchase decision in KFC Restaurant and Take Away Ltd.

KFC Restaurant and Take Away Ltd should ensure that embracement of consumer purchase decision assists in establishing better working relationship.

New and existing employees should be sensitized and trained about packaging and its benefits since it will lead to high consumer purchase decision.

The management of KFC Restaurant and Take Away Ltd should adjust in nature of employees or client by employing large group like more males than females or more adult who may be more experienced copied with low packaging may enable the industry could encourage the clients to pay for sales.

Recommendations on the findings of consumer purchase decision.

Widely use of computers should be encouraged which could link customers to borrow products this may lead to high consumer purchase decision leading to low packaging in KFC Restaurant and Take Away Ltd.

New and existing employees should be sensitized than the trained for example through sensitization companies and the media about packaging and the benefits since this will lead to high consumer purchase decision.

5.4 Areas for further research

I would like to carry out research;

- i. Packaging on other organisations
- ii. The effect of packaging on other factors such as management, development and others in KFC Restaurant and Take Away Ltd.
- iii. The effect of other factors such as information technology on consumer purchase decision in KFC Restaurant and Take Away Ltd.
- iv. Other dimensions on packaging in KFC Restaurant and Take Away Ltd and other firms.
- v. Other dimensions on consumer purchase decisions such as sales volume in KFC Restaurant and Take Away Ltd and other firms.

5.5 Limitations of the study

Limited time. The time allocated for the research study was inadequate to allow the researcher collect all the information about the variables under investigation. The research however overcame this problem by collecting data sticking on the time study schedule and also using questionnaires as the major instruments of data collection.

Financial constraints. Limited financial resources hindered the researcher from getting enough information required for the study and also other facilities like transport, supervision among others. However the researcher overcame this problem by contacting the relatives to provide financial assistance to facilitate the research study. Language

barrier. Where by some of the respondents were not familiar with the language used by the researcher hence limiting the chance of collecting enough data. The researcher overcame this problem by using the language understood by the respondents in order to get the correct information.

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APPENDICES

Appendix A- Questionnaire

I ADONGO CHRISTINE a student of Kampala International University and I intend to do research on the Effect of packaging on the Purchase decision of consumers and the information you will provide will be treated with utmost confidentiality. No names will be put while compiling the report of this study.

Section A

Gender

Female ☐ male ☐

Age of respondents

Below 18 years ☐ 19-25years ☐ 26-40 years ☐ above 40 years ☐

Qualification of respondents

Certificate ☐ Diploma ☐ Degree ☐ Masters ☐

Period of stay in the organization

Less than one year ☐ 1-5 years ☐ 6 years and above ☐

**IMPORTANCE OF PACKAGING FOR PRODUCTS KFC RESTAURANTS AND
TAKE AWAY LTD.**

IMPORTANCE	Strongly agree	Agree	Disagree	Strongly agree	Not sure
Information Provision					
Protection					
Attraction					
Communication tool					

LEVEL OF CONSUMER PURCHASE DECISION

How do you rate the level of consumer purchase decision?

Very high	High	Low	Very low	I don't know

Indicate your level of agreement on the following determinants of consumer purchase decision

Determinant	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
Perception					
Attitude					
Personality					
Life style					
Motivation					

What are other determinants of packaging in KFC Restaurant and Take Away Ltd?

.....

.....

.....

.....

.....

EFFECT OF PACKAGING ON PURCHASE DECISIONS OF CONSUMERS

Does packaging have an effect on purchase decision of consumers?

Yes ☐ No ☐ I don't know ☐

Indicate your level of agreement regarding the effect of packaging on the purchase decision of consumers

Relationship	Strongly agree	Agree	Disagree	Strongly disagree	Not sure
Appropriate Packaging has induced high consumer purchase decision.					
Effective Packaging has influenced high consumer purchase decision.					
Proper Packaging has led high consumer purchase decision.					
Inappropriate Packaging has led to low consumer purchase decision.					
Ineffective Packaging has led to decrease in consumer purchase decision.					
Inappropriate Packaging has led to low consumer purchase decision.					

In your view, what can be done to improve packaging and to increase on consumer purchase decision in KFC Restaurant and Take Away Ltd?

.....
.....

Thank you for being part of this academic research

APPENDICES

APPENDIX –B- Interview guide

Section A ; Demographic characteristics

Gender

Female ☐ male ☐

Age of respondents

Below 18 years ☐ 19-25years ☐ 26-40 years ☐ above 40 years ☐

Qualification of respondents

Certificate ☐ Diploma ☐ Degree ☐ Masters ☐

Period of stay in the organization

Less than one year ☐ 1-5 years ☐ 6 years and above ☐

SECTION B

IMPORTANCE OF PACKAGING FOR PRODUCTS OF KFC RESTUARANTS AND TAKE AWAY LTD

What is the importance of packaging in KFC Restaurant and Take Away Ltd?

What are the determinants of packaging in KFC Restaurant and Take Away Ltd?

What are the other determinants that you know that affect packaging?

SECTION C

LEVEL OF CONSUMER PURCHASE DECISION

Is the purchase decision constant in KFC Restaurant and Take Away Ltd?

Is the purchase decision high in KFC Restaurant and Take Away Ltd?

Is the purchase decision low in KFC Restaurant and Take Away Ltd?

SECTION D

RELATIONSHIP ON PACKAGING AND COSUMER PURCHASE DECISION

Does packaging affect consumer purchase decision for the products of KFC Restaurant and Take Away Ltd?

How does packaging affect consumer purchase decision for the products of KFC Restaurant and Take Away Ltd?

To what extent does packaging affect consumer purchase decision for the products of KFC Restaurant and Take Away Ltd?

Thank you for being part of this academic research

APPENDICES

APPENDIX C- RESEARCH BUDGET

Table A showing the research budget.

ITEMS	COSTS
Typing and printing	9000
Binding	6000
Transport	15000
Supervision	130000
Miscellaneous	300000
Grand Total	271000

APPENDICES

APPENDIX D- TIME FRAME

TIME PERIOD	ACTIVITY
MAY 2017	Identification of research problem.
MAY 2017	Formulation of the research topic and approval by the academic supervisor.
SEPTEMBER 2017	Writing of chapter one, two and three
DECEMBER 2017	Writing and distribution of questionnaires in the case study.
FEBRAURY 2018	Collection of questionnaires from the case study and writing chapter four and five.
AUGUST 2018	Approval of the research report by the supervisor.
SEPTEMBER 2018	Submission of the final research report to Uganda Business and Technical Examinations Board.