

TITLE PAGE

DECLARATION

I hereby declare that this submission is my own work towards the PhD in African Art and Culture and that, to the best of my knowledge, it contains no material previously published by another person nor material which has been accepted for the award of any other degree of the University, except where due acknowledgement has been made in the text.

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ABSTRACT

In Ghana, many products turn to be poorly labelled in terms of concept and beauty, i.e. colour, typography, photography, illustration, layout etc. Also, it is extremely impossible to identify purely Made-in-Ghana products; given their packaging do not reflect Ghanaian culture or our way of life. These have affected the competitiveness of many Ghanaian products both on the local and international market. The low patronage of Made-in-Ghana products, therefore, can be attributed to the lack of effective and efficient packaging. Hence, the purpose of this thesis is to provide a better understanding of how packaging can be used as a medium to whip up and sustain local interest in Made-in-Ghana products. The underlying principle of the study is to bring out to the general public issues on good packaging that reflect the culture and lifestyle of its potential consumers in terms of colour attractiveness and symbolic identity culminating in the positive impact in the patronage of product which will consequently be manifested through the volume sale. The main objectives of this research are to: analyse the relationship between packaging and sales trend; examine consumer perceptions of packaging of Made-in-Ghana products; identify the reasons for the rejection of Made-in-Ghana products by the local consumers; identify the role of culture in increasing sales trend of local products; and examine the laws for packaging in Ghana. This research was carried out using Kumasi as a case study. A number of research methodologies were used in gathering data including field survey using a semi-structured questionnaire and observations. Key informant interviews were conducted with institutions and associations who are influential in the area of local packaging. A sample of 400 consumers and 40 shop owners constituted the population interviewed to elicit information on their perceptions about the packaging of Made-in-Ghana products and suggestions for incorporating, aspects of local culture for easy identification. the study revealed that good packaging promoted the product and gave a

vivid description of the product, thereby justifying the price and ultimately leads to increase in sales. Also, the packaging of a product influenced the purchasing decisions of about 35% of the consumers while the need for the product influenced 34.4% of consumers. Another finding was that majority of Ghanaian consumers (30%) think that the packaging of local products are mostly overcrowded while 25% are of the view that the designs are not attractive with the same percentage saying that information provided are inadequate. Also, it was revealed that there is a labelling law LI 1541 which was passed in 1992. However, its implementation is weak. It is recommended that the packaging of any local product should be properly done to attract and sustain local consumption and that there should be a strict implementation of the law. Also, good packaging should be the guiding principles for packaging designers.

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CHAPTER ONE

INTRODUCTION

1.1 Overview

In this first chapter, the reader is brought into the area of interest concerning this study, i.e. Packaging and the Promotion of Made-in-Ghana Products. Thereafter, the problem discussion with more in-depth information on the area of the study is presented. Finally, the reader will be guided through the objectives of the study, followed by the research questions, delimitation, limitation and the importance of the study as well as the presentation of the rest of the thesis.

1.2 Background to the Study

Over the years, marketing trends have led companies to devise all kinds of methods some foul, to either increase or at worse sustain their market share and to accomplish this, marketing communication is of high importance (Brassington and Pettit, 1997). Smith (2003) defines marketing as “the business of moving goods from the producer to the consumer, where “Goods” are either goods or services’. This definition is the most common as in lay-man terms ‘to market’ refers to the action of buying and selling a product. However, ‘marketing’ is a bit more complex since it involves several areas such as cost projections, size of market, product appeal and supply trends. The Chartered Institute of Marketing (UK) and TIEPIK (2005) define marketing as: “The management process responsible for identifying, anticipating and satisfying customer requirements profitably. Hence, the results of any good marketing process should be an increase in the profit margins of the manufacturers.

Of the numerous marketing strategies, advertising is the most common. However, packaging is pivotal. This is because for the other marketing strategies, there is always the need for communication to convince and attract the consumer. However, when packaging is properly done, the products speak for themselves. Also, proper packaging is an easier, less expensive means of advertising and hence the huge sums of money spent on advertisement and promotions can be redirected by ensuring that the right things are done during the product packaging. Therefore, the truism in the definition of packaging by Judd, Aalders & Melis (1989) and Silayoi & Speece (2004) - “salesman on the shelf” cannot be over-emphasized.

Packaging plays an important role in raising the products appeal through promotion and advertising which invariably results in an increase in sales and for that matter increase in the profit margins – being the ultimate aim of every producer. It plays an integral part in the marketing process by communicating a product’s specific marketing objectives to the consumer (Ditcher, 1981; Meyer, 1981; Stern, 1981). In order to perform this role effectively to reap the right results and benefits to the manufacturer – increase in profit margins- a product’s packaging must be attractive, informative, and clearly identify with the product. Packaging must also continuously communicate its real benefits and create awareness to ensure image and brand preference. This is in line with Dichter’s (1981) view that consumers tend to view a product and its packaging as one which was supported by Stern (1981) when he emphasized that consumers relate emotionally to a product and its package. All the above named facts contribute to making packaging the pivot of marketing both locally and internationally for increased sales and maximization of manufacturers’ returns.

In the early stages of a country's development, the need for more foreign exchange and a better balance of trade results in an increase in exports cannot be overemphasized. A country's exports would not be accepted internationally if the product including its packaging does not meet laid down and internationally accepted standards. As expected, packaging standards differ from country to country and hence, the increase in exports means that quality requirements for packaging suddenly rise to new and high levels. Even if exports are directed only to neighbouring developing countries, the packages will have to withstand transportation strains, often under severe conditions.

However, for highly sophisticated industrialized markets, the products and their packages will have to compete at a level at which quality requirements are very difficult to meet. The product may be of excellent quality, however it will never achieve customer acceptance unless it is, at least, adequately packed for distribution with aesthetics appeal and to a large extent cultural appeal. Foreign products are presented in picturesque manner, that is, with much colourful presentation and aesthetic values which are often missing in the packaging of local products.

This aside, every developing country such as Ghana should put in place policies and programmes to ensure that home grown products conquer the local market. The multiple effects of such a move cannot be over emphasized. The revenue from production stays in the country, the tax-net is widened which means more taxed revenue for development projects. It is worth acknowledging, however, the fact that most Made-in-Ghana products have not succeeded in conquering the local market, let alone the international market. This has led to frantic efforts by government to whip up public interest and taste for the locally manufactured products by setting up the Ministry of National Orientation. Nevertheless, the common reasons given for the low patronage of Made-in-Ghana products is that, they are just not attractive (i.e., do not appeal to

consumers' aesthetic senses). Hence, local consumers have a perception that the packaging of Made-in-Ghana products does very little to promote the products.

There is a relationship between packaging and consumer ability, to easily identify Made-in-Ghana products which are the first step in capturing the local market and increase the competitiveness of Made-in-Ghana products on the international market.

1.3 Statement of the Problem

It has to be emphasized that, it is important for products to have all the qualities of a good package so that all things being equal, the prospective buyer would be attracted and there would be a corresponding increase in sales for the manufacturers. Thus, for a product to be bought, it must be attractive in terms of colour, shape and symbols reflecting the identity of Ghanaian culture and have a good layout. In other words, the product must conform to aesthetic values or principles and reflect Ghanaian culture such as colours, way of dressing, etc.

The use of packaging as a marketing and sales promotional tool has been very well developed in the advanced countries with developing countries such as Ghana lagging far behind. In Ghana, many products tend to be poorly labelled in terms of concept and appeal including colour, typography, photography, illustration and layout. As a persuasive tool, packaging plays an important role in the overall marketing approach; supporting marketing initiatives and promoting product brand values by making the product stand out on the supermarket shelf and attract consumers.

Also, it is difficult to identify a purely Made-in-Ghana product given that their packaging does not reflect our cultural values. This has affected the competitiveness of many Ghanaian products both on the local and international market. Pinya and Mark (2004) quoted Prendergast and Pitt (1996) as saying “packaging seems to be one of the

most important factors in influencing purchasing decisions made at the point of sale, and is an essential part in the selling process” (p. 34). Therefore, low patronage of Made-in-Ghana products can be attributed to the lack of effective and efficient packaging of the products. As such the sure way of increasing the competitiveness of the Made-in-Ghana products on the domestic market is to ensure proper packaging. It is in this vein that; there is the need to undertake a study in a bid to identify the basic elements that every packaged product has to have and how these can promote Made-in-Ghana products by reflecting vital traditional Ghanaian image and cultural heritage. It is also important to understand how consumers choose and the factors that influence their choices.

Hence, the study seeks to identify the benefits of packaging that would reflect Ghanaian culture, and establish its relationship with sales trend and make implementable recommendations aimed at improving the packaging industry in Ghana.

1.4 Objectives

The objectives of this research are to:

- analyse the relationship between packaging and sales trend.
- examine consumer perceptions of packaging of Made-in-Ghana products.
- identify the reasons for the rejection of Made-in-Ghana products by the local consumers.
- identify the role of culture in increasing sales trend of local products.
- examine the laws for packaging in Ghana.

1.5 Research Questions

On the basis of the research problem, the following research questions were addressed:

- Is there a relationship between packaging and sales trend?

- To what extent does packaging influence consumer choices?
- What are the reasons for the rejection of Made-in-Ghana products by local consumers?
- What is the role of culture in increasing sales trend of local products?
- What are the packaging laws in Ghana and the extent of implementation?

1.6 Delimitation

The scope of the study can be seen in two ways, that is, conceptually and geographically. Conceptually, the study was confined to the concept of packaging, qualities of good packaging and the extent to which packaging can be used to promote products. It investigated every detail that has to go into a good packaging as well as labelling. The study sought to identify and critically assess the advantages and disadvantages of having good packaging. Geographically, the study was carried out in the Kumasi Metropolitan Area (refer to Figure 1.1), which has a population of 1,625,180 million according to the KMA Medium Term Development Plan projections. The Metropolis was selected based on the fact that it is arguably the commercial hub of the country. The study is valid within the period for which data was collected (refer to Table 3.2).

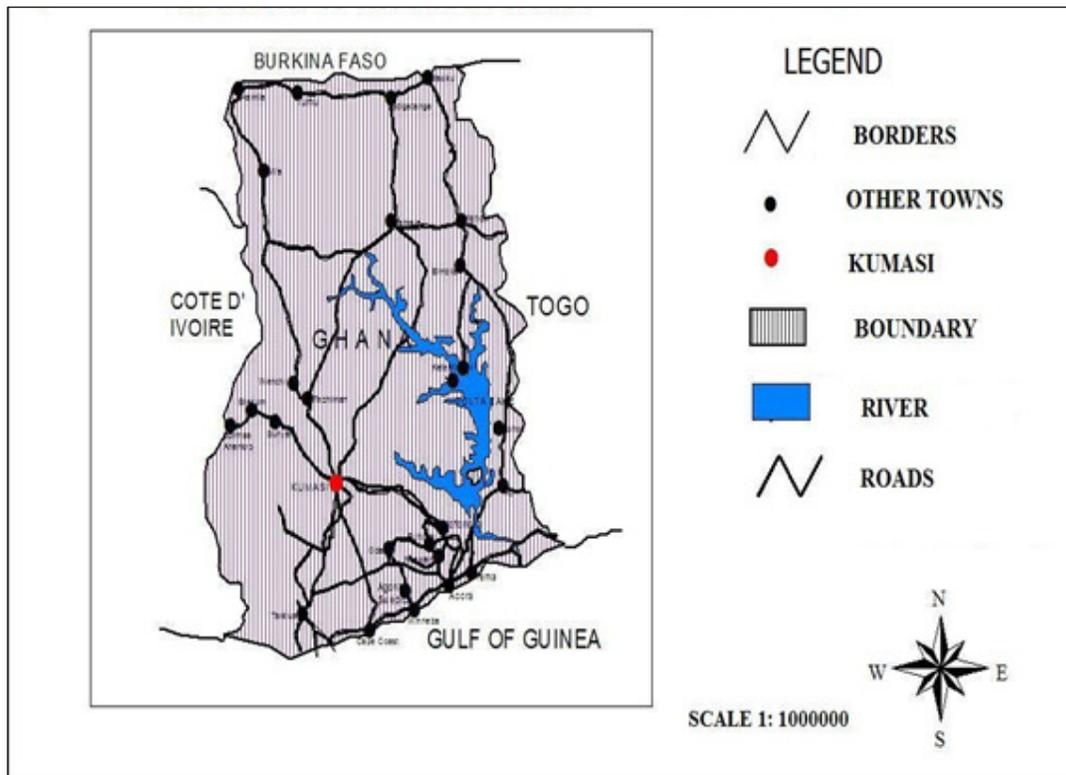


Figure 1.1: Map of Ghana showing the location of Kumasi
 (Source: Department of Geography, KNUST, Kumasi, 2008)

1.7 Limitations

The study faced some limitations. Challenges were faced when collecting data especially from the shop operators. These were that each participant was interviewed while working and some interviews were time consuming because the participants continued serving their clients while the interview was in progress. This freedom was necessary to prevent them from losing business because of the survey. This however prolonged the time spent on each respondent. Also some respondents were not sure if the reasons being given to conduct the interview were genuine or the interviewers were there to try and find out how the urban authorities could tax them or chase them from the place where they were working. This challenge required a detailed explanation of the reason for the survey, which was also time consuming. It must be stated however, that various

tactful approaches such as collection and validation of the same data from more than one source and the use of a pilot survey to help reveal deficiencies in the sampling frame and questionnaire design were used. These measures were adopted to minimize the effect of these limitations should they occur in order not to affect the outcome of the study.

1.8 Definition of Terms

- Graphics** include layout, colour combinations, typography, and product photography, all of which create an image.
- Made-in-Ghana Products:** Products produced solely in Ghana
- Package Design:** is the activity of conceiving and realizing packages to achieve two overall objectives: ensure that the product is delivered safely to its final destination (the consumer) and communicate its sales message, and all other necessary information about it, to purchasers and to those involved in its distribution.
- Package:** A package consists of both structure and appearance.
- Packaging:** A co-ordinated system of preparing goods for transport, distribution, storage, sale, and use
- Promotion:** This describes all the different activities that the company uses to communicate with its target groups.
- Shape:** This is the actual pack outline, illustration, or body of text and also the outline of a symbol or decoration.
- Typography:** This is the study of how letterforms are used to create effects, from bold to elegant, and from delicate to aggressive.

1.9 Abbreviations

AGI	Association of Ghana Industries
ASSI	Association of Small Scale Industries
CBD	Central Business District
EAN	European Article Numbering
ECOWAS	Economic Community of West African States
EPA	Environmental Protection Agency
FDB	Food and Drugs Board
FM	Frequency Modulation
GIS	Ghana Institute of Surveyors
GIA	Ghana Institute of Architects
GhIE	Ghana Institution of Engineers
GSB	Ghana Standard Board
GSS	Ghana Statistical Service
IOPG	Institute of Packaging Ghana
IRS	Internal Revenue Service
ISO	International Organisation for Standardisation
ITC	International Trade Centre
KMA	Kumasi Metropolitan Area
KNUST	Kwame Nkrumah University of Science and Technology
LI	Legislative Instrument
MOU	Memorandum of Understanding
NRCDC	National Redemption Council Decree
NBSSI	National Board for Small Scale Industries
PEF	Private Enterprise Foundation

SMEs	Small and Medium Scale Enterprises
TIEPIK	The International Export Packaging Information Kit
TVET	Technical Vocational Education and Training
UK	United Kingdom
UNCTAD	United Nations Conference Trade and Development
UPC	Universal Product Code
US	United States
USP	Unique Selling Proposition
VAT	Value Added Tax
WPO	World Packaging Organization
WTO	World Trade Organization

1.10 Importance of the Study

The goal of every business is profit maximization and therefore, obvious targets of reduction of production cost include labour, packaging and utility costs, transportation and distribution costs. This leads them to cutting corners and using inferior materials. One of the objectives of this study is to clearly put across everything that has to be included in a good packaging and labelling in order to educate and provide manufacturers with adequate knowledge in the constituents of a good packaging. Also, since the analysis of this study is aimed at assessing the impact of good packaging on trend of sales, it will give factual evidence to manufacturers with regards to what good packaging and labelling can and will do for their profit maximization goal.

From the above, it is clear that the impact of packaging is seen and felt in all sectors of the economy and that its importance cannot be over emphasized. Ensuring an effective and efficient packaging system involves, however, a number of cost elements

which include the increasing cost of better and appropriate materials and their aesthetic values, improved technologies, professional charges, etc. Hence, manufacturers of locally made products need to be convinced about the impact that any improvement in the packaging of their products such as using the right and appropriate materials and colour schemes with aesthetic principles, as well as labelling to provide all the needed information would have on sales. Also, it would seek to establish that effective packaging increases sales as the sales trends of products that have experienced observable changes in their packaging are analysed using the before and after analytical tool. Thus, manufacturers would be convinced with facts and figures.

Consumers on the other hand need all the education they can get on the elements and qualities to look out for in selecting and purchasing products. The study also seeks to establish the cultural elements that can be employed by designers in the packaging of Made-in-Ghana products to make them easily accepted in the domestic market.

Another area of importance is the argument that the rapid development of packaging from the advanced countries has resulted in their dominance on the domestic market. The above situation leads to loss of employment within the country, loss of income taxes to the state, etc. hence, it would be in the best interest of the state for the locally manufactured products to be able to attract and sustain the interest and taste of the local consumer through appropriate and effective packaging. Although packaging can boost trading in Ghana, there has been little education about it; therefore there is the need to write to educate the public on how packaging can help promote Ghanaian products. The emerging issues in the study will provide the grounds for further research particularly regarding issues related to promoting packaging in Ghana.

1.11 Organization of the Rest of Text

The second chapter presents related literature review and explains the concept of marketing and the important role of packaging in ensuring that marketing objectives are achieved. It also looks at the functions and importance of packaging and some of the materials generally used for packaging as well as some literature on design and aesthetics. The existing packaging laws and legislations as well as the activities of some selected institutions that deal with packaging in Ghana are also reviewed.

The third chapter is on the research methodology, giving details of the research methods and data collection procedures. Chapter four presents the survey results and analyzes of the identified issues from the perspective of consumers and shop supervisors as well as the analysis of the sales trends of a Made-in-Ghana product that had seen some observed changes in its packaging. Chapter five presents summary, conclusions and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Overview

Packaging is very much a part of our daily lives; it is seen all around us, as we use packaged foods, canned drinks, and bottled water, etc. Packaging instantly makes us know the contents of the products, provides consumers with an instruction guide, manufacturing and expiry dates, warning symbols, net weight, country of origin, recyclable symbol, company's address and nutrition facts. It also gives us some aesthetic delight and satisfaction.

This chapter is essential because, it sharpens our understanding of the concepts of packaging and its importance. It also brings to the fore issues that need to be considered before products are finally packaged and delivered to the ultimate consumer. This chapter further presents theories pertaining to the subject matter of discussion (objectives and research questions) as presented in chapter one.

2.2 Promotion

Packaging can offer convenience in product usage and satisfy consumers' want and needs. It is also a tool for communication and it has an impact on product, logistics and marketing cost. In order to bring out the potential in all packaging, different marketing mix elements need to be well integrated.

Promotion describes all the different activities that the company uses to communicate with its target groups. A classical "promotion mix" consists of the following tools: advertising; direct marketing; sales promoting activities; public relations

and publicity and personal sales (Marketing Essential, 2003). How are the chosen target groups informed or educated about the organization and its products? While the other three P's (namely, products, place and price) have lost much of their meanings in today's markets, Promotion has become the most important P to focus on.

Marketing mix is the combination of marketing activities that an organisation engages in so as to best meet the needs of its targeted market. Traditionally, the marketing mix consisted of just 4 Ps which are used to create an efficient communication with the customer. These are *product, place, price* and *promotion*. However, through constant evolution, 3 other Ps namely, *physical layout, provision of customer services and production processes* have been added as a result of new trends in marketing which is more customer-oriented (Marketing Essentials, 2003). However, for this study the emphasis is on Promotion which is the fourth in the original marketing mix. This is because of the direct relationship between promotion and packaging and their interdependence.

The interdependence between packaging and promotion is revealed when one considers that the best way to advertise is to ensure that all the ingredients of a quality packaging are present. The package plays an important role in communicating the product and its image and influencing purchases. In advertising, products are recognized through their packages; mineral water for instance is quite anonymous without package and brand. The packaging exposure is an important part of sales promotional activities and no wonder the package is often called the 'silent salesman' (Judd, Aalders & Melis, 1989).

2.3 Definition of Packaging

Packaging has been defined by numerous people, because of its perceived numerous functions. For instance, Soroka (1996) described packaging as a co-ordinated

system of preparing goods for transport, distribution, storage, sale, and use. He further stated that, it is a complex, dynamic, scientific, artistic, and controversial business function, which in its most fundamental form contains, protects/preserves, provides convenience, and informs/sells, within acceptable environmental constraints. This definition seems to be broad and thus talks about what really goes into packaging the product. It is a service function that cannot exist by itself; it does need a product. If there is no product, there is no need for a pack.

The complex nature of packaging is seen in the fact that, there are a number of aspects which have to be in harmony so that one side should not be in conflict with the other. For instance, manufacturers should not concern themselves with only the container that is supposed to protect the product since the concern is on getting the product to the final consumer as a whole. They need to consider the labelling, shape and structural aspects of packaging, etc. Packaging is seen to be dynamic because it deals with human beings whose tastes keep changing and scientific because there is chemical interaction between the container and the contents. It is also artistic because the right colours must be used to attract the consumer and also the label must communicate to the ultimate consumer. This is the holistic approach to packaging. However, care should be taken not to put too much focus on one aspect to the neglect of the others, because a perfect blend is needed if the product is to perform all the right functions.

Also, without the proper packaging mix, the needed or expected increase in the sales trend would not be realized. For instance, if the charges deemed fair and preferences are rightly anticipated and incorporated into the designs for the packaging, but the scientific aspects are neglected, the product would not even get to the consumer to satisfy the anticipated changes in taste. Again, regardless of the attractive nature of the

packaging, it has to communicate the right message so as to sustain its market share and possibly increase it.

William and Weilbercher (1979) defined packaging as, 'A broadcast commercial opportunity offered for sale at a particular time for a particular price'. This definition is skewed by just looking at packaging as 'Advertising'. The emphasis is on the final product since it would be sold for a price without taking into consideration its safe delivery. However, how it would attract and sustain consumption and even whether consumers are prepared to buy at that price were not considered. Hanlon (1971:p.56) supports this critic by saying this about packaging:

'In its more familiar forms, it is the box on the grocers' shelf and the wrapper on a candy bar. It can also be the crate around a machine or a bulk container for chemicals. It is an art and sciences...'- Hanlon (1971:p.56).

He further went on to group packaging into three broad categories requiring different technologies and talents for their accomplishment. Category one, which includes consumer packaging concerns small units in large numbers and often decorated in an attractive manner. Category two, being Industrial packaging usually made up of larger and heavier units and category three, covering military packaging which is a highly influenced by the government to document it in a more intricate way (such as using military codes).

Milton (1991:p.10) looks at packaging as not just a support for advertising but advertising itself and that

'... While advertising may alert a large number of potential consumers to a product's existence, it is only at the point of purchase that the promotion story and the products image come together' (Milton, 1991:p.10).

Milton's view to some extent has been generalized and equated packaging to advertising but then the product should be packed before advertising sets in. In other

words he tries to place value on the package as a sales tool, which is the backbone of this study.

Some other authors look at packaging in the light of the distributive process. For instance, Paine (1961) defined packaging as a means of ensuring the safe delivery of a product to the ultimate consumer in sound condition at the minimum overall cost. This definition by Paine takes into consideration only the protective function and the cost. This line of argument is supported by Davis (1967) when he defined packaging as a collective term for all kinds of containers in which goods are packed for sale to the consumer. Thus, dwelling much on the container in which the product is packed and forgetting all the other important functions that a package performs.

The above definition is criticized on the basis that in as much as getting the product safely delivered to the shelves is important; the product speaks for its self while on the shelves in order for it to be purchased. Consumers must be able to distinguish the product from other competing ones and also know exactly how to use the product so that it does not cause any unintended harm. Hence, the definition by Judd, Aalders & Melis (1989) which sees packaging as a sales agent or a silent salesman or a dispenser after it has completed its function of delivering the product is well placed. This definition is more appropriate for manufacturers since the cost minimization is a key business principle.

Hanlon (1971) also considered packaging in the sense of the container. To him packaging is any structure that contains or limits its content. This would include crates, nets and cocoons, as well as displays, utensils and conveyance. Hanlon looks at packaging only as a structural thing with or without any visual appeal and also takes into consideration the type of materials used in the manufacture. However, how it would be advertised or promoted in terms of cost, the laws governing the packaging industry as well as even how it would be conveyed to the final consumer are not considered.

Byett *et al* (1997) defined packaging as an item's physical container, label and insert. In the Encyclopaedia Britannica (2003), it is also seen as the technology and art of preparing a commodity for convenient transport, storage, and sale. These two definitions are similar in scope. Packaging is indeed the physical container that is able to conveniently protect the product contents through the transportation and distribution stages and has a well-designed label which gives all vital information about the product and most importantly very attractive. The importance of the package leading to the sale of the product is the focus of this study.

Marketing Essentials (2003) makes an emphatic statement about the sales function of packaging. It states that a package does much more than hold a product – it is a selling tool. It added that companies take great care in designing or redesigning the packages for their products in order to increase sales. It concluded that, packaging actually serves many purposes, ranging from product protection to attracting customers' attention. It is also a selling tool that should promote and sell the product by catching customers' attention, defining product's identity, and providing information, ensuring safe use, and protecting the product.

Packaging is also the interface between the product and the consumer. It is the expression of the brand identity of the product, its intrinsic qualities, and its "philosophy" Packaging is the voice of the product, its dress-sense and its "look". It is the product's first sales pitch, which is of key importance for its market positioning. Packaging's physical proximity brings it closer to consumers who look at it, lift it up for a closer look, read it, handle it, take it home and use it. The form, colours and texture of packaging provoke sensations in the consumer. In a word, it is the spokesperson of the product. Advertisers use packaging as a selling point and as a means of creating a brand image.

An all-embracing definition is the one by Leonard (1980:p.34) – ‘A package consists of both structure and appearance’. Clearly packaging as defined here considers both the structural aspect thus whatever contains the product as well as the appearance of the product. This definition by Leonard has been adopted for the study. This definition is very much linked to this study because as was defined in the problem statement, the structure and the labelling of packaging has not been totally realized in terms of Ghanaian products reaching the right standards.

2.4 Package Design

Package design is the activity of conceiving and ensuring that packages achieve two overall objectives: safe delivery and ability to communicate its sales message. Package design, therefore, comprises all aspects of the systematic approach to ensuring that the package achieves its two principal goals: delivering the product to the customer in perfect condition for its intended use and providing both effective sales promotion and all necessary information throughout the distribution chain and to the user (Essuman, 2008).

From the above objectives, it presupposes that a package must look attractive, that is aesthetically pleasing. Thus, designs of the graphics should be able to attract and sustain the consumer’s interest so as to first get the market and then maintain and improve upon them. Besides, its contents must arrive intact. The structure or container must be able to withstand wear and tear, the transportation and distribution processes and protects the product contents from any contamination. In essence, packaging design is a vital element for sustainable market competitiveness. Package design is made up of structural design and graphic design as illustrated in Figure 2.1

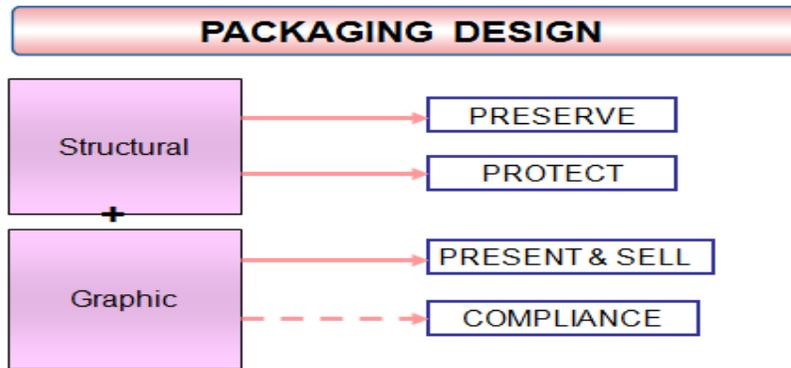


Figure 2.1: Illustration of Packaging Design

(Source: *Packaging Design*, Essuman, 2008)

Structural design is the engineering of package structures to meet functional and performance objectives such as to protect the product contents from contamination, bad weather, and to preserve the product. Structural design is largely undertaken by package manufacturing and converting companies who employ specialists such as mechanical, chemical, industrial and production engineers with the knowledge and skills to conceive and adapt pack structures that can be manufactured economically and at the same time can meet all the performance challenges of distribution around the globe. Structural designers often operate in a specific material sector such as glass containers, paper containers (cartons), metal cans, plastic bottles, cotton/jute bags or wooden pallets (TIEPIK, 2005).

Graphic design on the other hand is the creation of a package appearance that will achieve communication and promotional goals. The package is today perhaps the most powerful weapon in a supplier's marketing and sales promotion armoury. Only the package, perhaps accompanied by 'point-of-sale' promotional material, is present as a 'silent salesperson' at the moment of purchasing decision. Packaging design is a major component in the marketing campaign. It is often considered as the most important and

critical sales promotional tool (Essuman, 2008). In rapidly changing sales environments, with increasing competition, rising costs and diminished effectiveness of advertising, packaging has emerged as the primary medium for delivering marketing messages. While pack shape, size, colour and convenience features can all play a part in encouraging purchase, the primary messages are normally delivered by a package's text and illustration. It is for this reason that, so much attention and resources are now devoted to the perfecting of package appearance.

Graphic design and structural design go hand in hand: good packaging design combines both aspects in harmony. Very often some packages with visually attractive designs arrive at the point of sale in bad condition because their structural design is defective. Conversely some packages with excellent structural design may be unattractive to consumers because of poor graphic design. When this happens, the image of the product is poor and sales suffer (TIEPIK, 2005).

There are no ideal and universally applicable graphic or structural designs; it is however, important to note that the success of a design depends almost exclusively on how well it meets the demands of the particular target markets concerned. When deciding the appropriate visual impact for a package, it should be borne in mind that both structural and graphic design can contribute to the achievement of the desired promotional effects. While graphics communicate the main verbal and pictorial messages, the pack shape and structure can create impressions of strength or fragility, elegance or practicality, and can be key elements of a brand image. The package should give a valid impression of the product – that is, it should not deceive by looking significantly more or less expensive than its contents. The colours, brand name or the decorative motifs should not offend the target group's tastes, religions or customs of the target market (TIEPIK, 2005).

The appearance and presentation of industrial goods require just as much attention as consumer products. While proper protection and containment of such products must be emphasised in the package planning and selection, it is also important that the goods are easy to handle and that the packaging appears professional, clean and attractive on receipt at its destination.

2.5 Functions of Packaging

Basically, the functions of packaging are an important aspect to this study. Many authors have commented generously on the functions of packaging. This section describes the various functions of packaging and how they are being applied in Ghana by the local manufacturers and packaging experts.

2.5.1 Containing the Product

The package should effectively contain a defined quantity of product, using the available pack volume as efficiently as possible. Depending on the nature of the product, the package may need to be airtight, liquid tight or powder tight, to prevent escape of the product or ingress of contaminating materials. The quantity of product may be measured by volume, by weight or by count. Tight dimensioning, i.e., keeping the pack size to a minimum, is usually important both for economy and to optimize package strength.

A tight package, with minimal empty space, normally withstands pressure and handling stresses better than a loosely filled one; the product itself can often contribute to pack strength. A loosely filled package has to bear the stresses alone (TIEPIK, 2005). Also, an unnecessarily large package means waste of packaging material and extra transport cost. In many countries, environmental and consumer protection organizations criticize packages that are bigger than needed for their contents. Recycling of packaging,

mandatory in some countries, is usually charged by weight and according to the type of material; minimal packaging should, therefore, minimize disposal costs. Minimizing package size should not, of course, mean reducing the package specification to a point where the safety and integrity of the product are at risk (TIEPIK, 2005).

Pilditch (1961:p.68) sums up the argument on the containment function of packaging in his statement –

the package carries the product from factory to end-user, across seas, over hills, through swamps. It guards goods in frozen freight cars or on scorching docks and it delivers them, after weeks of jerks and bumps and abuse, as fresh and crisp as when they left the safe order. Thus, bringing to question the protective role of packaging (Pilditch, 1961:p.68).

Packaging must meet all of these challenges as well as containing the product itself. This implies a resistance to both internal and external corrosion, with effective properties that guarantee resistance to gas, oxygen, water and smells. In this explanation, packaging is seen as performing different functions all at the same time. It is a good package which is able to do all these, and it takes a good graphic designer to design such a package.

2.5.2 Packaging Protects

Pilditch further emphasised that the primary job of a pack is to protect goods against shock, vibration, light, odour, bacteria, moisture, climate, pilferage, chemical reaction and physical risks. This view was shared by Smith (2003) as he argued that a pack must protect its contents during storage, transport and usage. However, it must also protect the user from the contents (as in the case of children with weed killers, medicine, chemicals, etc.) while protecting the contents from tampering.

Packaging must be able to withstand robust physical handling during distribution so that the goods are received by consumers in the same function they left the factory.

The product must be protected against attacks from all quarters: heat, dampness, air, bumps suffered during transportation (TIEPIK, 2005). The package must be designed so that the product is kept in perfect condition until it reaches the end user.

2.5.3 Packaging Preserves

Packaging must preserve product integrity by protecting the actual product against potential damage from climatic, bacteriological and transit hazards (Stewart, 1995). Packaging must preserve the product from deterioration and contamination so that the health of the final consumer is not compromised. Hanlon (1971), stressing on the need of the package to preserve its contents stated that, for products which might not be used or consumed immediately, it must therefore be protected and preserved for an extended period of time, and this, the packaging must be able to accomplish.

Britannica (1984) shares a similar view by commenting that most of food packaging is designed to protect it from its surrounding and to delay the process of deterioration beyond the time needed for transportation, marketing and consumption.

2.5.4 Packaging Facilitates Distribution and Handling

Well-designed and effective packaging is key in ensuring that products reach their destination in optimum condition. The package should facilitate safe handling of the product from the time of packing until its usage by the end user. For an exporter, transport and distribution charges are normally a major part of the total product cost which add to the price of the product without enhancing its value or quality.

The package design should therefore contribute as much as possible to minimizing handling costs throughout the distribution chain. Whereas in many developing countries manual handling is cheap and mechanical handling facilities non-existent, in

industrialized countries the high costs of manual handling necessitate the use of mechanical aids. Handling requirements also apply to the recycling or disposal of the used packaging. The packaging system should be planned so that all components are easily handled in the distribution chains of target markets, whether mechanized or not (TIEPIK, 2005).

2.5.5 Packaging Promotes Customer Choices

Packaging enables and promotes brand identification and competition. According to Herdeg (1961), with all functional needs met, the well-designed pack is not only aesthetically satisfying but is today essential for the promotion of consumer choices in an increasingly competitive field.

2.5.6 Packaging Informs and Instructs

Packaging communicates essential and vital information and messages to the consumer. This is the communicative role of packaging. Pilditch (1961) quoting Bernard Bolter, writes: - 'The designers challenge is to communicate the right message as fast and forcefully as much as possible.' Packaging actually meets a real need: that is protecting goods and conserving available resources as much as possible. The essential function of packaging (ensuring that the packed product reaches the consumer in the same state as it left the factory) is well-known. We only see a part of the cycle when we open the packet, take out the product and throw away the packaging.

The primary function of communication in packaging is to inform consumers about the product. Even the earliest forms of packaging reflect this communicative function of packaging. Reading the label on the packaging should inform consumers about the contents of the product, its ingredients, its recommended method of

preservation and use. Packaging law requires that an increasing number of facts be mentioned. The colourings present in the food must be clearly indicated, and protected brand names oblige manufacturers to ensure that any statements made about the origin and composition of the product is a fact.

The instructions for use have also come under the close scrutiny of consumers and their representatives. Packaging represents one of the most important vehicles for communicating the brand message directly to the target consumer (Nancarrow et al., 1998). As the retail environment becomes saturated with competitors vying for consumers' attention, packaging has to work harder than ever if the product is to be noticed through the congestion of competitive products (Milton, 1991). Alongside this challenge, retailers are faced with the realisation that consumers not only differ in how they perceive brands but also in how they relate to these brands (Fournier, 1998; Muniz and O'Guinn, 2001).

2.5.7 Packaging Provides Consumer Convenience

Changing lifestyles have created a demand for packages that offer time-saving features and easy efficient handling. This function ties in perfectly with the saying that time is money and so fast foods and canned foods have come in handy for the fast growing working population. As individuals become very busy in their day to day activities, they resort to things that are easy going for instance when one is very hungry he just grabs a bottle of beverage and off he goes (TIEPIK 2005).

2.5.8 To Position the Product and Promote Sales

With respect to this study, this function of packaging is perhaps the most important. The first person to define packaging as the "silent salesman" was Pilditch in

1957, who argued that the pack must come alive at the point of purchase, in order to represent the salesman (Vazquez et al., 2003). Packaging is industry's silent salesman. It displays and describes the product it contains; leaving the consumer to choose which product is best suited for his or her taste. This, together with the visual appeal of the package, is often a decisive feature in the purchasing situation.

In 1961, Pilditch again commented on the package been able to promote sales that, 'The physical shape and structure of a package can influence sales.' He continues, 'The 'reason for buying' covers the total character of the product and package: its weight, size, price, design, even retail selling environment.'

The package should promote and encourage purchase of the product in both the short and long term. Once a package has fulfilled the requirements of containing, protecting and facilitating handling of the product throughout its distribution, it is also required to perform sales promotion and communication functions. These functions are mainly accomplished through the appearance and graphic design of the package, but they can only attain their marketing objectives successfully if the structural design and its execution are of comparable quality. Under the sales promotion and communication headings fall factors such as the accuracy of information on the label and conformity with legal and environmental requirements in the target market. Further, sales fall into two categories: first-time sales and repeat sales. The package must not only attract first-time buyers but also encourage the brand loyalty, which leads to continuing purchases (TIEPIK, 2005).

Pilditch (1961:89) comments: "After all your research, promotion and distribution, the product winds up on a shelf, by itself. The final step, from the shelf to the shopping basket, depends on the package." According to Hanlon (1971) this is exactly what packaging is expected to do, "The package becomes a potent force in motivating the

consumer to make a purchase and to promote the sale of one brand rather than the others.”

2.6 Constituents of Good Packaging

In many cases, the packaging industry responds to new demands which arise for specifically packaged products. Hanlon (1971) writing under the function of packaging, also made this comment about the need and importance of using the shape, colour and decoration on the container to identify the contents of a package. He further went on to say that this quality of the package has been realized and exploited to a very high degree. Manufacturers and merchandisers are constantly learning new and better ways to take advantage of this value of the package to improve sales.

Thus packaging is seen to have acquired an important and indispensable role in marketing. A role that determines the difference between success or failure in any commercial enterprise. Judd (1989) makes a good point in this direction when he says:- ‘The package or its label is the silent salesman and the way in which we present its proposition and the intelligibility of its argument is the difference between sale and no sale, life and death.’ A good package will have the following ingredients: Have adequate capacity (volume) to hold the content; Be compatible with the content (inert) and should not cause any deterioration in the integrity of product/or be affected by content; Have adequate strength to withstand the weight of the content as well as other stresses that may be encountered during transportation and handling; Attractive to enhance marketability of product; Informative; providing information on product identity and its use and disposal precaution in the event of accident or misuse as appropriate; Safe to handle and use convenience; Containing products, defining the amount the consumer will purchase; Protecting products from contamination, environmental damage and from theft and

quality; Facilitate transportation and storing of products; and Carry information and colourful designs that make attractive displays (<http://www.fao.org>).

2.7 Aesthetic and Visual Aspects of Packaging

According to Herdeg (1961), a successful package should not only be functional but should also be a demonstration that inventiveness and good taste can help produce an aesthetically pleasing environment for people. He also believes that the good pack will prove to be a synthesis of function and aesthetics. To be successful it must attract, explain, please and sell. This means that the aesthetic aspect of package design has to do with any and every element such as the colour, shape, size and others which attract a consumer to buy the product.

Pilditch (1961) argues along the same lines that what sells is what appeals to the shoppers' impulse: the colour, size, shape and even the shelf position of the package and that there is the need for an artistic approach. Shoppers are more content, stay longer and buy more when the surroundings are attractive. Thus, aesthetics is very pivotal in package design. An aesthetically satisfying design is different from an ugly one, and all things being equal, it will outsell the poorly packaged one in most cases.

The function of the package is not only to sell itself (to travel from the shelves into the shopping bag, within a few seconds), but to 'grace' for many a week in the kitchen, bathroom and dining room. Aesthetical consideration is emphasized and designers will do their best not to sacrifice this quality of packaging on the altar of functionality (Henrion, 1962). Designers are responsible for the aesthetic quality, intangible essence that causes the onlooker to respond to buy (Gould, 1966). It is this quality of packaging that brings in the sales and hence, if anything has to be done to

increase sales of Made-in-Ghana products, then an improvement in the aesthetic value of their packaging is essential.

The requisite skills for improving the aesthetic value of a package, however, are deemed to be expensive by the local manufacturer who would rather employ a non-professional at cheaper rates. It is important to note that, all other aspects of packaging play a role in the aesthetic value of the product. For instance, the colours have to be catchy and spell binding while the shape has to be presentable with a clear and readable typography. Hence, any effort aimed at improving the visual aspects of the packaging of Made-in-Ghana products (as a recipe for the problem of dwindling sales) has to target the elements of packaging to ensure that, they conform to the established constituents, presented here of good packaging. For example: How can the shape of a product be designed for it to make a clear statement about the product contents? and What colour schemes can be used to create a lasting impression on the consumer?

2.8 Components of Packaging

2.8.1 Graphics

Meyers (1998) commented that if structural design has the ability of creating images that appeal to the consumer's emotions, graphic design has an even greater opportunity to encourage the purchase of a product through the usage of visuals. To do so, the packaging graphics must be based on a distinct positioning strategy for the product and project this strategy in the most forceful and comprehensible manner. Graphics include layout, colour combinations, typography, and product photography, all of which create an image. There is a strong impact from marketing communications, including image-building, on consumer decision-making; therefore graphics is so critical in packaging.

Smith (2003) gave the view that, graphics communicate on different levels, in other words they can help *create and protect individuality/uniqueness, reinforce a brand name or image*, help to reposition, increase shelf presence, etc. He further explained that graphics add value by adding aesthetic quality. In this way graphics create ‘*stay after value*’, which allows the branding to keep working inside the home for many years, sometimes generations. Graphics are sometimes used as a kind of sales promotional tool by becoming a limited edition/collector’s item as in the case of the Guinness centenary Christmas label.

There are so many opportunities to communicate product attributes through packaging graphics. Graphics are capable of communicating informative and emotional messages which according to Meyers (1998) includes: brand identity; product name; product description; flavour or variety identification; attribute description; benefit statements; sell copy; promotional messages; usage directions; cross-references to other products; nutritional elements (for food); warning or caution statements (for drugs and chemicals); and size and contents. Beyond providing pure information, the emotional aspects of graphics are more subliminal.

Packaging designer works principally with the following design elements to create a certain package appearance (Meyers, 1998). The important issue is to create a balanced and unified design using these elements:

- Shape that can be both overall package outline, but also the outline of a symbol or decoration. For example, the shape of an Absolut Vodka bottle or the packaging of Toblerone chocolate is often sufficient to identify the product. Often a unique shape is sought after, but it may not always be easy to realize.

- Size of illustrations and the package itself. This may have not only affect the graphics but package size is a key parameter to meet customer needs.
- Colour is associated with moods and feelings and can attract attention and impact perception of the product. Red, orange, yellow and brown and typically “warm” colours communicate fun, while “cold” colours such as green and metallic communicate health-oriented and luxurious products respectively. Important to consider is that colours have different ethnic and social associations and meanings in different cultures. The colour tone, lightness and darkness are further colour related parameters. In addition, colours can also be used to help differentiate product varieties such as spray paint having different colours on the cap. A specific colour can also identify a brand such as Kodak or Cadbury.
- Texture of the material is important. The perceived smoothness or roughness of the packaging material adds significantly to the impression of the product. A paper bag gives quite a different feel compared to a plastic bag.
- Lines that can be straight or curved, rough or smooth, continuous or broken, solid or dotted and oriented differently.
- Logotypes or icons that convey messages about the product origin or certification.
- Typographical fonts, spacing orientation and size used for packaging printed text. This area is in some applications determined by regulations. (eg US Food and Drug Administration’s “Drug facts”)
- Pictures and illustrations, is one of the most effective means of communicating product information and can be used for suggesting the end usage of the

product and so forth. Over promising images, however, should be avoided for they may potentially disappoint the consumer.

2.8.2 Typography

Typography is the study of how letterforms are used to create effects, from bold to elegant, and from delicate to aggressive. Typography is very important in the promotion of products because it informs the final consumer in relation to contents, usage, etc. The graphic techniques used to display the words create a distinct impression, and the appearance in the typeface also carries meaning (Moriarty, 1991). The styling of the words by the graphic designer can tell the consumer much about the product. Every informational element on the package has to be precisely targeted and presented in an easy-to-read manner to communicate the intended brand and product information. Also, numbers, the identification of weight, fluid contents, and product counts are all important to the consumer (Meyers, 1998).

Soroka (1996), in his outlook on typography, outlined a number of factors that need to be considered when deciding on the typography to use for a pack. These are: Typography must match the persona of the pack and product; Dominant typography must be readable from the normal observer distance at the point of recognition. For a retail display, this may be several feet; the population contains a significant number of people who are functionally illiterate and a large number who should wear spectacles when shopping hence, in the selection of the text and typography consideration needs to be given; Too many typefaces in a layout destroy harmony. A single typeface, its italic (caution: long italic text is hard to read), and a bold for emphasis provides good harmony; and Take care with reverse type (light type on a dark background), particularly on poor-

quality substrates where ink tends to fill in. If reverse type must be used, increase its size and select fonts with wide strokes that would not fill in during printing;

Avoid placing text over illustrations or colour areas that do not have enough contrast to make the type readable; avoid long stretches of small typeface. The optimal line length for easy readability is about 39 characters. Use columns to break up long lines; Avoid hyphenation. Right justification (alignment of the right as well as the left margin) encourages hyphenation; Bullets or numbers improve readability and retention; and Do not use boldface, colour highlights, and boxing with large groups of typeface. Boldface is most effective within a text that is predominantly lower-case (Soroka 1996, p. 50-51).

2.8.3 Colours

Colour “communicates” and is the quickest path to emotions. No one can doubt the marked psychological and physical effects colour can have on people. The great importance of colour lies in the fact that it can influence all the different aspects of man, physical, emotional, mental and spiritual. Colours have meaning for people and it can be used to help express the character of products. Colours are chosen for their market effectiveness, and not simply because the manufacturer ‘likes’ them (Pilditch, 1961) quoted Albert Kner, 1959).

Rath (1981) shared similar opinion on colours by arguing that: “Colour creates a pleasant (or sometimes shocking) first impression and has the psychological advantage of fixing visual impressions in memory and stimulating interest. It is worth noting, that colour gives prestige to the package, product or advertising. Colour cannot and does not send the same message to all persons or suggest the same quality to all beholders. But there is a clear distinction between ‘warm’ and ‘cool’ colours which is relatively constant.”

To Douglas (1984) “colour” has an important role to play which is to enhance the appearance of the product to catch consumer’s attention. He further stated that, passive or dull colours are always rejected when it comes to visibility on shelf. Therefore, colours can be seen to be of prime importance in the overall effect the package has on the shopper and also on the product in terms of sales. The sensitivity with which this element of design is considered will determine the impression the package will have on the beholder.

Consumers know colour associations, which lead them to prefer certain colours for various product categories (Grossman and Wisenblit, 1999). Using colour as a cue on packaging can be a potentially strong association, especially when it is unique to a particular brand. People in different cultures are exposed, however, to different colour associations and develop colour preferences based on their own culture’s associations. Simply, taking the colours of a particular logo, package, or product design from one market to another should only be done under a thorough understanding of how colours and colour combinations are perceived in each location (Madden, T. J., Hewett, K., & Rath, M. S., 2000).

Colours create moods, draw attention, place emphasis, and intensify memorability and can be used as a cue, to either associate with or symbolise something else (Moriarty, 1991). For instance, yellow is powerful because of its luminosity, and it is especially powerful when used with black. Red is aggressive and a strong attention-like pink will stand out when a bright shade is used. Strong attention-getting colour can be used with the centre of interest to make sure the eye is attracted to the most important element. Using strong attention-getting colours to attract the eye is another way to emphasize what you believe is the most important element to be seen. Emphasis means contrast, and to make something stand out it has to contrast with everything around it.

Moriarty was of the view that, colour coding is a process of establishing visual cues. Colours are easy to remember and if you can create an indelible association between a colour and a product, then you will be assisting the retention process. In packaging, the first objective of the colour is to command the eye. It has to be seen, to jump off the shelf, if it is to survive the intense competition of the self-service environment. Next, the package colour is chosen for its ability to be associated with certain desired qualities such as elegance, naturalness, softness, and so on. Consistent colour markings on specific product lines are known as identifies and help to distinguish the product from all others present on the shelf.

2.8.4 Shape

A distinctive package shape, when practicable, can provide a good opportunity to reinforce the product's brand image (TIEPIK, 2005). According to Soroka (1996), shape is the actual pack outline, illustration, or body of text and also the outline of a symbol or decoration. For example the shape of Coca Cola bottle is often sufficient to identify the product.

Shape is one of the basic elements of design which can stand alone or in combination with other elements of packaging to convey universal meanings as well as guide the eye or organize information. The three basic types of shapes are geometric, natural, and abstract. Geometric shapes are structured, often symmetrical shapes. These include squares, circles, and triangles but also octagons, hexagons, and cones. Natural shapes are found in nature or they can be man-made shapes. Leaves are an example of a natural shape. An ink blob is a natural shape. Natural shapes are often irregular and fluid. Abstract shapes are stylized or simplified versions of natural shapes (Soroka, 1996).

This is buttressed by Smith and Taylor (2003) by saying that some brands have such distinctive package shapes, that the brand is recognizable from the shape alone. Other pack shapes communicate conscious and unconscious meanings. Pilditch (1973) suggests that a rectangular shape creates images of sharpness, neatness and cleanliness, while a round shape had associations of security, plentiful and generosity. Also, some shapes give the product a value much greater than its contents. Shape can be masculine or feminine, for example Whisky bottles tend to be masculine in shape, while some perfume bottles are feminine.

Everything about the package plays a role in communicating product imaginary to the consumer. The package shape can be used to communicate images that influence consumer perception, appeal to the consumer's emotions, and establish desires for the product before the consumer even reads the label or sees the actual product (Meyers, 1999). Hence, there is the need to assess the shapes of Made-in-Ghana products, if increase in sales is to be achieved.

According to Silayoi and Speece (2004), package size, shape and elongation affects consumer judgments and decisions, even though this is not easily seen and considered. Consumers, often appear to use these things as simplifying visual heuristics to make volume judgments. Generally they perceived more elongated packages to be larger, even when they frequently purchase these packages and can experience true volume. This implies that disconfirmation of package size after consumption may not lead consumers to revise their volume judgments in the long term, especially if the discrepancy is not very large (Raghubir and Krishna, 1999).

According to Judd, Aalders & Melis (1989), shape often forms the basis of a Product Uniform and brand symbol and for shapes to be effective it must be easily to be described in words that is, it must be easily remembered, passed on and easier to picture

in mind when other cues are absent. For example “disc” becomes “disc with a slice taken off”, “triangle” becomes “triangle with a bite taken out”.

According to Danger (1987) there cannot be fixed principles governing the physical shape of a package because it is usually dictated by the nature of the product, mechanical considerations, selling conditions, display considerations, and the way that the package is used. However there exist some basic rules that should be followed as presented: Simple shapes are preferred to complicated ones; A regular shape will have more appeal than an irregular one and the latter may cause a mental blockage, which impels the customer to something else; A shape that is not balanced will be unpleasing; Squares are preferred to rectangles and a rectangle that has a square root to one that does not; Shapes should be tactile and soft; A convex shape is preferred to a concave one; Women prefer round shapes and they like circles better than triangles. Angular shapes are preferred by men and are considered more masculine, men also prefer triangles to circles and ovals; and Shapes should be easy on the eye.

2.8.5 Size

Mass equals to size. Each piece created has a physical mass. The physical mass or size is the actual dimensions of the piece-height, width, thickness/weight (of paper), and depth (3D objects). Additionally, each element within the design (graphics, photos, lines, and text blocks) has its own mass relative to the whole piece. For example, a photo that is physically 3 inches by 5 inches can appear smaller or larger depending on the physical size of the paper it is printed on and the size and proximity (closeness) of other items on the page (Porter, 1998).

2.8.6 Texture

Texture is always a part of design whether intentional or not. It is the visual or tactile surface characteristics of a piece. In desktop publishing, texture comes from the paper used. There can be addition of visual textures through the arrangement of lines and shapes or the use of photographic images of specific surfaces (Ramsland, 2002).

2.8.7 Pictures and Illustrations

One of the most effective means of communicating product information and imagery is the use of pictures on the package. Photographs and illustrations on packaging, identify products, describe their use, make them desirable, and create an emotional response by the consumer. Photographs and illustrations on packaging are powerful design tools for: Identifying product differences; Communicating product functions, such as describing step-by-step assembly of a modular product or procedures for usage; Adding emotional appeal to a gift item, such as showing beautiful flowers to enhance imagery of a gift item; Showing the end results of using the product; and Imparting emotional imagery by creating, for example, a feeling of speed (a runner) or relaxation (a sunrise), even though the product in the package has no direct relationship to such visual portrayal (Meyers, 1998)

The use of appropriate photos is good in communicating to more especially children. It is also a very quick way of informing the consumer and leaves the consumer more time to decide whether or not he/she will buy the product. It is important that the illustration is repeated on both panels of the pack. This ensures easier identification for the consumer whichever way the pack is turned.

2.9 Status of the Packaging Industry in Ghana

The economy of Ghana has witnessed significant growth in recent years. This has been attributed to the liberalized economy introduced by the government over the past decade. This has resulted in increased competition in the local market especially goods from India and the Far East (China, Indonesia, Malaysia, Thailand, etc). Consumers have thus been exposed to high quality packaging and presently demand well-packaged consumer products.

Another factor that has contributed significantly to Ghana's economic growth is the rapid development of the non-traditional export sector. As an agriculture-based economy, the food-processing sector accounts for more than 70% of the total exports. This includes export of fruits, vegetables, fish and seafood, palm oil and many others by small and medium scale enterprises.

These developments have resulted in increased demand for packaging materials. The packaging industry started in the late 1950s after the country became independent when the government embarked on a massive industrialization programme to manufacture import substituted consumer goods such as canned foods alcoholic and non-alcoholic drinks and household equipment. This called for a corresponding growth in the packaging industry but the only major packaging company established was one large corrugated box factory and a number of small-scale plastic and paper bag manufacturers. The bulk of packaging materials was therefore imported and this was a major bottleneck in the industrial development programme (Quashiega, 2009).

The introduction of the economic reform programme and trade liberalization in the 1990s led to the establishment of several small and medium scale plastic and paper industry in Ghana which are still using rudimentary production methods. Local converters are unable to meet the demands for high quality packaging. Many of the converters are

small-scale using imported raw materials, old machinery and technology for their operations.

Small-scale enterprises in Ghana depend on local converters for their packaging needs. When these are not locally available some of them rely on post-consumer packages such as corrugated boxes, sacks, glass and plastic bottles and jars for packaging products. Newsprint, stationery, wicker baskets, jute bags, wooden crates and leaves are still widely used as packaging materials. Collection of post-consumer packaging is thus a major informal activity in Ghana.

The large manufacturing companies and exporters often require high quality packaging and usually depend on imported packaging materials to ensure that their products are attractive and comparable to international standards. These are major challenges that affect such companies in Ghana and make them uncompetitive due to the local quality of their packaging. Some of the constraints that have hampered the growth of the local packaging industry are: Inadequate or old fashion technology or machinery for printing; Lack of appropriate printing substrates; All raw materials for packaging have to be imported thus substantially increasing the cost of packaging which results in increased production cost and invariably increased prices; Inadequate skills and packaging technology due to absence of institutions for training until 2009 when the Kwame Nkrumah University of Science and Technology started such training; Absence of facilities for testing and certification of packages; Lack of facilities and software for packing development since the capital outlay needed is so huge; and Absence of reliable data on the packaging industry (IOPG, 2009).

The President of the IOPG described the current state of the packaging industry as “developing”. This he attributed to the awareness that has been created by the AGI, FDB and GSB as well as the IOPG itself on the need for consumers to be knowledgeable in

issues relating to the packaging of products. New and improved technologies have been developed which make otherwise cumbersome design work easier.

To the AGI, the packaging industry has seen appreciative transformation from a sorry state to one where modern technologies and innovative ideas abound. In 2005, the Ghanaian packaging industry was not structured and anyone could do anything and call it packaging. Fact is, there were no standards and no regulations. There were very few packaging agencies around and anyone who could do a design with the computer called him/herself a packaging designer. The level of awareness among manufacturers and consumers was very low. Manufacturers did not appreciate the enormous positive impact of good packaging on the increase in market share of their products while consumers purchased products, without regard to the way and manner it was packaged.

However, with the establishment of the IOPG and the Advertisers Association of Ghana, there has been a marked improvement in the packaging industry. Now, there have been a lot of awareness creation programmes and activities by these two bodies. In the face of these improvements, the AGI admits that the packaging rules and regulations are not being strictly implemented by the state agencies such as the FDB and the Ghana Standards Board for obvious reasons which include inadequate resource allocation. The other reason for this state of affairs is the “I don’t care” attitude of the general public. Below are some strengths, weaknesses, opportunities and threats as pertaining to the Ghanaian packaging industry (IOPG, 2009).

Strengths

The strengths of the local packaging industry are numerous and varied. For instance, local packaging converters and users often find creative solutions when faced with the challenges of supply chain. Also, the bulk of corrugated box requirements is

manufactured locally. The existing plants, have adequate production facilities and sufficient installed capacities to supply corrugated boxes to both the local and the ECOWAS market. Again, local packaging converters are very open to suggestions for resolving quality problems, when these are brought to their attention. They readily source new materials or technologies to address quality issues or meet customers' demands. The country abounds in a lot of expertise in graphic arts design and printing from KNUST.

Weaknesses

The weaknesses include inadequate, obsolete technologies and equipment, often imported second hand from India and China. Servicing support for packaging equipment is weak and plants may be shut down for weeks due to lack of spare parts or expertise in fixing a breakdown. The technological skills in packaging are inadequate, due to the absence of specialized training institutions and courses. (The University of Ghana started a course in Food Packaging in 2010). Also, demand for high quality packaging is relatively low because a large part of the population cannot afford them and export opportunities are limited. This does not encourage major investments in the packaging sector.

With the exception of wood and to some extent cotton fabrics all packaging raw materials and consumables are imported. This results in irregularity of raw materials supply, price hikes and long lead times in deliveries. The packaging industry is highly concentrated on plastics mainly polyethylene films and plastic containers. Another factor is that poor management of packaging waste especially plastics, has given a negative image to packaging and obscured the positive contribution of packaging to economic growth.

There is no well-equipped testing laboratory for packaging materials in Ghana. Packaging suppliers and users have little or inadequate laboratory facilities for quality control and testing on their premises, leading to unreliable quality of packages. The poor transport infrastructure does not help the delivery of even well packaged products. These aside, the traditional retail and market practices result in excessive handling of products and there is little or no protection from the sun and rain at the markets. These affect quality of packaging.

Opportunities

Trade protocols within the ECOWAS sub region with about 250 million consumers provide significant export opportunities for the packaging industry. Government initiatives to boost the export of manufactured goods such as the Free-Zone Board, provides incentives to companies that seek to manufacture goods for export. The supermarkets and shopping malls are growing and they provide opportunities for high quality packaging. Also, the relative political and economic stability provide an opportunity for investment in the packaging sector. While urbanisation, increasing purchasing power and standard of living, modernisation of life styles and growing demand for convenience foods provide opportunities for high quality packaging.

Threats

There is little cooperation among converters. Consequently, packaging improvement opportunities are lost and the converters fail to collaborate and negotiate collectively to protect the industry. It has to be mentioned that, the global trade in packaging has become highly competitive. One major threat to the Ghanaian packaging industry is the current trade liberalisation, resulting in massive influx of cheap well

packaged consumer goods including counterfeits. International trade regulations, practices and requirements, such as quality assurance, safety, eco labelling, coding and traceability rules and packaging waste directives pose problems to exporters processed goods. The implementation of trade protocols will remove trade protection and barriers and present competition. Unless the Ghanaian packaging industry builds and consolidates its capacity to become cost competitive it may lose its market to other countries.

2.10 Packaging Materials used in Ghana

Having examined the various conceptualizations of packaging and the functions a package is expected to undertake, attention is now given to materials that enable packages to perform as is required. However, the packaging designer does not have a free hand when it comes to re-inventing the structure of packages. Thus, an understanding of the strengths and weakness of all the different types of materials is essential. Packaging manufacturing is usually a mass-production process and, depending on the material and processes concerned, seldom allows much flexibility in structural design (Essuman, 2008).

Each of the principal packaging type is the basis of a massive conversion industry and the subject of highly sophisticated production engineering. So while the packaging planners may be free to choose between, for example, a metal can or a glass jar or a plastic moulding for a particular product, the packaging designer is not technically equipped to design, for example, a new can (Essuman, 2008). Instead, cans are designed by engineers who know the capacities and limitations of the can making equipment on which they are produced. Any specification of the can which deviates from the industry standards for dimensions and materials would be prohibitively expensive, if not impossible, to manufacture. In most cases therefore, the choice of a package structure is a

matter of selecting and specifying an existing package style rather than designing a new one.

Over the years most of the materials used for packaging of locally produced products and by the existing packaging industries are imported. The quantum of such imports in US Dollars has been increasing over the years as Figure 2.2 indicates. Huge sums of scarce foreign exchange which could have been used to revitalize the manufacturing of packaging materials locally are spent annually. The most used material for packaging in Ghana is plastic which from 2003 to 2006 accounts for averagely 68% of annual packaging materials imports (Essuman, 2008).

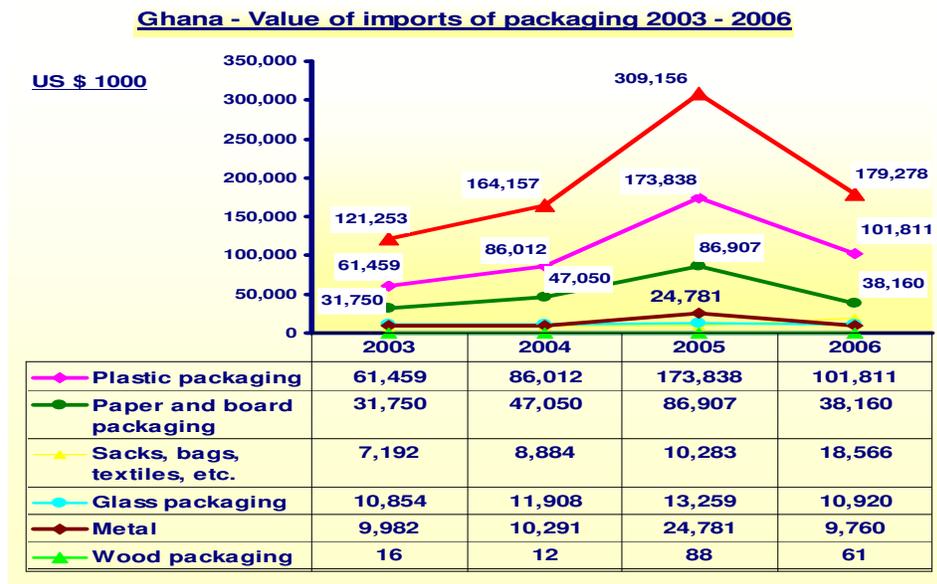


Figure 2.2: Value of Packaging Imports from 2003 to 2006 in Ghana

(Source: Packaging Design (Essuman, 2008))

For each packaging material, there are broad guidelines concerning the freedoms available to the designer. These are determined both by the properties of the various materials and by their production technologies. Most packaging, in developing countries as in industrialized ones, is manufactured on automatic machinery, often at very high

speeds. Package structural designs must be suitable for production on the appropriate existing equipment, as the capital investment needed for changes to this equipment is often prohibitive. Table 2.1 presents the types of packaging materials used in Ghana and the common products they are used to package.

Table 2.1: Packaging Forms Commonly used in Ghana

Material	Packaging forms	Application	Source
Plastic	Bottles, jars, crates, drums, tubs, thermo formed trays, closures, bags, mono films, laminate, pouches, sacks (film and woven) shrink wraps, strapping and banding, sleeves	Fruits juice, alcoholic, non-alcoholic beverages, detergents pharmaceutical and cosmetic products, assorted fruits, vegetable oils, water.	Local and imported
Paper and boards	Wrapping paper, multiwall, sacks, corrugated boxes, cartons, labels and Tetra Pak	Fresh fruit and vegetables, fresh frozen fish, pharmaceutical and cosmetic products, assorted foods, vegetable oils, water	Local Tetra Pak is imported
Metal	Cans (tin plate and aluminium) drums, kegs, barrels, closures, aluminium foils	Fruit juice, alcohol and non-alcoholic beverages, canning of fish fruits and vegetables	Imported and local
Glass and Ceramics	Glass, jars, vials, ampoules	Pharmaceutical and cosmetic products, Fruits juice, alcoholic and non-alcoholic beverages	Imported
Wood	Boxes, crates, pallets, cane, baskets	Fruit and vegetables, fresh fish (crates), fried fish (cane basket)	Local
Textiles	Sacks, bags, bailing materials	Dry food products, grains, flour, cocoa (mainly packaging in “Food grade jute bags”) and other beans	Cotton is local, jute bags are imported

Source: Researcher’s Own Construct, 2009

2.11 State of the Packaging of Made-in-Ghana Products

The least said about the packaging of Made-in-Ghana products, the better. Majority of the locally-manufactured products are not packaged at all. In many cases where they are packaged, the packaging does not properly protect the contents and labels are either faded and/or the information about the product usage is not given. For instance, charcoal and fresh tomatoes, which are used in almost every house in the country, are not packaged at all.

Packaging is an effective tool for the preservation, protection, marketing and distribution of goods and this gives packaging a strong influence on industrial and economic growth. It is also known in economics, that the production process is not complete until the product gets to its final consumer. It is true that the manufacturing and industrial sector through the concept of industrialization is the sure bet to economic growth and development. This has been proven by many industrialized countries.

However, one inherent factor is that the marketing and distribution processes of these countries are quite advanced and sophisticated. According to Judd, Aalders & Melis (1989) packaging is a “silent salesman” and the best means of marketing. This therefore presupposes that the packaging industry in the developed world is really doing its job of linking products to consumers for economic growth and development. It is this interconnectivity that is missing in the Ghanaian packaging industry. The expertise in packaging is negligible in Ghana. Packaging possesses a strong influence on industrial and economic growth, but expertise in this field is generally very low in the country (Essuman, 2009). Poor or inadequate packaging constitutes a major constraint to investors as well as manufacturers and also contributes to excessive product damage, post-harvest losses and contamination of food, leading to disease transmission.

In Ghana, lack of good quality packaging has been identified as one of the major reasons for the failure of locally manufactured goods to compete favourably with imported ones or even access the international market (www.freshplaza.com). The packaging of most made-in-Ghana products is not essentially pleasing and hence fails to communicate and attract the final consumer. The packaging also does not communicate any cultural tendencies and this makes it difficult to identify it as truly Ghanaian. In foreign products, for example Chinese products, conscious effort is made to portray the culture of China while preserving aesthetic attraction.

The earlier manufacturers and packaging expertise make efforts to tackle the many challenges bedevilling the packaging industry in Ghana, the better it would be for the economy as a whole. Major Quashigah (2003) reflecting on packaging in Ghana said, "in spite of the tremendous growth in the manufacturing sector of small-scale non-traditional exporters, Ghana's packaging standards still fell short of international market requirement. This is because almost all local packaging suppliers are primarily involved in low-value packaging items, using simple and often time old machinery," (Quashigah, 2003). He said as the country was striving to become the hub of industrial activity in the West African sub-region, there was the need for packaging suppliers to modernise their technology.

He said, packaging being the weakest link in the chain of agro-based businesses; many exporters had had their goods rejected overseas because the packaging did not meet international standards. This is a confirmation of the third problem identified by Bauerschmidt et al, (1985) and Sharkey et al, (1989), where they talk of it as being external-foreign problems, which relates to issues such as the lack of information about overseas markets, foreign government rules and regulations, and strong competition in export markets. Packaging as we know entails the activities of designing and producing

the containers and labels for a product to enable its transportation, storage, distribution and presentation. It is a very complex and integrated activity, which is crucial to any country's industrialisation. In view of this, it can be deduced that, Ghanaian products are sub-standard as compared to those on the international market in terms of packaging.

The role of the packaging industry in Ghana's export drive becomes even more critical in the present global economy. Our progress over the past years in expanding the non-traditional exports with emphasis on adding value to the primary products from the mining, agricultural and timber industries has accelerated the demand for highly sophisticated packaging. Product competitiveness does not depend only on the availability of natural resources and low cost, and unskilled labour, but also on the ability of the manufacturers to upgrade the quality of their products through continues improvement.

The issue of inadequacies in the packaging of local products for both export and domestic market keeps on surfacing. In 2005, the sector was said to be in crisis. Indeed, if locally manufactured products are to penetrate the global market then the importance of good packaging must be emphasised. Packaging is an effective tool for the preservation, protection, marketing and distribution of goods. These attributes give packaging a strong influence on industrial and economic growth, but expertise in this field is generally very low in the country.

The protection and preservation of the environment can also be achieved by ensuring good packaging. Hence, the sanitation and environmental problems facing the country could be removed by strict enforcement of the rules and regulations governing packaging in Ghana.

2.11.1 Some Observations of Packaging of Local Products

It is generally noted that there are some improvements in the packaging sector. However, there is still room for improvement as Table 2.2 shows a sample of local products not well packaged.

Table 2.2: Sample of Some Products that are still not Well Packaged in Ghana

Products	Defect(s)	Effect On Product
Hypochlorite solutions	Transparent containers:	Absorb radiation and decomposes product
Traditional medicines	Unattractive container; Labelling instructions inadequate	—
Footwear	Hardly any packaging at all. Product lumped into one big container: Foreign identity is indicated	Abrasion of uppers; Distortions in the product
Shito	Closure ineffectiveness; Inadequate information	Spillage
Textile fabrics/Garments	Care labelling absent	—
Food products	Batch coding absent Best before date absent	—

Source: (<http://www.fao.org>)

From Table 2.2, it is clear that Ghanaian products are not packaged to international standard so as to be able to penetrate the export market. They do not have the necessary information on them; therefore there is the need for Ghanaian products to be packaged well for international patronage.

2.12 Packaging Laws in Ghana

The importance of packaging to the economic development of the nation cannot be over emphasized. There are, therefore, laws and Legal Instruments (LI) to back it, though they might not be adequate as the study revealed. Also, such legal and regulatory

instruments tend to prevent the manufacturer from using inappropriate packaging materials and the consuming public from the sale, purchase and use of unwholesome products. This chapter seeks to identify the existing packaging laws in Ghana and undertake an assessment of these laws in the light of current trends and best practices in packaging. The review focuses on the implementation realities and challenges as perceived by the author. The chapter also looks at the packaging industry in Ghana and examines the challenges from the perspective of some institutions such as AGI, FDB and IOPG while taking an in-depth look into the functions of these institutions.

2.12.1 The Ghanaian Labelling Laws

It is worth mentioning that, in Ghana there are no explicit packaging laws. Rather, what we have is the LI which established the Ghana Standard Board (GSB) which has a subsection (i.e. Subsection (1) of Section (9) on labelling). Therefore, it is this law that is reviewed in this section. Also under this section, the various agencies that should have oversight responsibilities on the packaging industry in the country are assessed (Constitution of Ghana, 1992).

Section 9 of the standard Decree, 1973 (NRCD 173)

The subsection (1) of section 9 of the NRCD (1) 173 confers some level/power with GSB. It outlines standard cables to ensure that all products consumed by Ghanaians either foreign or locally manufactured. This law is basically on consumables such as drugs and drinks and it was made in 29th April, 1992. It stipulates that:

1. *No person shall offer for sale, sell, distribute, import or otherwise dispose of pre-packaged food or drug, unless the food or drug is marked or labelled with the*

name of the food or drug. This is to ensure that products are easily identified and can be called by their appropriate names.

2. *A list of ingredients in the food, or in respect of drugs, active ingredients, showing the amount of each present in the drug should be provided.* The essence is to ensure that consumers are given all the necessary details about the chemical composition of a product and its health implications. For instance, some products may contain certain active ingredients which might be harmful to some users. This underlines the informative role of packaging as discussed in the review of literature. Incidentally, this role of packaging is important to protect consumers and it is this role that is highly missing in the packaging of most Made-in-Ghana products. This has been one of the major factors that contribute to the rejection of Made-in-Ghana goods mostly internationally.
3. An indication of the minimum durability in the form of;
 - *Date of manufacture and expiry date or best before date or use-by-date in respect of food.* The absence of the manufacturing and expiring dates is one common feature of most Made-in-Ghana products. Sometimes, as argued by some manufacturers, these important dates are provided on the labels, but due to the poor quality of materials used for printing the labels fade off. This confirms the issue stated in the problem statement of this thesis. Hence, even with a strict implementation of this law, there would still be some products with no manufacturing and expiry dates given the poor quality of labelling materials available in Ghana.
 - *Any special storage conditions and handling precautions that may be necessary have to be stated.* The importance of storage and handling processes to the quality of a product cannot be over-emphasized. Inasmuch as the

product packaging would protect the contents of products, it can still be contaminated and made unwholesome because of the way and manner it is handled and stored. For instance, water is known to ingest the scent of its surroundings hence, even if it is sealed; for instance, if water is kept in the fridge together with fish, its smell would change. Here, the onus lies with the retailers and whole sellers. It does appear that, there is the need for routine checks by the GSB on sellers to ensure that this and other aspects of the law are implemented. As it would be seen later, however, the GSB does not have adequate capacity to undertake this assignment and has not trained District Assembly officials for this task.

- *Instructions or directions for use or warnings and precautions that may be necessary in respect of a drug.*
 - *Instructions for use in respect of food if it should be difficult to make appropriate use of the food in the absence of such instructions.*
 - *An indication of the net contents in the form of net mass or volume or number of doses in respect of drugs.*
 - *Code, marks or numbers indicating the barcode of production or packaging to which the food or drug belongs.*
 - *Country of origin of the food or drug.*
 - *The name and address of the producer, manufacturer, importer, packer, distributors or of the seller of the food or drug.*
4. *A name that is required to be used for food under Rule 1 shall be the name prescribed by law for the food, if so prescribed. Where no name is prescribed by law for a food, a customary name that is to say a name which is customary for that food in the area where the food is sold, may be used for the food,*

5. *Where there is no customary name or the customary name is not used, the name used for the product shall be sufficiently precise to inform consumers of the nature and substance of the product and to enable the product to be distinguished from other products.*
6. *The name of a product may consist of a name or description.*
7. *A trade mark, brand name or fancy name shall not be substituted for the name of a food.*
8. *The name of a drug as required by Rule 1(a) should wherever possible include the international as national non-proprietary name of the drug if it is available.*

The implementation of this law is very lax. Even though manufacturers know the law, many tend to turn a blind eye to it. They tend to acknowledge the difficulties of the GSB and take advantage of it. Others, though aware, are hindered by the quality of packaging materials and machines available as well as the inadequate package experts and package design professionals within the country. The survey of shopping mall operators for this study revealed that only 23% had knowledge, understanding and appreciation for such a law. Even among these few traders, they admitted not following the law, as consumers do not insist on the sellers following the law.

Food and Drugs Legislative Instrument (LI) 1541

Labelling requirements: Food and Drugs Legislative Instrument (LI) 1541 (Constitution of Ghana, 1992). The highlights of the Ghana labelling rules and regulations for all food and drugs are as follows:

- The product's brand name or common name must appear on the principal display panel

- A list of ingredients by their common names in descending order of quantity added.
- Nutrition information facts are optional.
- An indication of the minimum durability in the form of “expiry date”, best before date “or” use-by-date”. It is important to note that, in Ghana stamped dates are forbidden while incorporated dates are more acceptable.
- Any special storage conditions and handling precautions that may be necessary
- Instructions or directions for use
- An indication of the net content in the form of net mass or volume in the metric system. For food packed in a liquid medium, the Board requires a declaration in metric system of drained weight of the food (liquid medium means water, aqueous solutions of sugar and salt, sauces, fruit and vegetable juices in canned fruits and vegetables only, or vinegar, either single or in combination). Such as mackerel in tomato sauce, sardines in vegetable oil, etc.
- The batch number or lot of the product
- The name and completion address of the producer, manufacturer, importer, local agent, packer or distributor. In addition, local manufacturers must indicate complete location address of factory.
- Country of origin must be provided on the product label
- Labelling should be in English and could be translated into any other language if possibly.
- Marks and labels for food must be in indelible ink and be legible (Constitution of Ghana, 1992)

2.13 Packaging Related Institutions in Ghana

2.13.1 Institute of Packaging Ghana

The Institute of Packaging, Ghana (IOPG) is a not-for-profit organization formed in 2004 and devoted to the development and promotion of packaging in Ghana. IOPG represents the interests of its members in the packaging industry and strives to achieve this through various activities such as workshops, seminars and conferences. The Institute maintains strong links with local and overseas packaging organizations and is a full member of the World Packaging Organization (WPO) (www.iopg.org).

The mission is to promote the recognition of packaging as a profession by providing world-class professional training and advisory services to persons and institutions in the packaging industry as well as establishing mutually beneficial partnerships with industry and the relevant National and International Institutions to ensure high packaging standards in Ghana. The objectives of IOPG are to: inform the public of the benefits to be derived from effective packaging; educate people in all matters relating to packaging; promote the status of packaging and the interests of members in the field by every appropriate means; establish such educational standards, examinations, bursaries and qualifications as may seem appropriate for the promotion of packaging; publish and disseminate educational and training information about all matters which relate to packaging; hold conferences, exhibitions, seminars and other functions calculated to promote the interest of packaging; affiliate or to associate with any person or body having common interest and objectives with those of the Institute; encourage research and development in packaging; and serve as a forum for discussion and exchange of knowledge between persons interested in packaging (www.iopg.org).

The organization of the Institute of Packaging, Ghana consists of a seven-member Executive Council elected for a two-year term. There are opportunities for members to serve on sub committees as well as on the following standing committees: Education, Research and Development; Finance; Membership; and Industry and Public Relations.

The Institute of Packaging, Ghana through its annual and bi-annual conferences, regular workshops and seminars as well as various educational programmes on both the print and electronic media has contributed in so many ways in creating awareness and improving the state of the packaging industry in Ghana. Some of the achievements are: capacity building through training and international collaborations, research into new and effective packaging to meet local needs, maintain links with international packaging bodies to be abreast with trends in the industry for technology transfer, participation in international packaging related conferences, exhibitions and fairs to share information and experience, increased exports arising from improved product presentation through effective packaging.

The other achievements are assisting industries especially Small and Medium Enterprises to develop or source cost effective and good quality packaging to make their products competitive on the international market, be a sub-regional centre for training and development of packaging expertise, spearhead programmes and activities aimed at minimizing the impact of packaging on the environment, support development of appropriate packaging for handling storage and distribution of food crops to minimize post-harvest losses and involvement in formulation of appropriate national packaging standards to ensure product safety (www.iopg.org).

Benefits of IOPG

The benefits of being a member of the Institute include recognition of your professional expertise with enhanced career opportunities, opportunity for local and international contacts with other professionals in the packaging industry, participation in education and training programmes, conferences, seminars, exhibitions and links with other trade associations and extension of your packaging knowledge through accessibility to industry publications, Internet and networking opportunities (www.iopg.org).

Challenges to the Institute of Packaging Ghana

Lack of appropriate legal backing makes the work of the Institute practically impossible to implement. This is because there are no laws and regulations on the packaging of locally-manufactured products. Therefore, everybody does what he/she feels is acceptable and can attract the consumers to increase sales. This has led to sub-standard designs by ill-trained and ill-equipped package producers.

Also, the modern technologies and equipments used in the packaging and designing process are very expensive and hence the services of the well-trained designers who apply internationally accepted standards are very expensive. This vicious cycle pushes the local manufacturers who themselves are not financially stable to opt for the ill-trained and ill-equipped advertisers resulting in locally manufactured products whose packaging defeats the whole essence of packaging.

This is because the two agencies tasked with the implementation of strict packaging standards, that is, the FDB and GSB are handicapped financially and in terms of the personnel to ensure nationwide coverage. Therefore, before they realize it, products that are substandard are put on sale the market with no information on the manufacturing and expiry dates, usage, storage, nutritional contents and other vital information.

There is also, the lack of effective and efficient collaboration between and duplication of efforts among the FDB and GSB. The two agencies seem to be doing the same thing, which is ensuring that the products that are sold on the market are internationally acceptable in terms of the packaging and the contents, create awareness on the dangers of using unwholesome products and others. So there should be a platform for them to join forces and strategize to obtain maximum benefits. This could even stand-in for their having inadequate personnel.

Inadequate finances impede the smooth operations of the IOPG given that its main preoccupation is the development and promotion of packaging in Ghana since it is a not-for-profit organization. The main source of funding is the annual levies paid by members which tend to be irregular and scanty given that the services of the professionals are perceived to be expensive and hence they do not get enough jobs.

2.13.2 Food and Drugs Board

The Food and Drugs Board (FDB) is responsible for enforcing the GSB standards in the country with respect to food and pharmaceutical products. They inspect and test samples of the product against standards and specifications. FDB staff often visit factories, shops and warehouses to inspect machinery and equipment used for production. The FDB also certifies drugs and food products before they are sold on the market. The certification procedure is similar to that of the GSB and the Boards issue a license and a specific number, which must be indicated on the label or the package (www.fdb.org).

2.13.3 Ghana Standards Board

The Ghana Standards Board is the statutory body with overarching responsibility for establishing quality standards and specifications for raw and packing materials as well

as finished products. They carry out tests on products and provide quality assurance support to the manufacturing industry. The Ghana Standards Board also offers services such as development of quality standards for public and private organizations and preparation of standards for contractual services such as bulk commodity procurements. The board handles consumer complaints on product defects, expiry dates and standardization of packaging for dangerous goods for export and the local market (www.gsb.org).

In line with the commitment of the Ghana Standards Board to assist Ghanaian manufacturers, industrialists and service providers to be competitive and compliant with international standards on the global market, they organize technical training programmes for the manufacturing industry.

The Ghana Standards Board issues licenses to manufacturers for all new products. Once approved the manufacturer is issued with a certificate and permitted to print the GSB logo on the packaging of the licensed product as a seal of quality. A certificate authorising the use GSB mark is renewable annually.

2.14 Summary

It is worth stating that packaging is not all about the structure it also includes the container, the colours used and how it reflects the content, its connotations and the feel its gives to the consumers.

Packaging has various functions it plays and these functions help a product to either sell or not to sell. Packaging cannot be done away with because various products on the market are packed to protect their contents from damage. Hence, a good package should possess all the qualities that have been outlined in the previous paragraphs. The fundamental purpose of package design remains the same: to sell the product. Beyond its

basic function of protecting the product and preserving taste, packaging must effectively talk to the consumer. It must be able to tell the consumer what the product is and why it is superior to any other competitive brand.

Also, there are various materials for packaging and before one is able to pack a product, much thinking should go into the choice of material that will be appropriate for the product in terms of colour, design, structure (shape), typography, layout, aesthetics, dispensing (how to open the product), nutritional information and stacking.

Most Ghanaian packaging and labelling lack the good qualities a package should possess. The container is either not appropriate for the product, or the layout is overcrowded, or the illustration is either the photograph of the owner of the product being used as an identifier. Poor or inadequate packaging constitutes a major constraint to investors as well as manufacturers and also contributes to excessive product damage, post-harvest losses and contamination of food, leading to disease transmission.

An adequate packaging and reliable distribution helps reduce malnutrition, removes local surpluses and allows the consumer more choice. Packaging and distribution reduce post-harvest losses; this together with a larger market allows producers to increase their income.

As a key element in the marketing mix, the benefits derived from good packaging could be immense if serious attention is given to the selection of materials and design. Indeed, if the package is appropriately designed to efficiently perform its functions; it contributes significantly to the exporter's profits by improving the marketing of the products. Again, for small and large industrial companies good packaging could be a vital and important tool to generate product and brand loyalty where advertising fails. Packaging could also be used as a means of creating new products or differentiate products for, different markets.

Having gone through the process of identifying the right materials, shapes, colours and typography, whether or not the combination is the right package is to a large extent dependent on how the packaging is able to communicate and attract the final consumer to purchase it. Package designers need to be abreast with the current packaging challenges and bring out new products that address emerging market niches, as well as real consumer needs. In addition, the move toward honesty and accuracy in product labelling and communication should be built. Together these forces can ultimately result in 'new and improved' package designs.

CHAPTER THREE

METHODOLOGY

3.1 Overview

This chapter describes the procedures that have been followed in conducting the study and the detailed steps involved. The research techniques adopted is the research design. Before and after analysis of the sales of the selected Made-in-Ghana product that had experienced an observable improvements in its packaging was undertaken. Regarding the sampling techniques used, the purposive sampling method was employed in eliciting information from institutions such as the Institute of Packaging Ghana (IOPG), Ghana Standard Board (GSB) and Food and Drugs Board (FDB). The purposive and accidental sampling techniques were used for the selection of consumers across the metropolis to assess their behaviour patterns and views on the level of packaging of Made-in-Ghana products. Also, their perceptions on the aspects of Ghanaian culture that can be embodied in the packaging of Made-in-Ghana products are assessed. For the sampling of shopping malls, the accidental sampling technique was employed. Secondary data was obtained through library research; critical observations, and finally reflections.

3.2 Research Design

The choice of a research approach/design depends on factors such as the level of control the researcher has on the phenomenon to be studied, the focus of the study (whether contemporary, historical, etc.), the purpose of the study, the time available for the study and the type of data needed. Having considered the foregoing, the case study and qualitative approaches were adopted.

According to Kumekpor (2002: p.56), the Case Study Approach is;

A systematic way of in-depth collection of information for investigating the circumstances of a person, a group, a commodity, an institution, or an incident. This necessarily implies a comprehensive examination, a critical analysis and interpretation of available data or information on real situation of a particular issue, event, occurrence or problem.

It is mostly used for an intensive study of an individual unit which in this case is packaging as a mirror for promoting Made-in-Ghana products stressing factors in relation to the unit's own environment. By using this approach, a single entity or phenomenon (in this case packaging of Made-in-Ghana products which is an issue that has recently become a problem) was explored bound by time and activity. Detailed information was obtained using a variety of data collection procedures during a sustained period of time (Agyedu, G. O., Donkor F. and Obeng S., 1999). The reason for this method stems from the fact that, the study required multiple sources of evidence and the issue investigated was a contemporary phenomenon which was on-going and for which the researcher had little control over.

For this study, both the qualitative and quantitative research approaches were used with more emphasis on the qualitative aspects. In applying the qualitative research technique, the meanings to the percentages and ratios were much more important than the percentages themselves. Cross-analysis of facts was the main themes. The quantitative aspects is seen when the trend analysis is undertaken for the sales of the manufacturer of the selected Made-in-Ghana company is done using the before and after analytical tool.

3.3 Library Research

The libraries visited for books on the subject matter, i.e. Packaging and Promotion of Made-in-Ghana Products include the KNUST Main Library, College of Art Library, the British Council Libraries in Kumasi and Accra, Ghana Library Board, Ashanti

Regional Library and the Balme Library, University of Ghana. It is important to note that, only secondary data sources that were relevant to the study in terms of scope, definition of the various concepts and type were used. The data, however, collected from the libraries, as well as the internet, were assembled, synthesized, critically evaluated and conclusions drawn from them.

3.4 Population for the Study

For this study, the population was in four heterogeneous sets, namely, the manufacturers, shopping mall operators/supervisors, consumers and the packaging related institutions. These groups of population had distinct and varied characteristics as well as different population sizes and were targeted given the dynamics of the problem and the research questions and objectives for this study.

In the case of the institutions, the total population was determined by a set criterion, which was that, any institution whose modus operandi related to inspection of products in any way or the packaging industry would be selected. Therefore, with the above as a basis, three (3) institutions were identified as the target population and invariably the accessible population as well.

Also, given the purpose of the study, the research questions and objectives, the selection of manufacturing company was based on the fact that, such company should be producing a solely local product within the geographical setting of the study. By this definition, five (5) companies were targeted. Out of which only one (1) became accessible due to fears that sales information could be used for purposes other than the one stated on the interview guide (see appendix 3).

For the two sets of populations that have already been discussed, the purposive sampling technique was employed. According to Mugenda, O. and Mugenda, A.G.

(1999), purposive sampling is a sampling technique that allows a researcher to use cases that have required information with respect to objectives of the study. Cases of subjects were therefore handpicked, because they were informative and they possessed the required characteristics which included the fact that the product should be one that was unpackaged at first, but now is been packaged and satisfies certain criteria of interest. The other characteristic was that the selected products should be Made-in-Ghana products. This enabled the researcher to decide which sample units were chosen.

One Made-in-Ghana medicinal product was purposely selected for analysis based on an experienced improvement in mode of packaging and label design. The use of the purposive sampling method was to ensure a representative sample since it guaranteed that every important category had elements in the final sample and ensured precision. Thus, in purposive sampling, also known as judgmental sampling, the researcher purposely chooses subjects which in her opinion are thought to be relevant to the research topic. In this case the judgment of the investigator is more important than obtaining a probability sample. Purposive sampling is often used when the researcher wants a sample of experts as in the case of a need assessment using the key informant approach.

Furthermore, based on the purposive sampling technique, institutions such as the Food and Drugs Board, the Ghana Standards Board and Institute of Packaging Ghana (IOPG) who have the knowledge, the information or the experience on issues affecting the state of packaging in the country were contacted for their views and assessment of the packaging industry in Ghana. For instance, the selection of the Institute of Packaging Ghana (IOPG) was purposively done for the reason that the institute is supposed to be a body of designers and packaging experts who would ensure standards. The Food and Drugs Board and Ghana Standards Board were purposively sampled based on the role they play in ensuring that, there are only hygienic and wholesome products in the market

and to understand from their point of view the laws and regulations on packaging and the extent of its enforcement/implementation as well as the sanctions for non-compliance. Also, their role in public education on the importance of clear and appropriate labelling was assessed.

The next set of population was the shopping mall supervisors. The total population for this set was not known and hence, a random accessible population of 100 was taken. This was considered to be scientific as according to Bailey (1982), 30 is considered by many as a minimum size for a sample while Chadwick et al (1984) opt for a minimum sample of 100 units. Consideration was also given to the standard errors of the statistics and confidence intervals. This was due to the fact that most supervisors wanted to check with the owners of the shops before giving any information for which incidentally most shop owners declined answering the copies of questionnaire.

The accidental sampling technique was employed for the selection of the shopping malls to be interviewed. The basic reason was the absence of adequate and reliable information on the number of such malls within the Kumasi Metropolis and also their locations. Here, any shop within the study area that was responsive to the researcher at a particular point in time was selected and interviewed. It must however, be stated that, this method introduced biases since the researcher was influenced by factors such as affections towards a respondent.

There was no scientific means of obtaining the sample population of consumers since the entire Kumasi population at one stage could be termed as the consuming public and hence, the sampling technique used in interviewing the consumers was the purposive and accidental techniques. With the purposive technique, the criterion was to choose respondents who visited the malls. Then the accidental was to choose respondents for the

interviews. Based on the above, an accessible population of 400 consumers was obtained for the study.

3.5 Data Collection Instruments

Based on the logic and the problem statement for this study, different data collection instruments were employed to obtain the data needed to answer the research questions and the objectives. The type of instrument used was based on the peculiar characteristics of the data source. For instance, the administrators of the institutions sampled have little time for voluminous questionnaires and hence, the use of an interview guide so that, the act of soliciting information was seen as an interactive conversation.

Based on the work of Kumekpor (2002), two separate questionnaires were designed for the purpose of primary research. These were administered for the shopping malls and the consumers. The questionnaires included both close-ended and open-ended questions but were more of close-ended questions because consumers for instance, were concentrating on their purchases, they did not have time to be engaged in discussions and would rather prefer to give short responses. Also, the supervisors had the task of making sure that consumers were served well and promptly and attend to any difficulties and hence, time was scarce. It however, included some open-ended questions to enable the researcher to clearly discern the respondents' perspective on the various flaws in the packaging of Made-in-Ghana products. The open-ended questions mostly sought to assess perceptions and allowed the respondents to give some valued suggestions.

To ensure internal validity of the questionnaires, a pre-test was done. Pretesting of the consumer's questionnaire was undertaken by selecting at least 20 respondents while with that of the shopping malls about eight were selected. This was done at the dates indicated in Table 3.1. The result was used to review the questions that were not clear.

These questions were then modified. In addition to the modification of these questions, there was a need to increase the list of options for some of the questions in the original questionnaire. It was also agreed that, the research assistants could use the ‘other’ option if the response given by the respondents was not included in the options listed in the questionnaire. This would be helpful because the ‘other’ option demanded that respondents elaborate on the different response. This decision facilitated the use of the information in analysing the data and ensures that the researcher did not lose any of the options that were overlooked in the design of the questionnaire.

For Angel Herbal Company - the manufacturing company of the selected Made-in-Ghana product—an interview guide was employed. Also, an interview guide was designed for the three (3) institutions that were selected.

Table 3.1: Dates for Various Field Studies

VARIOUS FIELD STUDIES	IMPORTANT DATES
Pretesting of Consumers Questionnaire	15 th September, 2009
Pretesting of Shop Supervisors’ Questionnaire	16 th September, 2009
Administration of Consumers Questionnaire	17 th – 23 rd September, 2009
Administration of Shop Owners/Supervisors Questionnaire	26 th – 2 nd October, 2009
Administration of Manufacturers’ Questionnaire	5 th October, 2009
Administration of Institutional Questionnaire	7 th -12 th October, 2009

Source: Researcher’s Own Construct, 2009

3.6 Type of Data

Secondary data was mostly used in the review of literature where only relevant information was incorporated. Sources of primary data included shopping mall operators and supervisors, buyers (consumers), and the manufacturer of the selected Made-in-Ghana product that was selected due to an observable change in its packaging. Angel Herbal Limited, producers of Angel Herbal Mixture the Made-in Ghana product that was selected based on an observable change in the packaging was interviewed using an interview guide. Critical observations and comparisons regarding the colour, designs and symbols made on the packaged items were examined to assess the extent to which these elements helped in creating a niche for itself on the domestic market.

Based on the objectives, research issues and questions of the study, the following variables and data types listed in Table 3.2 were selected for the study.

Table 3.2: Study Variables and Data Types

Study Variable	Data Types	Data Sources
Manufacturer of Selected Made-in-Ghana product	<ul style="list-style-type: none"> • History of the selected products. • Materials used for packaging the products • Challenges faced in packaging the products • Views on how the packaging can be improved • Packaging cost as against benefits 	Manufacturer survey
Consumers (Individuals)	<ul style="list-style-type: none"> • Demographic data • Things that attract consumers to purchase a product • Views on how Ghanaian products are packaged • Reasons for not buying Made-in-Ghana products 	Consumer survey
Institute of Packaging	<ul style="list-style-type: none"> • Packaging rules and regulations in Ghana and the extent of enforcement • Assessment of the level of packaging in Ghana • Issues of inappropriate packaging • The role of the institute • Advantages of effective packaging 	Institutional survey
Food and Drugs Board/ Ghana Standards Board	<ul style="list-style-type: none"> • What is the role of the institution in ensuring that there are only hygienic and wholesome products in the market? • The laws and regulations on packaging and the extent of its enforcement. • Sanctions for non-compliance. • Public education on the importance of clear and appropriate labelling. • Challenges being faced in enforcing the laws. • Processes manufacturers have to go through in registering products. 	Institutional survey
Shopping Malls Operators	<ul style="list-style-type: none"> • Routine checking of expiring dates of products • Is effective packaging an issue when stocking shop 	Shopping Malls Field survey

Source: Researcher's Own Construct, 2009

3.7 Administration of Instruments

The administration of study instruments took various forms depending on the target population. In the case of consumers, research enumerators asked the questions and ticked or wrote the answers as they were given. The questionnaires could not be given to

the respondents because they were shopping while answering the questions and this contributed to a 100% rate of retrieval. However, for the shopping mall supervisors, the questionnaires were left with them and collected on the date agreed with the enumerator. This was done since most of them had to seek the approval of their managers before answering the questions.

3.8 Data Collection Procedures

The interviews with the shopping mall operators and supervisors were done at the shop premises. The selection was done based on willingness and readiness to respond to the questions. For the consumers, it was important to get those who were buying from these identified shops, hence the accidental sampling technique. In addition, the Packaging Institute of Ghana (IOPG), Food and Drugs Board (FDB) and the Ghana Standards Board (GSB) were the major sources of primary data regarding the challenges faced by packaging companies and how they were able to overcome all of them. For these institutions, one-on-one interviews were undertaken with persons in management positions and who were deemed to be knowledgeable in the subject area.

3.9 Data Analysis Plan

Data obtained were edited, and presented for easy understanding. Editing was done with the aim of detecting and eliminating errors to ensure clean and reliable data. Interview guides were structured to elicit information from institutions which were directly engaged with consumers and manufacturers of Made-in-Ghana products. Data was then presented in the forms of tables and charts to facilitate the analysis. The analysis was basically descriptive. Deductions were made based on inferences drawn from the field data gathered.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Overview

This chapter concentrates on the actual research findings and discusses data on the perceptions of packaging from the viewpoint of consumers and shopping mall operators as was obtained from the field survey. It also analyses the data obtained from the manufacturer of the Made-in-Ghana product that was selected. The company's profile and a description of the product are given while the sales trend is also presented. For the consumers and shop operators, data gathered and presented includes the demographic and social characteristics, factors that account for rejection of products and their various behaviours plus a comparison of packaging of Made-in-Ghana products and that of foreign products. This chapter presents analysis, results and discussions on the condition and nature of packaging of Made-in-Ghana products and also gives account on the reasons for the low patronage of Made-In-Ghana products. In all, two sets of questionnaire were analysed; one set for consumers and the other questionnaire was for shopping malls, supermarkets and marts operators.

The various data sets have been presented in tables, bar graphs and pie charts. This chapter therefore, presents data gathered from the field survey which served as inputs for the analysis and responses to the research questions. It would also serve as input in the conclusions and recommendations of the study. First, the data from the shopping mall operators are analysed, because they are the first to handle the products whether local or foreign product. The analysis of consumer perceptions is next, followed by that of the selected locally-manufactured product. All these analyses were guided by

the statement of the problem, the research questions and study objectives as stated in chapter one of this study.

4.2 Presentation of Results from Shopping Mall Supervisors

Shop owners/supervisors were interviewed to find out their perceptions about packaging and how it impacts on sales and profits as well as strategies to improve the packaging of Made-in-Ghana products. This was critical to the research because literature and the reconnaissance survey revealed that, these shops are the means by which manufactured products both local and imported get to the final consumer. About 100 supervisors or managers of shopping malls were sampled. Conscious effort was made to interview shop-owners who did the stocking of the shops themselves and for that matter were mostly present at the shop. In some cases, the shop supervisors or managers had to be interviewed since they undertook the day-to-day activities of the shop.

Data regarding shop owners/supervisors were on areas such as incidence of rejection of products and which types were mostly rejected by consumers, reaction of both sellers and consumers when products were rejected, cultural identities of local packaging and how culture could be used as a strategy to improve packaging and increase sales.

4.2.1 Location of Shops and Class of People who frequently Purchased Product

In order to ensure that there was geographical spread in the selection of respondents, a conscious effort was made to sample shop operators using the main arterial roads as the guiding points. This approach also improved on the scientific nature of the study. Using the above approach, 100 respondents were interviewed from 20 respective shopping locations as can be observed from Table 4.1. Another criterion was the density

of shopping malls and shops available along a particular arterial road corridor. Hence, it was not surprising that Adum which is the commercial hub and the Central Business District (CBD) of Kumasi with the highest number of shops had the majority of sampled commercial shop operators sampled. Also, because Adum was the CBD, all classes of persons did their shopping there, and this has been identified as one of the reasons for the chaotic traffic situation in the area. As can be seen from Table 4.1, the working class mostly purchased their needs in Adum because most of the government agencies and departments as well as the local government agencies are located there. Adum was followed by Abuakwa with 11 respondents, the reason being that the Abuakwa community serves as a pivotal point for two major roads coming into the Kumasi Metropolitan Area which are the Sunyani and Bekwai Roads.

Table 4.1 shows that students are the least group who patronize goods from shopping malls because items sold there are expensive while those in the working class tend to purchase product frequently from the shops. Those classified as “Mixed Group” which comprise the working class, students, the young and the old, economic dependents and those in the active population. Tech Junction which is a walking distance from the KNUST an academic institution, had the highest number of shopping mall operators whose shops were mostly patronized by students. The various locations with its corresponding number of shops and the class of people who frequently purchase products from such identified shops are also presented in Table 4.1.

Table 4.1: Relationship between the Location of Shop and Group of People who frequently Purchase Products

Location of Shop	Group of People who Frequently Purchase Product			TOTAL
	Working Class	Mixed Group	Students	
Abuakwa	3	8	-	11
Adum	4	9	1	14
Ahinsan	2	-	-	2
Asuoyeboa	1	5	-	6
Atonsu	-	5	-	5
Ayeduae	-	3	-	3
Bantama	2	5	1	8
Bekwai Roundabout	2	2	-	4
Bomso	2	2	-	4
Kejetia	-	5	-	5
Tech Junction	1	1	4	6
Kwadaso	2	2	-	4
North Suntreso	2	3	2	7
Oforikrom	-	4	-	4
Patasi	2	1	-	3
Sofoline	1	1	-	2
South Suntreso	-	2	-	2
Suame	1	1	-	2
Tanoso	1	2	1	4
Tech Junction	-	2	2	4
TOTAL	26	63	11	100

Source: Researcher's Field Survey, 2009

4.2.2 Types of Products Sold

There is a strong correlation between consumers who patronized certain types of products and the respective prices. From the analysis of data obtained from the survey of shopping mall operators, it was realized that the greater number of shopping malls (29.6%) were engaged in the selling of provisions such as milo, milk, etc followed by those selling confectionaries who constituted 21.8% of the sample of 100 respondents (refer to Table 4.2). Even though this scenario was not expected, it suited objectives of the study as most of the products that are packaged fell within the group of products

identified. Also, most of the observable consumer dissatisfactions about packaging are almost always linked to products in the identified group. The least sold products are cereals accounting for 6.6% of the distribution as can be seen in Table 4.2.

Also, it has to be mentioned that in Kumasi the sale of manufactured products most of which are imported is prime as many studies such as Solomon-Ayeh (2008) and Sagoe-Addy (2006) have shown. In most cases the packaging of these imported manufactured products are of international standards and pleasing to the eye and hence “moves easily”, thus one can make lots of profits from them.

Table 4.2: Types of Products Sold

Types of Products	Frequency	Percentage
Provisions	72	29.6
Cosmetics	31	12.8
Confectionaries	53	21.8
Toiletries	42	17.3
Alcoholic beverages	29	11.9
Cereals	16	6.6
TOTAL	243	100.0

Source: Researcher’s Field Survey, 2009

4.2.3 Number of Years in Business

Fifty-two percent of the shops were established 10 to 8 years ago, 34% were established 5 to 7 years ago while the remaining 14% were established less than 5 years ago. Almost all the shops sampled for this survey belonged to Ghanaians. A few belonged to Indians or Lebanese who tend to pass on their shops from one family member to another, in effect from one generation to another, or from one Indian or Lebanese to another. The numbers of years that the shops had been in operation reflect the period of current ownership rather than the length of time that the shop has been in existence.

4.2.4 Periodic Stocktaking

Stocktaking is very important to the success of any business. Stocktaking ensures reconciliation between the quantity of items sold and the amount received from customers. But more importantly, stocktaking is vital in ensuring that products sold are wholesome and consumers get value for money. It is during stocktaking that the shop operator can identify the types of product that have run out and need to be restocked or products that have expired and those products that have their contents exposed, etc. from the above, it can be realized that shop owners/operators need to frequently take stock for their own good and to have a good public image. Ideally, stocktaking is done to facilitate the replacement of sold items as well as assessing the condition of products.

The ideal situation for stocktaking is that, it should be done after sales every day and only 19% of the respondents conformed to it. This was not encouraging and hence, it was recommended to the other respondents during the survey. From Table 4.3, it can be seen that for majority of the sampled shop owners/operators/supervisors (38%) took stock every weekend. For those who took stock every weekend, it afforded them the opportunity to identify the type of products which were finished, those which were not moving and the products that had their packaging being defective. Incidentally, all the respondents who were taking stock at the end of the week were the large shops such as the Goil and Shell Shopping Malls along the main roads such as the Kumasi-Accra Road at Kentinkrono, Poku Trading in Adum, etc. About 35% of the shop operators sampled undertook stock once a month, which was mostly for the small retail shops whose owners were mostly civil and public servants who used their monthly salaries as the capital base for the business (See Table 4.3). A single respondent proclaimed that stocktaking is done bi-annually in their shop.

Table 4.3: Periodic Stocktaking

Periodic Stocktaking	Frequency	Percentage
After sales everyday	19	19.0
Every weekend	38	38.0
Once a month	35	35.0
Quarterly	7	7.0
Bi annual	1	1.0
Total	100	100.0

Source: Researcher's Field Survey, 2009

4.2.5 Factors Considered during Stocktaking

From the above, it was prudent to assess the factors that shopping mall operators and supervisors consider and take into account before and during stocktaking. These factors are supposed to be the guiding principles in deciding whether or not to take stock in the first place and which goods would be rejected and/or accepted during the activity. All these had to be done because customers have a scale of preference and hence a choice had to be made. Therefore, whatever would attract a consumer to a particular product needed to be taken into account. Each and every consumer has his/her own peculiar factor considered therefore during stocktaking by shopping mall operators, these issues must be thoroughly inspected to avoid embarrassment from the customers. Table 4.4 shows the results of this assessment.

Table 4.4: Factors Considered during Stocktaking

Factors Considered During Stocktaking	Yes	%	No	%	Not Really	%
Checking of Exposed Product Content	83	86.5	3	3.1	10	10.4
Checking of Expiry Date	87	87	5	5	8	8
Checking of Production Date	54	56.8	26	27.4	15	15.8
Checking of Storage/Care Instructions	22	23.2	49	51.6	24	25.3
Checking of Labels that are Fading	43	46.7	20	21.7	29	31.5
Checking of Lids that are not Tight	80	85.1	4	4.3	10	10.6
Checking of Leaking Containers	82	89.1	2	2.2	8	8.7
Checking of Rusting on Containers	36	38.7	15	16.1	42	45.2
Checking of Quantity of Products on Shelf	1	50	-	-	1	50

Source: Researcher's Field Survey, 2009

The above tabular analysis shows how products are screened during stocktaking. In line with the objectives, one of the factors that had to be considered was the checking of exposed product content. This helps in keeping the stores neat and free of termites and ants as well as protecting the product contents and the consumers. Here, majority of the respondents (86.5%) responded that they attached much seriousness to the above factor while only 3.1% representing 3 respondents did not give credence to the assessment of product content to identify exposure (See Table 4.4). Ironically, about 10% did not actually make any conscious efforts at identifying products with exposed contents.

Again, as stated in the problem statement, the fact that, the packaging of most Made-in-Ghana products does not provide expiry dates and that is one basic reason for its rejection. Hence, it was only prudent that an assessment is undertaken to ascertain the level at which checking of expiry date during stocktaking is done. The results show that about 87% of the respondents made sure that the products they sold in their shops whether foreign or locally manufactured had their expiry dates clearly and boldly presented. Due to the above mentioned reason, it was not surprising that majority of the shop owners and supervisors argued that all shop operators need to ensure that the

products they sell are wholesome. They argued that products tend to be poisonous when expired so it is very critical to consider all these issues during stocktaking so that the health of the consumer is protected. Despite this, a few of the respondents (5%) declined to the issue while 8 respondents were skeptical about the situation as to the checking of the expiry date.

The study further sought to find out the reasons why sellers would check on the expiry dates during stocktaking and some of the reasons assigned were to: know whether we will lose or gain; avoid selling of expired products to consumers; enable customers know how to use products; help inform marketing strategies to be adopted; enable us to know how to keep products; and know whether to increase the number of items already available

Since the checking of expiry dates runs concurrently with the checking of production dates, shop owners assigned the same reasons. Though they believe the checking of expiry date is more important than the checking of manufacturing or production date. This reason therefore reduced the number of respondents from 87 (expiry date) to 54 (production date) representing 87% and 56.8% respectively (See Table 4.4). However, this assertion is false because without the manufacturing date, it is very difficult to accept the expiry date.

The next factor considered was the checking of storage/care instructions. Some products had to be stored in a refrigerator while others needed solar energy to preserve it. Others needed a cold environment like air-conditioned or very airy rooms. This situation therefore necessitated a proper positioning to avoid spoilage. The study revealed that about 23.2% (representing 22 respondents) made sure they checked for the storage/care instructions on the packaging of the products they sold more especially the chemical based ones and the consumables. Some of the reasons given by managers who checked

for storage/care instructions are: To know where to keep such products; To know about the proper handling of products; and To inform the managers to monitor situation very well. The other side of the issue was that more than half (56.8%) representing 49 of the sampled respondents do not consider the checking of storage/care instructions as important as presented in Table 4.4. This was not encouraging given that a product could become poisonous and hence harmful to consumers if not well stored. There is therefore an urgent need for institutions such as the IOPG and Consumers Association of Ghana to undertake a large scale educational drive on this issue for both consumers and shop owners/operators. For instance, the air freshener is very useful but could lead to respiratory problems if one stays in it when used.

Further investigation was to seek the views of shop operators on the checking of labels that are fading and the survey revealed an increasing number who undertake stock by attaching prominence to labels that are fading. This was included because there had been observable incidents where the labeling of some products was fading. Incidentally, this case was seen more in the locally-manufactured ones than the imported ones. This represents 46.7% of the distribution from 46 of the respondents. Close to 22% of the respondents (20 people) declined to the checking of labels that fade while 29% were doubtful about the importance or otherwise irrelevance of the checking labels that fade. Fading labels are mostly caused by the type of material used and the typographic machine or mechanism as well as the storage. For instance, the label of Voltic Mineral water used to be paper and so whenever it was chilled the paper got wet and came off in pieces creating a displeasing sight. Also, sometimes when the package comes into contact with water then we see the real quality of the ink used for printing. All this makes the packaging distasteful to the eye and hence does not attract the final consumer thereby reducing purchases.

It happens peradventure that lids or closures of some products do not fit properly causing inconvenience and displeasure amongst consumers. This situation therefore calls for proper checking before putting products on shelf. The study sought to identify why shop managers do not undertake such tasks, especially where it prevents rejection from customers. However, those who declined to the checking of the label for all needed information felt it was not important. On the contrary, managers think such routine situations during stocktaking enable them to make sure the product is well protected and also shop may look attractive to customers. On the issue of checking for the quantity of products left on the shelves, almost all the respondents made conscious efforts during stocktaking.

4.2.6 Extent of Packaging Determining the Purchasing Decision of Consumers

The packaging of a product sells it by attracting attention as well as stir emotions, as it is believed that 75% of the purchasing decision of consumers is made at the supermarket (TIEPIK, 2005, p.26). This was attested to by about 56% of the respondents as can be seen in Table 4.5. It is only when these decisions are made that the shop operator and invariably the manufacturer recoup their investments and makes some profits. Hence, packaging is known as the silent salesman (Judd, Aalders & Melis, 1989). According to Table 4.5, more than half of respondents (56) show the degree of consciousness as to considering the style, design, nature, type, instructions and other factors. Again, the study showed that even though some consumers are influenced by the packaging of the product, it is not predominant in their purchasing decision. This was confirmed by 21% of the respondents (See Table 4.5). Sixteen out of the one hundred (100) sampled shopping mall operators and supervisors do not think that consumers considered the packaging of a product before buying it. They believe the content of the

product is what should be considered and that once a consumer had made up the mind for a particular product, the packaging of a competing product could not possibly make the consumer change his/her mind. A small section of the respondents (7%) could not make an informed decision about the situation as can be seen in Table 4.5.

Table 4.5: Influence of Packaging on the Purchasing Decision of Consumers

Extent of Packaging	Frequency	Percentage
Very Large Extent	56	56
Some Extent	21	21
Not Considered	16	16
Do not know	7	7
Total	100	100.0

Source: Researcher's Field Survey, 2009

Hence, it is not surprising that most Made-in-Ghana products are poorly packaged since the feedback that goes to the manufacturers is that the packaging plays any role in ensuring that consumers are attracted to the products they buy. This assertion is indeed very negative. Thus, the package is the 'silent salesman'. In the international market, wholesalers or supermarkets would not put any product that has been poorly packaged on their shelves. Therefore, it would continue to be difficult for Made-in-Ghana products to break into the international market (even the ECOWAS market) with those uncompetitive ideas. No wonder there had been instances when some Made-in-Ghana products had been rejected when exported.

From the discussions, it can be deduced that more than 75% of the sampled shop owners/supervisors acknowledged the important role played by the packaging of a product on the trend of sales which is what most literature on packaging as has been illustrated in Chapter two of this study stipulates. Therefore, if enough emphasis is given

to the packaging of Made-in-Ghana products, it can logically be concluded that all things being equal the sales would increase.

4.2.7 Differences between the Packaging of Foreign and Made-In-Ghana Products

There is a vast difference between the way and manner foreign products imported into the country are packaged and the packaging of the locally manufactured products. Hence, there is a high increase in the desire of Ghanaians to purchase more foreign products than local ones. First, from literature, it has been mentioned that the packaging of foreign products is made to suit the international standards employing state-of-the-art technologies and materials as well as well-trained advertisers and designers. This unsubstantiated view orchestrated the researcher to find out the differences between the packaging of foreign products and the Made-in-Ghana products.

Table 4.6 shows results of an assessment of the perceptions of shop owners/supervisors on the differences between the packaging of imported products and that of the locally manufactured products. The greater number of respondents, 21% indicated that foreign products are well packaged to better protect the products than the local products. Also, about 18% of the respondents were of the view that due to the proper packaging foreign products are more attractive and hence are purchased more than the local ones while 13% confirmed that foreign packaging was more colourful. This implies that Ghanaian products are not attractive and colourful. In a similar vein, 10% of the respondents declared that foreign products have adequate information on usage and instruction (See Table 4.6). The aftermath is that local products lack basic information on instruction and usage.

Table 4.6: Differences between Packaging of Foreign and Made-In-Ghana Products

Differences	Frequency	Percentage
Foreign products are Better in Quality	3	3
Foreign Products are more reliable and Last Longer	2	2
Foreign Products are well Packaged to Protect Products	21	21
Provision of Adequate Information on Product Usage and Instruction	10	10
Foreign Products are Labeled Well	4	4
Foreign Products are well designed	5	5
Foreign Products have adequate information about the product	5	5
Foreign Products sell faster	6	6
Foreign Products have the right kind of Materials for Packaging	7	7
Foreign Products are Very Attractive	18	18
Foreign Products are Very Colourful	13	13
There is virtually no difference	6	6
Total	100	100.0

Source: Researcher's Field Survey, 2009

Several reasons were assigned for the wholesale decision that foreign products were better packaged than the locally packaged ones. A probing question was to ascertain the veracity of impression of packaging of locally manufactured products and Table 4.7 is a tabular presentation of the results.

Table 4.7: Impressions of Packaging of Locally Manufactured Products

Impression of Packaging	Frequency	Percentage
Not Attractive	38	22.2
Shabbily Done	53	31.0
Inadequate Information Provided	42	24.6
Does Not Reflect Ghanaian Culture	38	22.2
Total	171	100.0

Source: Researcher's Field Survey, 2009

Shop managers and for that matter Ghanaians highly agreed to the vast difference in the packaging of foreign products compared to that of locally manufactured products as

a result of the shabby nature in which local products are packaged. This constituted 31% (53 respondents). Moreover, they asserted that inadequate information provision especially on usage and instructions were among several reasons why local products were not competitive. Others who think the unattractiveness of our products and the lack of Ghanaian culture as a reflection of product packaging accounted for 22.2% respectively from thirty eight (38) people (See Table 4.7). Corrective measures are therefore needed to amend the situation and increase patronage.

4.2.8 Instance of Product Rejection Due to Poor Packaging

Consumers have got good reasons to return or reject a product upon realising that the product is poorly packaged or has expired. Such products have enormous ramifications on the consumer. Because of the bad impression consumers form towards locally manufactured products, the study sought to identify whether there had been an instance whereby products were rejected as a result of poor packaging or has expired. The result indicated that about 60% of the sampled shop operators had at least, once witnessed a customer rejecting a product because of its poor packaging with the remaining 40% responding in the negative as indicated in Figure 4.1. In the interest of manufacturers and consumers alike, such a situation is disturbing.

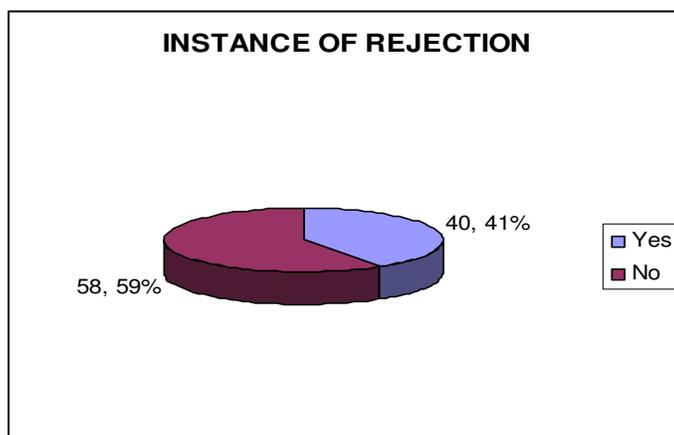


Figure 4.1: Instance of Rejection

(Source: Author’s Field Survey, 2009)

A further assessment was to identify the particular products that were rejected as a result of poor packaging. Table 4.8 presents the list of products which had been rejected by consumers as results of different opinions on poor packaging. Table 4.8 shows the higher frequency of rejection as a result of packages on which labels had faded. This accounted for 25% of the overall distribution with biscuits, cosmetics and talcum powder being the products with that defect. This was followed by products with their contents exposed constituting 17.5% while expired products represented 15%. Pomade, hair cream and to some extent packaged refined rice are the major products which according to the study are mostly rejected in line with the various reasons assigned above. Seven respondents each had returned or rejected these products. Also, cosmetics and biscuits were among the top leading products which had been rejected by consumers.

Incidentally, alcoholic beverages were the products mostly rejected due to the provision of wrong information on their package. For instance, most of these products are said to be aphrodisiac and hence good for “sexual weakness”. However, medical experts

have disproved this claim to the extent that in 2008, the Ghana Standards Board had to direct the manufacturer of “Wo Baa Daana” an aphrodisiac for its recall.

Table 4.8: Relationship between Type of Product and Actual Problem with the Packaging

		Actual Problem With The Packaging							Total
Type of Product		Product Contents were Exposed	No Expiry Date	No Information on Usage	Package was faded	Product had Expired	Leakage	Wrong Information on Package	
Alcoholic Beverage	Count	0	0	0	0	0	0	1	1
	%	0	0	0	0	0	0	100	100
Biscuit	Count	0	0	0	4	1	0	0	5
	%	0	0	0	80	20	0	0	100
Cosmetics	Count	0	0	4	2	0	0	0	6
	%	0	0	66.7	33.3	0	0	0	100
Fruit Drink	Count	0	0	0	0	1	1	0	2
	%	0	0	0	0	50	50	0	100
Hair Cream	Count	1	5	0	0	0	1	0	7
	%	14.3	71.4	0	0	0	14.3	0	100
Liquid Soap	Count	0	0	0	0	0	2	0	2
	%	0	0	0	0	0	100	0	100
Paste	Count	2	0	0	0	0	0	0	2
	%	100	0	0	0	0	0	0	100
Pomade	Count	0	0	2	0	0	0	0	2
	%	0	0	100	0	0	0	0	100
Powder	Count	0	0	0	4	3	0	0	7
	%	0	0	0	57.1	42.9	0	0	100
Rice	Count	4	0	0	0	0	0	0	4
	%	100	0	0	0	0	0	0	100
Wine	Count	0	0	0	0	1	1	0	2
	%	0	0	0	0	50	50	0	100
Total Count	Count	7	5	6	10	6	5	1	40

Source: Researcher's Field Survey, 2009

There is a strong correlation between the frequency of stocktaking and the frequency of the incidence of product rejection. The study revealed that as shop-owners/operators took stock in regular intervals the less probable that, products purchased from that shop would be rejected by a consumer. From the Table 4.9, it can be seen that out of 19 respondents who undertook their stocking after sales every day, 68% of them had never had products purchased from them brought back due to poor packaging while 46% out of 37 shop owners who did the stocktaking every weekend held the same view. Based on the above discussions, it is imperative that shop operators appreciate this link and ensure that stocktaking is done as frequently as possible to help attract and retain consumers.

Table 4.9: Cross Tabulation between the Frequency of Stocktaking and the instance of Product Rejection Due To Poor Packaging

Frequency of stocktaking		Instance of Product Rejection due to Poor Packaging		Total
		Yes	No	
After sales everyday	Count	6	13	19
	%	31.58	68.42	100
Every weekend	Count	20	17	37
	%	54.05	45.95	100
Once a month	Count	12	22	34
	%	35.29	64.71	100
Quarterly	Count	2	5	7
	%	28.57	71.43	100
Bi annual	Count	0	1	1
	%	0	100	100
Total	Count	40	58	98
	%	40.82	59.18	100

Source: Researcher's Field Survey, 2009

4.2.9 Reaction of Consumers and Sellers

The incidence of product rejection is not a palatable one for both the consumer and, more especially, the seller. The reactions of the consumers normally take levels; it

gets worse as the seller begins to exchange words with the buyer who starts by asking for reasons for the state of that product he/she is buying. The buyer and seller react differently to this issue. The study sought to assess the reactions from the perspective of shop managers upon the realization of products which are poorly packaged.

Table 4.10: Reaction of Consumers

Reactions	Consumers	Percentage
Disappointment	9	17.0
Got Annoyed	9	17.0
Asked for Reasons	20	37.7
Asked for Refund of Money	6	11.3
Did not take back the Product	8	15.1
Blamed the Manufacturers	1	1.9
Total	53	100

Source: Researcher's Field Survey, 2009

From Table 4.10, majority of consumers (37.7%) would first ask of the reasons for the problem associated with packaging of such product. When the response is not reasonable they tend to be disappointed (17%) and consequently become annoyed (17%). All this is envisaged from the Table 4.10. On the contrary, sellers would swiftly become disappointed and accordingly blame manufacturers and this respectively constitute 24%.

On the part of the sellers, 24% of them blamed the manufacturers for the rejection obviously forgetting that if they had taken stock at least at the weekend, most of the rejection issues would have been avoided. Also, 24% felt disappointed (refer to Table 4.10) and hence took a decision not to buy that particular brand of product again which could constitute a significant loss to the manufacturer. Therefore, as manufacturers they owe it to themselves and to the consumer to educate retailers and petty traders to take stock on regular basis as it invariably impacts positively on their sales and profit margins. Interestingly, majority (78%) of the products that are rejected are locally-manufactured

and locally-packaged and consequently, leads to a reduction in the patronage of Made-in-Ghana products which this study aims to avert.

4.2.10 Reasons for the Low Patronage of Made-In-Ghana Product

The fact that patronage of Made-in-Ghana products is reducing at an alarming rate cannot be overemphasized. From the statement of the problem, this study has sort to establish that patronage is falling because of a number of reasons. Hence, it was necessary to validate some of the reasons found from literature through the field survey. Here, the opinions and views of the sellers regarding the factors for the declining patronage of locally-manufactured and locally-packaged products were analyzed.

The data from the field revealed that, a combination of factors were responsible for the above state of affairs. The absence of expiry dates and manufacturing dates was the single most important reason. For this reason, consumers are afraid to buy because expired products become harmful for consumption. About 21% of the respondents shared their opinion in this direction while a second majority, 16.8% believed it was the exposure of the contents of locally-manufactured and/or packaged products thus making it susceptible to sunlight, infection, etc. (see Table 4.11).

The incidence of leaking containers was the third problem that accounted for low patronage of products produced in Ghana. Containers of products are not sealed well resulting in this problem. This situation certainly reduces the content of the product and likewise would not be in the interest of the consumer. During the survey, examples such as shito, biscuits, cereals, etc. were noticed in some shops. Again, from Table 4.11, nineteen (19) respondents accounting for 13.9% indicated that consumers are prevented from buying certain products Made-in-Ghana because the labels get easily faded preventing them from reading some vital notes on usage and instruction.

Table 4.11: Reasons for the Low Patronage of Made-In-Ghana Products

Reasons For Low Patronage	Frequency	Percentage
Exposed Product Content	23	16.8
Lack of Expiry Date	29	21.2
Labels that are Fading	19	13.9
Lids that are not Tight	9	6.6
Leaking Containers	22	16
Shabbily Done	8	5.8
Not Attractive	8	5.8
Poor Design of Packaging	2	1.4
Lack of Innovativeness/Creativity	12	8.8
Poor Promotion Criteria	3	2.2
Package does not reflect on Product Quality	2	1.5
Total	137	100.0

Source: Researcher's Field Survey, 2009

Table 4.12 shows the cross tabulation of reasons for the low patronage of Made-in-Ghana products and reaction of the individual consumer. Each reason is followed by a corresponding frequency of reaction. Consumers would first ask for reasons whenever there is a problem associated with the product. This constitutes the major reaction undertaken by consumers as it accounts for 37.7% from the opinion of twenty (20) respondents out of the overall of fifty three (53). Proportionately, lack of expiry dates on locally-made products accounted for the high rejection of products according to the distribution.

From available literature on the reasons for the low patronage of Made-in-Ghana products, discrepancies in weights and measurements have been one key factor. Most locally-manufactured products often fail to confirm accurate measurement and weights. Also, it is often very difficult to open some products especially sachets of detergents and powdered soaps. There is also, the problem of lack of honesty in stating the presence of additives, preservatives and other chemicals.

Table 4.12: Cross Tabulation between Reasons for the Low Patronage of Made-In-Ghana Products and Reaction of the Consumers

Reasons for the Low Patronage of Made-in-Ghana Product		If Yes, Reaction of the Consumer						Total
		Disappointment	Got Annoyed	Asked for Reasons	Asked for Refund of Money	Did not take Back the Product	Blamed the Manufacturers	
Exposed Product Content	Count	1	4	3	0	0	1	9
	%	11.11	44.44	33.33	0	0	11.11	100
Lack of Expiry Date	Count	1	2	4	2	1	0	10
	%	10	20	40	20	10	0	100
Labels that are Fading	Count	1	1	2	1	4	0	9
	%	11.11	11.11	22.22	11.11	44.44	0	100
Lids that are Not Tight	Count	0	1	0	2	0	0	3
	%	0	33.33	0	66.67	0	0	100
Leaking Containers	Count	1	0	3	0	2	0	6
	%	16.67	0	50	0	33.33	0	100
Shabbily Done	Count	3	1	2	0	0	0	6
	%	50	16.67	33.33	0	0	0	100
Not Attractive	Count	0	0	3	0	0	0	3
	%	0	0	100	0	0	0	100
Lack of Creativity	Count	2	0	2	0	0	0	4
	%	50	0	50	0	0	0	100
Poor Promotion Criteria	Count	0	0	0	1	0	0	1
	%	0	0	0	100	0	0	100
Package does not Reflect on Product Quality	Count	0	0	1	0	1	0	2
	%	0	0	50	0	50	0	100
TOTAL	Count	9	9	20	6	8	1	53
	%	17	17	37.7	11.3	15.1	1.9	100

Source: Researcher's Field Survey, 2009

Table 4.13: Cross tabulation between Reasons for the Low Patronage of Made-In-Ghana Products and Reaction of the Sellers

Reasons for the Low Patronage of Made-in-Ghana Product		If Yes, Reaction of the Seller					Blamed the Manufacturers	Total
		Disappointment	Got Annoyed	Asked for Reasons	Asked for Refund of Money	Did not take Back the Product		
Exposed Product Content	Count	1	1	1	1	1	3	8
	%	12.5	12.5	12.5	12.5	12.5	37.5	100
Lack of Expiry Date	Count	1	3	2	0	2	2	10
	%	10	30	20	0	20	20	100
Labels that are Fading	Count	2	1	1	1	1	1	7
	%	28.57	14.29	14.29	14.29	14.29	14.29	100
Lids that are not Tight	Count	0	0	0	0	3	0	3
	%	0	0	0	0	100	0	100
Leaking Containers	Count	2	0	1	0	0	3	6
	%	33.33	0	16.67	0	0	50	100
Shabbily Done	Count	3	0	1	1	0	0	5
	%	60	0	20	20	0	0	100
Not Attractive	Count	1	0	1	0	0	1	3
	%	33.33	0	33.33	0	0	33.33	100
Lack of Innovativeness/Creativity	Count	0	1	1	0	0	2	4
	%	0	25	25	0	0	50	100
Poor Promotion Criteria	Count	1	0	0	0	1	0	2
	%	50	0	0	0	50	0	100
Package does not Reflect on Product Quality	Count	1	0	0	0	0	0	1
	%	100	0	0	0	0	0	100
Products are not Well Sealed	Count	0	0	0	1	0	0	1
	%	0	0	0	100	0	0	100
TOTAL	Count	12	6	8	4	8	12	50
	%	24	12	16	8	16	24	100

Source: Researcher's Field Survey, 2009

In contrast to the views of consumers, Table 4.13 shows a cross tabulation of reasons for the low patronage of Made-in-Ghana products and reaction of the sellers. Table 4.13 also confirms the high incidence of omission of expiry dates on products Made-in-Ghana. Whereas consumers would first ask of the reasons for the poor nature of products, most sellers would on the other hand become disappointed at this first reaction and blame manufacturers for the fault. It represents 24% each according to the distribution.

4.2.11 Cultural Elements that Would Attract Consumers to Made-In-Ghana Products

Culture is a symbol of identity but this is not recognized in Ghana especially in product design. This is in contrast to the increasing strides being achieved by the Chinese in the aspect of language and symbolic identities in distinguishing their products from other ones. The Chinese have been able to promote their products in other parts of the world with their cultural elements. The study therefore sought to find out the kind of cultural elements that could be adopted to attract people to Made-in-Ghana products and below in Table 4.14 are their opinions.

Table 4.14: Cultural Elements that Would Attract Consumers to Made-In-Ghana Products

Cultural Elements	Frequency	Percentage
Symbols	58	42.3
Colours	52	38.0
Use of Local Language	15	10.9
Pictures of our Heroes	8	5.8
Use some of our tourist sites	3	2.2
TOTAL	137	100.0

Source: Researcher's Field Survey, 2009

From Table 4.14, respondents wanted the significant use of our symbols like the “Adinkra Symbols” which speaks volumes about the Ghanaian cultural heritage. This is from the views of fifty eight (58) people representing 42.3% of the overall distribution. Subsequently, 38% from the views of fifty two (52) people wanted the massive use of colours which may portray Ghanaian elegance. Quite a small number wanted the use of pictures of our great heroes and the use of beautiful tourist sites and scenes in the country. They both represented 5.8% and 2.2% correspondingly.

From the above analysis, it can be deduced that adopting and adapting common cultural elements such as symbols and colours in the designing of the packaging of locally-manufactured products can help improve upon its market share locally and internationally, as has been expertly done by the Chinese. It helps give the product a unique identity and the local people can easily identify with such products. This would in the long run attract and sustain the taste of most Ghanaians and hence increases sales and invariably profits of manufacturers.

4.2.12 Strategies for Increasing the Patronage of Made-In-Ghana Products

It was again necessary to seek the views of the people on the ground, like sellers, on other strategies that could be implemented to increase the patronage of locally-manufactured products to create jobs and improve the economic well-being of the citizenry. It became imperative to elicit information on how patronage of Made-in-Ghana products could be increased.

List of Suggested Strategies for Increasing the Patronage of Made-In-Ghana Products
Adequate promotion
Consumers are prepared to pay higher prices for well packaged products
Educate manufacturers on packaging and its effect
Ghanaian logos should be embossed on all labels
Ghanaians should thoroughly think before production and packaging
Improve on labelling and shapes
Improve on the designs
Improve on the quality of products
Improve on the writing standard on the package
Increase/improve on colour beautification
Increase/improve the beauty of the package
Need adequate promotion
Our products should be cherished
Packaging should be done well
Products should be sealed tightly
Products should be thoroughly inspected before going to market
Provide right and true information about the product
Reposition of expiry and production dates
Should be very attractive
Spend enough money to produce good packaging material
Spend enough money to produce quality products
Stop using inferior packaging material
There should be honesty in indicating the right country of production
There should be standardization of local products to compete foreign ones
They should improve on the branding
Use quality material for packaging to protect the product
Use right quality material for packaging to protect the product

Source: Researcher's Field Survey, 2009

Majority of the respondents desire the use of right quality material for packaging to protect products. This is as a result of the inferior materials most products are packaged with. In an attempt to maximize profit and reduce cost of production, mediocre materials are used in packaging products. It constitutes 19.4% of the distribution. Others hold the view that there should be an improvement in the product branding. It constitutes 12 % of the distribution from the views of 8 respondents. Respondents wanted local products to be adequately promoted, while others wanted Ghanaian logos to be embossed on all labels of our products to easily reflect Made-in-Ghana products and again a section wanted an

improvement in product quality. Others also required for an increase/improvement in the colour attractiveness of products. Each of these recommendations accounted for approximately 8%. Shopping mall operators think that when these are considered before, during and after production of Made-in-Ghana products, it will increase patronage.

For instance, there should be adequate promotion so that the general public are well informed of the many good locally manufactured products on the market. Also, the education of manufacturers on packaging and its effect as consumers are prepared to pay higher prices for well packaged products. There was also the suggestion that Ghanaian symbols should be embossed on all labels while improving on the designs so that they would be attractive by improving on colour attractiveness and the quality of products. The others were that our products should be cherished by being sealed tightly, providing the right and true information about the product such as the expiry and production dates. Also, local manufacturers should spend enough money to produce quality products and improve on the branding as well as ensure that the right quality material for packaging to protect the product.

4.3 Discussion of Findings – Shopping Mall Operators

The importance of taking stock was confirmed by all sampled respondents. However, it was the frequency and the intentions for taking stock which were not in line with internationally accepted principles. This study revealed that shopping mall operators and supervisors take stock for purely accounting purposes, i.e. to assess the quantity of goods that have been sold and to restock. The most important reason for stocktaking which actually brings in the increase in sales trend however, was down-played. Ideally, stocktaking should be done to identify goods that need to be replaced because: products might have expired; contents of products might be exposed leading to contamination or

insect infestation; and chemical reaction of some products etc. When these issues are checked, the shop becomes known for selling wholesome products and this attracts more consumers thereby increasing sales. Unfortunately, it was rather the accounting purposes that were being served with stocktaking.

Also, interesting to note was the fact that, it was the well-established or big supermarkets and shopping malls in Kumasi such as Poku Trading, Melcom, Shell Shops and Mobile Marts that undertook daily stocktaking. Even with them the intention was to aid accounting. However, with only the upper class residents of the metropolis (estimated to be about 30% according to KMA, 2006) shopping from these big supermarkets, there is still much that has to be done by way of educational programmes. The vast majority of residents buy from the open market where stocktaking is effectively non-existent with serious health implications.

Ideally, stocktaking ensures that the functions and importance of packaging are achieved. However, in Ghana, given the poor frequency of stocktaking the value of packaging is not felt. For instance, the product could be well packaged but if not stored based on the care or storage instructions could become contaminated. The study revealed that product through this angle serve within the country as very few people consider the instructions for storage. Checking for exposed product contents, manufacturing and as well as loosened coverings/lids and leaking containers or packages are assessed during stocktaking. The least considered factors include checking of storage or care instructions and checking for faded labels as well as rusting of containers.

It is worth noting that, most of the factors or information considered during stocktaking as opined by the operators of shopping malls are provided on the labels of the products. For instance, the manufacturing and expiry dates, storage and use instructions, manufacturer's name and address as well as products brand name are some

of the vital information found on the labels of products. Therefore, if the label is faded or tattered, how can a supervisor check for the information on it. Therefore, there is a misplacement of priorities in the factors considered during stocktaking. Operators of shops should as a matter of urgency put manufacturers and packaging designers on their toes to use quality materials for the labels and printing of label information by rejecting all poorly labelled products. Also, they need to establish good communication channels with wholesalers and distributors who can forward information from the shop operators to the manufacturers.

The failure of the small scale shops to take stock on even weekly basis should be a matter of concern to all. The assignment is that majority of Ghanaians are not able to shop at these well-established shopping malls and supermarkets. There is a public perception that it is only the rich and affluent who shop there. Therefore, majority of Ghanaians (70% by estimation) shop from the small supermarkets, the open market, home-based shops. These shops do not undertake stock on even weekly bases, and so the quality and freshness of the goods sold cannot be guaranteed, thus, majority of Ghanaians are at risk of poisoning from the use of contaminated products.

The aesthetic value of packaging was also assessed in this study by looking at the extent to which product packaging influences purchasing decisions of consumers. For packaging to act as the silent salesman as argued by Judd, Aalders & Melis (1989), then it has to be attractive. The aim is to confirm or delay the assertion that 75% of consumer decisions are made at the point of sale/purchase (TIEPIK, 2007). This claim was supported by the shop operators. However, there is a contradictory issue, which is the result of lack of education on the importance and need for packaging. The sellers were of the opinion that the labeling was the least important and as already stated they forget that the label of a package contains all the necessary information. Therefore, the contradiction

is that what then attracts the consumer to make 75% of consumption decision at the point of sale, if not the label.

This is the clear dysfunction between the foreign packaged products and the local ones and very often, consumers would buy the former instead of the latter. Simply put, the packaging of foreign products are more attractive and appealing to the eye and this would cause the consumer to purchase it to the neglect of the Made-in-Ghana products.

Packaging designers of international repute always ensure that the designs they bring out are very attractive, colourful and well designed. Manufacturers of foreign products are also aware of the importance of well designed, colourful and attractive packaging on their sales trends. Therefore, conscious efforts are made to achieve increase in sales trends, by ensuring that the above named qualities are achieved. Literature has shown that foreign designs also have the needed technology and materials to help them achieve the above purpose.

However, the opposite situation exists in Ghana and for that matter most developing countries. In Ghana, this study has revealed that retailers are of the view that it is the quantity of a product contents that makes people buy even though, they admit the packaging places a role, be it very minimal. Through observation, it was realized that most Made-in-Ghana products do not project any aesthetics value, thus, they are designed with dull colours. Coupled with this, is the absence of anything Ghanaian, be it symbols or language. It is also true that the technology is also absent.

From the discussions, there is every certainty that foreign products would be purchased at a faster rate than the local ones. This was evident from the study, as there was a higher incidence of rejection of Made-in-Ghana products than that of foreign products. This higher incidence of rejection leads to a reduction in the patronage of Made-in-Ghana products which invariably leads to reduced sales and ultimately profit of

manufacturers. In the tourism industry, this leads to loss of revenue from persons who would have visited the many sites.

From the discussions, it can be observed that the lack of expiry manufacturing dates and other information, lack of creativity and fading labels are the major reasons for the reduction in the patronage of Made-in-Ghana products.

From the seller's perspective, packaging is important but its linkage with promoting sales has not been appreciated by them. This is deeply rooted in the non-availability of information on packaging as well as the lack of feedbacks from the traders to the manufactures. They contend that the major causes of poor packaging are the obsolete technologies being used, the unwillingness of manufactures to easily change designs due probably to cost implications and the poor quantity of materials used for their packs. They forget, however, that regardless of the materials used in packaging, storage can also adversely affect the quality of the product, its attractiveness (aesthetics value) and the patronage which leads to a reduction in sales trends.

The outcome of the survey attested to the fact that, there is a strong connection between the packaging of a product and the sales trend. This assertion was acknowledged by about 75% of the sampled shop owners/supervisors. They were of the view that, nicely packaged products mostly attract consumers' attention hence influencing their purchasing decision. Indeed, the analysis of the sales trend of the selected Made-in-Ghana product – Angel Herbal Mixture – shows that an improvement in the packaging mostly leads to increment in sales.

The study further discovered that, shop owners/operators who undertake stock on regular intervals are less probable that, products purchased from their shop would be rejected by a consumer after sales. Thus, about 68% of the shop operators who took stock in regular interval namely (daily and weekly) had never witness a customer rejecting an

item '*in the name*' of poor packaging. They argued that, they do thorough screening during stocktaking.

Shop managers highly agreed to the vast difference in the packaging of foreign products and that of locally manufactured products. They were of the view that foreign products are better than the Ghanaian ones and attribute it to the shabbily nature of the packaging of the latter. It is obvious from observation that the packaging of foreign products is better in terms of aesthetics and shows every ingredient of a good package than the local ones. Most shop operators attributed this occurrence to the absence of modern technologies and the huge capital needed to bring in such technologies. Also, they held the view that, there was no link between local manufacturers and consumers so that the former could get to know the views and concerns of the latter which could then be addressed properly.

Sampled shop operators also confirmed instances of product rejection due to poor packaging as revealed by the consumers. Again both shop operators and consumers were in agreement to the view that, in all such instances the products were locally manufactured. There were reports of varying degrees of disagreements some leading to fights. The most common complains included: Expiry dates had not been provided and so the consumer suspected foul play; Some products with aluminum lids were rusting and the taste was different.

Respondents suggested to see significant use of our traditional symbols like the "Adinkra Symbols" to give Ghanaian made products a common identity or image. They were also of the view that, Ghanaian made products can be characterized by the use of a certain pattern of Colours which may portray Ghanaian elegance

4.4 Presentation of Results from Consumers' Survey

In all, four hundred (400) questionnaires were administered by the researcher to customers.

4.4.1 Age and Sex Structure

The general trend in Ghana's population structure reveals the dominance of the female population over males. For instance, the 2000 Population and Housing Census puts the national figures gender split as 49% to males and 51% to female (GSS,2000). The age structure of the population in a country provides a picture of the level of age dependency in the economy and also serves as a determinant for measuring economic activity of the population. It also gives an indication of the level of awareness and responsibility within the populace. From the survey, the ages of the respondents interviewed reflects a high rate of the population who are economically active or the potential labour force. Age and sex influence the working of society as well as the purchasing pattern of products. A population is considered either old or young depending on the proportion of people at different ages. Table 4.15 shows the sex structure while Table 4.16 portrays the age structure of the distribution.

Table 4.15: Gender of Respondents

Sex	Frequency	Percentage
Male	184	46
Female	216	54
Total	400	100.0

Source: Researcher's Field Survey, 2009

Table 4.15 shows the gender distribution of consumers and it describes the high dominance of females to males. Again, Table 4.16 describes the mix of age groupings

who expressed their opinions on packaging of Made-in-Ghana products. The study would therefore attain a diverse description of results as far as the objective is concerned. The majority fell within 21-30 years representing 52.5% from 208 of the respondents. This is subsequently followed by those within 31-40 years who account for 25% while the third major category within 41-50 years constitutes 13.9%. These three age groupings are economically active.

Table 4.16: Age of Respondents

Age	Frequency	Percentage
11 - 20 years	16	4.0
21 - 30 years	208	52.5
31 - 40 years	99	25.0
41 - 50 years	55	13.9
51 - 60 years	15	3.8
61 - 70 years	1	0.3
70+	2	0.5
Total	396	100.0

Source: Researcher's Field Survey, 2009

4.4.2 Occupation of Respondents

The occupation of consumers became an imperative assessment to ascertain the category of profession that patronizes various products to inform decision making. About 21 professional groups were identified and interviewed while a section of the groups totaling 24 were unemployed. People may not necessarily purchase products for their own consumption but may do so on an errand for others. Below is Table 4.17 showing the occupation of various consumers who were interviewed.

Table 4.17: Occupation of Respondents

Occupation	Frequency	Percentage
Artisan	11	3.3
Banker	8	2.4
Barber	5	1.5
Business Woman	7	2.1
Businessman	16	4.8
Carpenter	3	0.9
Cleaner	7	2.1
Cook	9	2.7
Driver	8	2.4
Electrician	3	0.9
Farmer	2	0.6
Hairdresser	5	1.5
Pastor	1	0.3
Public Servant	26	7.8
Seamstress	15	4.5
Service Personnel	2	0.6
Shop Attendant	22	6.6
Student	57	17.1
Teacher	33	9.9
Technician	7	2.1
Trader	63	18.9
Unemployed	24	7.2
Total	334	100.0

Source: Researcher's Field Survey, 2009

Traders were the highest consumer group (respondents) which were interviewed. They constitute 18.9% of the overall distribution from the views of 63 people. Opinions from these people on packaging were captured and used for the purpose of the study. Students were the second highest group of respondents that were interviewed. They were 57 out of the overall of 334 representing 17.1%. Table 4.17 shows that efforts were made to sample a cross section of the general public so that views and results could be

generalized. Views from the rest of the people were all captured in this study and logical conclusion was drawn from the opinions.

4.4.3 Educational Level of Respondents

Education is key to development and this is reflected in the quality of a country's human resource. It determines the level of development and the productivity of a country and the people's understanding and appreciation of government policies and bye-laws. It is also assumed that a person's level of education reflects job avenues available to that person. In Ghana, educational qualification is frequently used for job placements, thus people with high level of education, for example up to the tertiary level have a high tendency of working in white or blue collar jobs in the formal sector while those with lower educational qualifications normally find themselves in menial jobs, petty trading and farming in the informal sector (Ninsin, 1991).

A person's level of education reflects the approach employed in handling a task and also how innovative they are toward work. In this study, the educational level was considered important to adequately assess the enlightenment levels of the respondents. Also, there is a direct relationship between the level of education and the ability of people to demand the right services and products for money paid. Sometimes, they are called 'book-long'. Table 4.18 shows the distribution of the educational levels of the sampled citizens of the Kumasi.

Table 4.18: Educational Level

Educational Level	Frequency	Percentage
Elementary School	97	24.5
Secondary School	141	35.6
Teacher Training College	38	9.6
Technical/Vocational School	50	12.6
University	48	12.1
No Schooling	22	5.6
Total	396	100.0

Source: Researcher's Field Survey, 2009

With the exception of 22 respondents who had no formal education compared to 22.1% for the Kumasi metropolis as contented in the 2000 Housing and Population Census. About 95% of respondents (consumers) cumulatively had received some form of formal education at school with majority being through the secondary school representing 35.6%. This group of people can therefore give a true reflection of the packaging of foreign products in comparison to locally made products.

4.4.4 Purchasing Centers

The issue of location is important obtaining wholesome and better products and hence the study sorts to assess the common locations where sampled consumers purchased their products. From the survey, it was revealed that majority of respondents (about 41% representing 195 respondents out of a total of 482) did their shopping from “anywhere convenient” (refer to Table 4.19). This is very relative because everybody can have criteria for determining a place which is convenient to buy a product however, the opinion of the consumer is paramount. It was also dependent on the type of product one needed to buy. This was followed by consumers who largely purchase products from the local markets such as the neighbourhood/satellite markets or the main central market at

Adum and Kejetia constituting about 33% as can be observed from Table 4.19. The most common products sold here are fruits and vegetables, foodstuffs from the neighbouring farming communities. This group of respondents argued that they did not know the source and ultimately, the guaranteed safety of the products. Also, sometimes the hygienic conditions of the traders and their location left much to be desired. Those from shopping malls such as the big shops in town namely Poku Trading, the Goil/Shell/Mobile Marts, etc constituted about 23%, thus 110 respondents (See Table 4.19). Some consumers held the perception that buying from shops and supermarkets are for the elite. The respondents who patronized the shopping malls, however, held the view that the shopping malls sold wholesome products and because they took stock on a daily basis, never sold expired products.

Table 4.19: Purchasing Centers

Purchasing Center	Frequency	Percentage
Shopping Malls	110	22.8
Local Market	159	33.0
Street Traders	18	3.7
Anywhere Convenient	195	40.5
Total	482	100.0

Source: Researcher's Field Survey, 2009

4.4.5 Factors Considered by Consumers before Buying Products

Before a consumer buys a product, certain factors might have been considered. This is proportionate to the choice and selection of a product. Whereas others consider the need and desire for consumption, others consider the satisfaction of beauty in which the product is made of and not necessarily the need. For the purpose of this study, the need to understand and appreciate the factors that consumers lookout for when making a decision to purchase a product cannot be overemphasized. This is because packaging designers

need such knowledge to understand what consumers expect to see on the packaging. Manufacturers also, need to appreciate these factors so that they can demand from the designers the right packaging to make the right sales and profits. Consumers who are the final users of all products would also be well equipped so that they make the right choices. Table 4.20 elaborates on the different scenarios.

Table 4.20: Factors Considered by Consumers before Buying Products

Factors	Frequency	Percentage
Beautifully Packaged	76	13.1
Need for the Product	200	34.4
Manufacturing and Expiry Dates	68	11.7
Contents of the Products	168	28.9
Cultural elements	14	2.4
Packaging Providing the Needed Information	56	9.6
Total	582	100.0

Source: Researcher's Field Survey, 2009

According to the Table 4.20, the most critical factor considered by consumers in the choice and selection of a product is the need for that particular product. The necessity for the product is the major priority issue considered by most consumers before purchases. They account 34.4% of the distribution while 28.9% of the respondents consider the content of the product first before any other reasons. Most importantly, a section of the consumers consider the beautiful nature of the package as a key factor to purchasing a product. This view shared by this group of consumers is in conformity with this research work. This view was expressed by 76 respondents constituting 13.1% of the overall distribution.

A further investigation was undertaken to ascertain whether consumers really consider packaging as a determinant in their purchasing decision and the graph below

indicates the response of the consumers. Indeed Figure 4.2 confirms the strong influence packaging has on the purchasing decision of consumers. Out of the overall respondents of 387, 253 confirmed that they are influenced by the packaging while the rest of the 134 respondents constituting 35% declined.

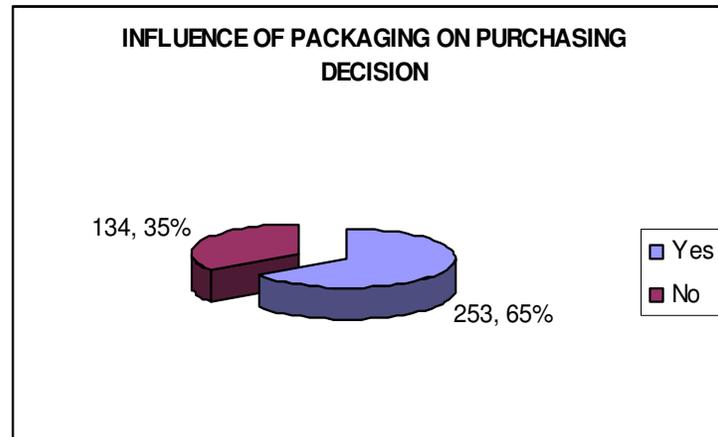


Figure 4.2: Influence of Packaging on Purchasing Decision
(Source: Researcher's Field Survey, 2009)

Following the responses provided by the respondents on whether they are influenced by packaging in their purchasing decision, the study sought to find out the reasons why packaging influences their purchasing decision. This was aimed at validating the issues raised from the problem statement and the literature review and investigating the depth and spread of these factors as well as unearthing whatever new and unknown factors that existed and which had some influence no matter the extent. Table 4.21 presents the results of this analysis.

Table 4.21: Reasons why Packaging Influences Purchasing Decision

Reasons	Frequency	Percentage
Good packaging do attract me to buy a product	23	8.3
It determines the quality of the product	62	22.3
It gives good impression of the product quality	33	11.9
Nice colours mostly influence my decision	3	1.1
It Provides all necessary information	13	4.7
Product's beauty attracts my attention to buy	144	51.7
Total	278	100.0

Source: Researcher's Field Survey, 2009

The analysis revealed that most consumers were enticed to buy certain products which hitherto are not planned for as a result of attractive nature of the package. This reason is shared by more than half of the overall respondents constituting 51.7%. Respondents also affirmed that the nature of packaging to a larger extent determines the quality of product hence they are forced to buy. It accounts for 22.3% from the views of 62 respondents (See Table 4.21). Other opinions shared included the presentation of good impression about the product quality and the provision of all necessary information. They constitute 11.9% and 4.7% respectively (See Table 4.21). The above analysis confirms the assertion made by Judd, Aalders & Melis (1989) that, packaging is the silent sales man and that with 75% of the purchasing decisions are made at the shop, all attention need to be directed at making the products very attractive in terms of colour, shape, size etc while providing all the needed information such as manufacturing and expiry dates, instructions for usage, care and storage instructions.

Contrary to those who expressed their opinions on the influence of packaging on their purchasing decision, below are the reasons from consumers who do not attach priority to packaging before buying any product.

- The need for the product is what is important
- We believe packaging increases production cost

- The attention is on the product and not the packaging
- We believe the package is not all that necessary
- We believe the content is what matters and not the package
- We believe it does not add any value to the product.

4.4.6 Purchasing of Made-In-Ghana Products

In pursuit of achieving the objective of this research, it was highly imperative to know the number of respondents who purchase Made-in-Ghana products and those who do not and understand the reasons behind their actions and inactions. Table 4.22 portrays a high dominance of patronage of Made-in-Ghana products by the sampled consumers. Almost the entire respondents (94.1%) confirmed their patronage of these products. However, most of them would purchase the locally manufactured products out of convenience or due to their inability to purchase the imported ones given their high prices.

Table 4.22: Purchasing of Made-In-Ghana Products

Response	Frequency	Percentage
Yes	368	94.1
No	23	5.9
Total	391	100.0

Source: Researcher's Field Survey, 2009

The reasons why they purchase Made-in-Ghana products are enumerated in Table 5.23:

Table 4.23: Reasons for Purchasing Made-In-Ghana Products

Reasons	Frequency	Percentage
Local Products of better quality than foreign ones	32	13.9
Compelled to Buy/ Have No Choice	26	11.3
Relatively Cheaper	29	12.6
Easily Available	43	18.7
Several Alternatives/Substitutes	64	27.8
To Protect Local and Infant Industry	16	7.0
To Retain Profit in the Country	9	4.0
To help Expand market of Local Producers	11	4.8
Total	230	100

Source: Researcher's Field Survey, 2009

Consumers of locally manufactured products affirmed their willingness and preparedness to consume local products more often because of certain benefits that come along. The products produced here because of proximity have several substitutes to choose from. It therefore presents a choice of selection for comparing prices. About 28% of the sampled respondents attested to this fact while 18.7% were of the opinion that locally manufactured products are easily available even though they were quick to add that when it was in short supply it took rather a long time to get new supplies (refer to Table 4.23). Additionally, about 13% held the view that, most products produced in Ghana are of better quality than foreign products.

4.4.7 Impressions of Packaging of Foreign Products

Having seen such encouraging behaviour by more than half sampled respondents concerning their willingness to buy Made-in-Ghana products, it was interesting to assess the impressions of the respondents about the packaging of the imported products. Also, there has been a high influx of foreign products in the country recently and they are strenuously competing with the local products. In most cases, they are crowding out the local ones. With the high economics of scale of foreign industries, they are able to

relatively cut down the prices of their products thereby affecting the sales of local producers.

Foreign products have been given more prominence in the country than locally produced products. There were positive impressions provided by respondents on account of foreign products. They think their products are well-packaged, it protects the contents very well, and information provided on the product is adequate while also the designs of their packages seem present. Table 4.24 presents the results of this analysis.

Table 4.24: Impressions of Packaging of Foreign Products

Impression	Frequency	Percentage
Well Packaged	176	30.9
Protects the products Very Well	77	13.5
Provides all the Needed Information	75	13.2
Good Design of Package	100	17.5
Beautiful in Terms of Colours and Shape	142	24.9
Total	570	100.0

Source: Researcher’s Field Survey, 2009

4.4.8 Impressions of Packaging of Locally Manufactured Products

While respondents have given a good impression about the packaging of foreign products; it was also expedient for the study to capture the impressions of respondents on packaging of locally manufactured products. Table 4.25 describes the results of this analysis.

According to the Table 4.25, there is a high incidence of products which are shabbily packaged as about 30% of the respondents argued. Most local products are poorly done not considering the thorough interest of the consumer. The consumer’s welfare is not factored into the production of local products. As a result of the shabby nature of products produced, goods are not attractive. This accounts for 25.3% of the

distribution. Most Made-in-Ghana products lack adequate information on instructions and usage. This habit may have an enormous ramification on consumers with regards to the use of certain products. Lack of cultural elements on the packaging of Ghanaian products was one of the concerns raised by consumers. They believe our products could be restructured the Chinese way thereby using symbolic local text and signs to portray our culture and identity and as well promoting our products.

Table 4.25: Impressions of Packaging of Locally Manufactured Products

Impression Of Packaging	Frequency	Percentage
Not Attractive	136	25.3
Shabbily Done	163	30.3
Inadequate information Provided	135	25.1
Does not reflect Ghanaian Culture	104	19.3
Total	538	100.0

Source: Researcher's Field Survey, 2009

As a result of these numerous impressions associated with the manufacturing of locally made products, the study delved into ascertaining any instance of product rejection as a result of poor packaging and the results revealed that out of the overall respondents, more than half of the respondents 52.5% had rejected products on account of poor packaging as can be seen from Figure 4.3.

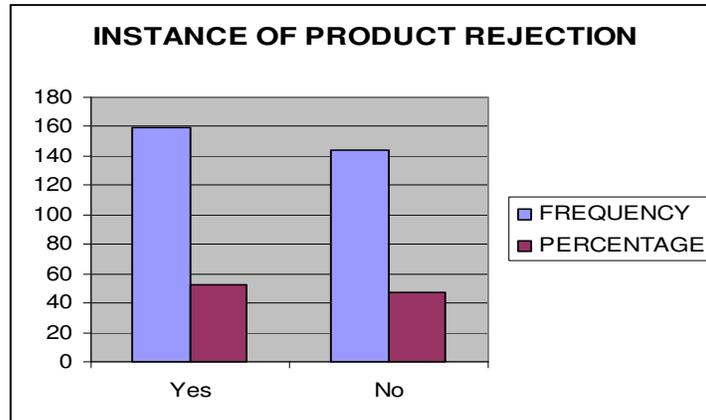


Figure 4.3: Instance of Product Rejection
(Source: Researcher’s Field Survey, 2009)

4.4.9 Differences between Packaging of Foreign Products and Made-in-Ghana Products

A comparative study was carried out to assess the difference between packaging of foreign products to Made-in-Ghana products. This was necessary to inform decision-making because most consumers have disregard for local products just that they are compelled to buy because of necessity.

Table 4.26: Differences between Packaging of Foreign and Made-in-Ghana Products

Differences	Frequency	Percentage
Foreign Products are of High Quality	27	12.7
Foreign Products are well packaged than Local ones	35	16.5
Foreign Products are Attractive	42	19.8
Foreign Products are Beautiful in Terms of Colour and Shape	8	3.8
Foreign Products are made with Quality Materials	18	8.5
Foreign Products have Good Design	13	6.1
Foreign Products Last Longer	19	9.0
Foreign Products Provide the Needed Information	34	16.0
Virtually No difference	16	7.5
Total	212	100.0

Source: Researcher’s Field Survey, 2009

According to the opinion of respondents from Table 4.26, 16 respondents representing 7.55% think there is virtually no difference between both products. On the

reverse, there were high scores for foreign products among some of which are products are attractively made (19.8%), products are well packaged (16.5%), and products providing needed information (16%). More so, they think foreign products are of high quality accounting for 12.7% while others think their products last longer.

4.4.10 Incidence of Rejection of Products

From the data, it was revealed that about 52% of the sampled consumers had had an incidence where due to the inappropriate packaging of a product they bought, they had to return it to the discomfort of the seller/trader. About 46% of respondents had never had to reject a product for any reason which included poor packaging while the remaining 2% did not give any actual response as can be observed from the Table 4.27.

Table 4.27: Instance of Rejection due to Poor Packaging

Responses	Frequency	Percentage
Yes	159	51.5
No	144	46.6
Non Response	6	1.9
Total	309	100.0

Source: Researcher's Field Survey, 2009

4.4.11 Reaction of Consumers and Sellers

Reaction is a response that reveals a person's feelings or attitude. Reaction of both parties was considered on account of instances of product rejection from the viewpoint of the consumer. This was done to demonstrate to manufacturers and designers that there are repercussions for any inappropriate designs they made for the packaging of any products. Sometimes, it even led to fights between buyers and sellers. Table 4.28 clearly depicts the various scenarios.

Table 4.28: Reaction of Consumers and Sellers

Reactions	Consumers	Percentage	Sellers	Percentage
Disappointment	27	20.3	26	20.8
Got Annoyed	18	13.5	16	12.8
Asked for Reasons	34	25.6	37	29.6
Refunded Money	12	9.0	10	8.0
Would not take back the Product	14	10.5	9	7.2
Blamed the Manufacturers	28	21.1	27	21.6
Total	133	100.0	125	100.0

Source: Researcher's Field Survey, 2009

From Table 4.28, complaints are first raised by asking reasons for the problem associated with the product. This is the major reaction expressed by consumers accounting for 25.6%. Manufacturers of such substandard product would be blamed and afterwards consumers would become disappointed. On the other hand, reaction of sellers according to the majority respondents is to ask for reasons and subsequently manufacturers would be blamed and as such they would be disappointed. These three major reactions identified by seller's runs concurrently with the three major reactions of consumers. Consumer's displeasure on product rejection is highly attributed to expired products accounting for 33.6% from 38 respondents (See Table 4.29). Packaging of some products easily gets faded thereby making reading of instruction and other vital information difficult. The rest of the distribution is depicted Table 4.29.

Table 4.29: Problems Associated with Products

Problems With Products	Frequency	Percentage
Product Contents Exposed	19	17.8
No Expiry Date	17	15.9
No Information on Usage	12	11.2
Package was Faded	21	19.6
Product had Expired	38	35.5
Total	107	100.0

Source: Researcher's Field Survey, 2009



Plate 1: Package without manufacturing and expiring dates and a faded package

(Source: Researcher’s Field Survey, 2009)

4.4.12 Cultural Elements Required for Promoting Made-In-Ghana Products

In order to blend the style and design of packaging to enhance its shape and beauty as well as quality, an aspect of information elicited was to know from the consumers the cultural elements that can promote Made-in-Ghana products, Table 4.30 depicts the circumstances.

Respondents required the use of symbols in the design of products for packaging. Symbols of traditional heritage like “Adinkra Symbols” could be adopted. This can also broaden the horizon of users because of its special meanings. Those who opted for symbols to be used accounted for 34.9% while the highest majority being 125 constituting 40.1% wanted the use of colours which may reflect Ghanaian identity. Again, a section of respondents wanted the use of pictures of great heroes of the country. They represent 6.7% of the distribution.

Table 4.30: Cultural Elements Required for Promoting Made-In-Ghana Products

Cultural Elements	Frequency	Percentage
Symbols	109	34.9
Colours	125	40.1
Local Language	57	18.3
Pictures of Great Men in the Country	21	6.7
Total	312	100.0

Source: Researcher's Field Survey, 2009

With poor packaging of Made-in-Ghana products as acknowledged by respondents which is in significant contrast to that of the foreign ones, the study sought to find out how packaging of Ghanaian products could be improved and these suggestions are enumerated below:

- Incorporation of Ghanaian symbols like the “Gye Nyame” and colours to give Ghanaian products an identity
- Contact addresses and locations of manufacturers should be well outlined
- Provision of all needed and necessary information on instruction and usage
- Reconsider designs in terms of shapes and sizes
- There should be an interesting blend of colour to attract consumers
- Quality and right packaging material should be used to protect product to make it lasting till its expiry date.
- Reposition of manufacturing and expiry dates by making it easily placed so that consumers can easily check at a glance.

4.4.13 Relationship between the Educational Level and Purchasing Centres

This section of the study is carried out to identify the correlation between the level of education and purchasing centers under various situation and circumstances. From the

Table 4.31, it can be realized that products are largely bought from according to respondents “anywhere convenient”. This accounts for 40.6% of the respondents. Also important was the high number of respondents from secondary school who patronize products from these purchasing centers.

Literature revealed that, there was a correlation between a person’s level of education and the marketing center he/she frequent and so the study sort to assess how true the relationship was and to what extent it was occurring within the study area. The analysis showed that this scenario was occurring in Kumasi even though, due to the non-functioning of the satellite markets people normally travelled to the Central Business District (CBD) and the central market in Kejetia to do their purchases. Apart from this, the highly educated did their shopping at the shopping malls while the least-educated purchased their needed items from the markets as Table 4.31 indicates.

Table 4.31: Relationship between Educational Level of Respondents and Purchasing Centers

Educational Level of Respondent		Purchasing Centers				Total
		Shopping Malls	Local Market	Street Traders	Anywhere Convenient	
Elementary School	Count	25	21	2	33	81
	%	30.9	25.9	2.5	40.7	100.0
Secondary School	Count	29	40	6	40	115
	%	25.2	34.8	5.2	34.8	100.0
Teacher Training College	Count	5	15	0	12	32
	%	15.6	46.9	0	37.5	100.0
Technical/Vocational school	Count	7	7	1	20	35
	%	20.0	20.0	2.9	57.1	100.0
University	Count	5	17	2	17	41
	%	12.2	41.5	4.9	41.5	100.0
No schooling	Count	3	6	1	9	19
	%	15.8	31.6	5.3	47.4	100.0
Total	Count	74	106	12	131	323
	%	22.9	32.8	3.7	40.6	100.0

Source: Researcher’s Field Survey, 2009

The study further established the connection between level of education and the influence it has on purchasing decision as far as packaging is concerned. Table 4.32 confirms exactly the incidence of educational level on purchasing decision as 66.6% confirmed to the situation as yes with the rest of (118) representing 33.4% declining to the issue. Most of the respondents constituting the higher majority who are really influenced by the style, nature and design of packaging are from the secondary schools.

Table 4.32: Relationship between Educational level of Respondents and Influence of Packaging on Purchasing Decision

Educational Level of Respondent		Influence of Packaging on Purchasing Decision		Total
		Yes	No	
Elementary School	Count	67	25	92
	%	72.8	27.2	100.0
Secondary School	Count	86	44	130
	%	66.2	33.8	100.0
Teacher Training College	Count	16	12	28
	%	57.1	42.9	100.0
Technical/Vocational School	Count	29	16	45
	%	64.4	35.6	100.0
University	Count	28	14	42
	%	66.7	33.3	100.0
No schooling	Count	9	7	16
	%	56.3	43.8	100.0
Total	Count	235	118	353
	%	66.6	33.4	100.0

Source: Researcher's Field Survey, 2009

4.4.14 Relationship between Educational Level and Patronage of Made-In-Ghana Products

Education is the backbone of every society and nation. Education brings a lot of impact and transformation on the economic well-being of the people. Many educators would consider critically the origin of product before purchasing it. Such people would

weigh the benefits accrued to purchasing Made-in-Ghana products to that of purchasing foreign products. Below is Table 4.33 presents a cross tabulation of educational level and the purchase of made-in-Ghana products.

Table 4.33: Relationship between the Educational Level of Respondents and Patronage of Made-In-Ghana Products

Educational Level of Respondent		Purchasing of Made-in-Ghana Products		Total
		Yes	No	
Elementary School	Count	90	6	96
	%	93.8	6.3	100.0
Secondary School	Count	124	6	130
	%	95.4	4.6	100.0
Teacher Training College	Count	23	5	28
	%	82.1	17.9	100.0
Technical/Vocational School	Count	42	2	44
	%	95.5	4.5	100.0
University	Count	42	1	43
	%	97.7	2.3	100.0
No Schooling	Count	14	2	16
	%	87.5	12.5	100.0
Total	Count	335	22	357
	%	93.8	6.2	100.0

Source: Researcher's Field Survey, 2009

The link between education and purchasing of Made-in-Ghana products was established in this study. The highest majority were from secondary school. They are conditioned to give priority to purchasing locally-manufactured products. Patronage of locally-manufactured products could have a positive impact in the economy as it will expand and protect infant industries.

4.4.15 Relationship between the Educational Level and Factors Considered by Consumers before Buying Products

The features on products considered by consumers before buying products in relation to educational level were captured. Table 4.34 displays the prominent feature considered by respondents in the purchase of product. According to the distribution, need for the product is the major consideration for the purchase of product. It accounts for 37% of the distribution while the content of product is given the second major prominence when buying a product. The level of education in connection with the various factors of consideration has been categorically detailed.

Further investigation on packaging was to assess the educational level of respondents in relation to the impression of packaging of foreign products. Ghanaians have thoughts that all foreign products are better than locally-manufactured ones in terms of packaging. The correlation between educational level and the impression of respondents as far as packaging of foreign products is presented in Table 4.35.

Respondents held the impression that foreign products are well packaged constituting 30.3% from 120 respondents. This is the opinion of the majority while others think foreign products are beautiful in terms of colours and shape. This also account for 26.8%.

Table 4.34: Relationship between the Educational Level of Respondents and Factors Considered by Consumers before Buying Products

Educational Level of Respondent		Factors Considered by Consumers before Buying Products						Total
		Beautifully Packaged	Need for the Product	Manufacturing and Expiry Dates	Contents of the Products	Cultural Elements	Packaging Providing the Needed Information	
Elementary School	Count	14	32	14	22	3	10	95
	%	14.7	33.7	14.7	23.2	3.2	10.5	100.0
Secondary School	Count	18	53	16	35	4	11	137
	%	13.1	38.7	11.7	25.5	2.9	8.0	100.0
Teacher Training College	Count	3	14	4	11	0	4	36
	%	8.3	38.9	11.1	30.6	0	11.1	100.0
Technical/Vocational School	Count	1	15	8	15	2	6	47
	%	2.1	31.9	17.0	31.9	4.3	12.8	100.0
University	Count	5	17	4	12	1	6	45
	%	11.1	37.8	8.9	26.7	2.2	13.3	100.0
No Schooling	Count	2	10	1	9	0	0	22
	%	9.1	45.5	4.5	40.9	0	0	100.0
Total	Count	43	141	47	104	10	37	382
	%	11.3	37.0	12.3	27.2	2.6	9.7	100

Source: Researcher's Field Survey, 2009

Table 4.35: Relationship between Educational Level of Respondents and Impressions of Packaging of Foreign Products

Educational Level of Respondent		Impressions of Packaging of Foreign Products					Total
		Well Packaged	Protects the Products Very Well	Provides all the Needed Information	Good Design of Package	Beautiful in Terms of Colours and Shape	
Elementary School	Count	23	16	16	19	23	97
	%	23.7	16.5	16.5	19.6	23.7	100.0
Secondary School	Count	46	15	13	24	43	141
	%	32.6	10.6	9.2	17.0	30.5	100.0
Teacher Training College	Count	13	5	8	5	7	38
	%	34.2	13.2	21.1	13.2	18.4	100.0
Technical/Vocational School	Count	12	7	8	9	14	50
	%	24.0	14.0	16.0	18.0	28.0	100.0
University	Count	19	7	5	4	13	48
	%	39.6	14.6	10.4	8.3	27.1	100.0
No Schooling	Count	7	3	2	4	6	22
	%	31.8	13.6	9.1	18.2	27.3	100.0
Total	Count	120	53	52	65	106	396
	%	30.3	13.4	13.1	16.4	26.8	100.0

Source: Researcher's Field Survey, 2009

4.5 Discussion of Findings - Consumers

From the survey, it was revealed that majority of consumers (about 41%) indicated that, they do their shopping from what they term as “anywhere convenient” which is relative to consumers’ criteria. In assessing the major influential factors in consumer’s decision in buying a particular product, the survey identified the necessity for the product as the major priority issue considered by most consumers before purchasing. This assertion was accounted for by 34.4% of the distribution.

The study discovered that, there is a strong influence of packaging on the purchasing decision of consumers. Out of the overall respondents 65.4% confirmed that they are mostly influenced by the packaging of a product in buying them. Additionally, the analysis revealed that most consumers were enticed to buy certain products which hitherto are not planned for as a result of attractive nature of the package. Majority of them were of the notion that, the nature of the packaging to a larger extent determines the quality of the product hence they are forced to buy them. This should be a clue to local manufacturers and designers that consumer attention can be captured through colourful and attractive packaging.

One of the objectives of the study was to identify the level of patronage of Made-in-Ghana products. In the end, it was revealed that about 94% of the sampled consumers patronized locally made products. However, most of them indicated purchasing locally manufactured products out of convenience or at times due to their monopolistic nature which makes it difficult to find its substitute. There was no mention of purchasing Made-in-Ghana products because they were more attractive. Fact is, the packaging of most Made-in-Ghana products was a deviation from the constituents of a good packaging. This to a large extent confirms the reason for no rejection with regards to foreign products.

Interestingly, all incidents of product rejection were due to the poor packaging and these products were all locally manufactured and packaged.

Concerning consumer perceptions of the packaging of foreign products as compared to their local ones, the responses for the packaging of foreign products were positive while those for the local ones were mostly pessimistic. Consumers were of the opinion that, foreign products are well packaged, thus, the packaging protects the product content very well as well as providing needed and adequate information of the product which makes these products seem very presentable. On the other hand, most people indicated that, most Ghanaian made products are shabbily prepared which does not take into consideration the interest of the consumer and this accounted for the reasons why more than half of the customers indicated of having rejected products on the account of poor packaging.

In finding out the reasons behind why they do sometimes reject locally made products, they were of the opinion that:

- Most Made-in-Ghana products normally lack important information including manufacturing and expiry date as well as instructions on usage and storage of the products.
- Inferior materials are used for the packaging of some Made-in-Ghana products, some manufacturers do this in order to reduce the cost of production and maximize profit
- Mostly, some of the products may have expired already.

Consumers are the final destination of products and until the products get to them, then the production processes are not complete. This presupposes that, product would have to be aesthetically appealing and needed by the consumer for it to be purchased. It is

clear that the need for a product is the first consideration but when a consumer is faced with the choice of two products that would serve the same purpose then other considerations come to play. The first factor considered here is the aesthetics value of the packaging (how attractive it is). This attraction would lead to the choice of one product over the other even though they might solve the same problem. It is only after a choice has been made that, the consumer would then check the label to find the information such as manufacturing and expiry dates, weight, storage and usage etc. Therefore, there are different levels of factor consideration and it is important for manufacturers and packaging designers to admit and appreciate this so that they can take full advantage of it.

The above analogy shows that it is essential for a product to be attractive as if it is to have a high probability of being purchased. Therefore, in as much as packaging is important, its aesthetic value comes first before the vital information that needs to be provided are considered.

Consumers associate the beauty (aesthetics) of a package to the quality of the product. This was very interesting, as it defies logic and rationality. One cannot determine the quality of a product by the level of attractiveness of the packaging of that product. However, it was the direct opposite of this logic that was put forward by the sampled respondents for this study. Interestingly, majority of Ghanaians are known to do impulse buying, i.e. they purchase items that are mostly not needed (they are wants and not needs) therefore, manufacturers of Made-in-Ghana products can increase their sales trends by making conscious effort to ensure that, the packaging of their products are very colourful and attractive to entice consumers and increase their desire to purchase the products even though they might not need them.

Interestingly, even though about 94% of consumers purchased Made-in-Ghana products, none of them did so because it was attractive, had aesthetics and portrayed

Ghanaian cultural values. This is a clear indication that had Made-in-Ghana products being aesthetically attractive and portrayed some elements of Ghanaian culture, the patronage would have increased. The other side of the issue is that the major reason for purchasing foreign products was that they were well packaged, beautiful in terms of colour and shape (aesthetically pleasing) and provided all the needed information. These inherent qualities of the products give them the edge over the local ones. They are thus, purchased when the consumer has to make a choice.

The impressions of consumers about the packaging of Made-in-Ghana products are that it is not well packaged, not attractive and mostly the designs are shabbily done as well as do not reflect any Ghanaian culture. This is the reason why an increasing number of Ghanaians are purchasing Chinese Products (especially medicinal ones) to the detriment of the local ones. It is therefore not surprising that the incident of product rejection by consumers is high for Made-in-Ghana products than the foreign ones.

4.6 Analysis of Sales Trend of a Selected Made-In-Ghana Product

One of the objectives of this study was to provide factual evidence about the impact that any observable change in the packaging of a product would have on the sales trend and ultimately the profit margins of the manufacturer. Since the focus is on encouraging local manufacturers to take key interest in the packaging of their products, a purely locally manufactured product was selected. This section provides in detail the outcome of the quest to answer the above objective.

It focuses on one of the products which is solely Made-in-Ghana and has seen observable changes in its packaging, that is, Angel Herbal Mixture. First, a brief profile of the company producing the product is given, followed by a detailed description of the packaging of the product now and as it used to be. This section also seeks to analyse the

financial implications of these changes in the packaging of the product. This is to give a platform for comparison and to clearly bring out the changes in terms of packaging cost and returns since the product packaging was changed. The financial implication includes the cost of producing both the new and old package and the sales trend for both the old and the new packages. Also in this section, the reasons for the observable changes in the packaging are critically examined in the light of the stated objectives for this study. This section concludes by establishing the truism in the thinking that, an improvement in packaging results in increase in sales trend.

4.6.1 Profile of Company

The product under review is the Angel Herbal Mixture produced by the Angel Herbal Industry, a subsidiary of the Angel Group of Companies. The other companies making up the Angel Group of Companies are Angel Educational Complex and Angel FM. The Industry produces three other products which are the Angel Soap, Angel Natural capsules and Angel Cream.

Angel Herbal Industry was established in the year 2000 with the vision to contribute its quota to promote the Health status of Ghanaians by producing “a wonderful herbal mixture for good looking skin and healthier body”. It is therefore, not surprising that the industry has two products for treating skin diseases, namely Angel Soap and Angel Cream and the other two- Angel Natural Capsules and Angel Herbal Mixture for some other ailments.

The industry started first with the production of Angel Cream which is a combination of local herbs approved by the FDB (FDB/HD/02-10091) for the treatment of the following diseases; candidiasis or white, boils, shingles, ringworm, eczema, athlete’s rot and rashes by applying the cream on the affected parts after thorough

cleaning. It has also been approved to be used as a hair cream since it makes hair grow fast.

Then they diversified into the production of Angel soap – a bathing soap for the cure of diseases such as dermalophytosis, shingles, body itching and fresh wounds as well as toothache. This product gained popularity through the numerous adverts that was run for its promotion and soon toppled the Angel Cream by bringing in the highest sales for the company. This was followed by production of Angel Herbal Mixture in 2004 as a response to calls for a potent herbal treatment for jaundice, fever, malaria (most prevalent and common diseases in Ghana), and all the symptoms of malaria such as loss of appetite, body pains etc. as well as menstrual pains.

In 2007, the company started the production of Angel Natural Capsules, for the treatment and cure of body and waist pains as well as sexual weakness. The potency of this drug can be attested to by the many calls that are received whenever there are phone-in programmes on radio. All the four drugs produced by the company are approved and accepted by the Ghana Standards board and the food and Drugs Board.

Angel Herbal Products Industry has a work force of around 500 comprising drivers, administrators, laboratory technicians and assistants, sales representatives, etc. The company has about 10 wholesale units, one in each region-responsible for the promotion and sale of its products. These wholesale agents are certified/licensed chemists and pharmacies who in turn distribute to the other sellers. As a reliable company, its distribution is prompt and reliable.

4.6.2 Description of Old Packaging of Angel Herbal Mixture

This section describes packaging of the product as it used to be before the observable change in product. It would be focusing on the graphics aspect of the product

such as shape, colour schemes, typography, materials used and the general appearance of the product on the shelf. These factors would be assessed based on how it deviates from the norm and the implications of those deviations.

Regarding the materials used, two different types were used. Plastic was used as the primary container while paper was used as the secondary container. It was tightly sealed and the label well designed. The label had all necessary information needed to be given to consumers. For instance, the manufacturing and expiry dates are provided. The label also had the ingredients (in this case, the different herbs that are combined for the production of the drug), usage and storage instructions. But most importantly, the label had the manufacturers' address and location. Incidentally, all these information have been provided on the label.

Colour Schemes

The colour for the new Angel Herbal Mixture is now brighter. Now, lettering is bold and clear, can be read from a distance and the background colour stands out. The brand name 'Angel' has also been given a green background with Angel written in yellow. The background has been divided into two. One side has white and green background and the other has green and yellow background (See Figure 4.5 and 4.6).

Typography

The information on the label was not legible and so reading the instructions was very difficult due to the typeface used for the writings. The font size was too small for consumers to even read whatever information was provided on the label. Also the word-spacing had very small line-spacing making the vital information unreadable. Also some of the words were overlapping which could be attributed to the printing machine used or

even the material used for labelling. The colour used for the writing in combination with the colour of the setup also affected the clarity of the information. In essence, there was the urgent need to make some drastic changes to the labelling of the product.

General Appearances

There was an initial repackaging in 2006 where the bottle was reshaped and the colour for the label also changed from deep green to a lighter shade of green. This initial change in packaging was as a result of persistent claims that the label faded away when it came into contact with water making it difficult for the consumer to read. There was also the issue of legibility, thus, given the deep shade of the green used for the earlier packaging, it was difficult to see and read the information on the label. Interestingly, this negative publicity did not result in a reduction in sales. There was rather an increment of about 2%. This was due to the massive promotion and advertisement drive. Figure 4.4 is the monthly sales trend for 2006 and 2007.

However, from the trend analysis for 2006 (which is the re-packaging year) and 2007 (the subsequent year), there was a further increase of 7% in sales trend. The management attributed this increase to the change in packaging since the promotion had been stopped. The above observation is key to the study as one of the key prism of this study which is that an improved change in the packaging of a product would increase sales.

One might agree that, though sales might increase, there would also be a corresponding increase in production cost due to increase in the cost of repackaging. However, it was observed that the cost of the old packaging was approximately €2.50p which that of the initial repackage being €2.70p, representing an increase of 8% per unit (See Figure 4.4). There was however a reduction in actual cost due to savings made from

ending the promotions as well as a reduction in the proportion of products damaged during transportation.

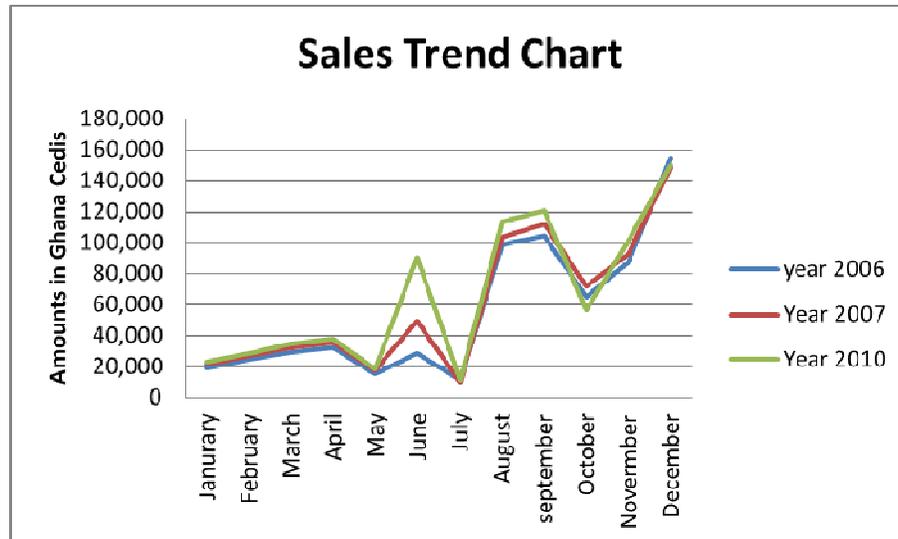


Figure 4.4 Sales Trend of Angel Herbal Mixture

(Source: Angel Group of Companies Financial Statement, 2010)

4.6.3 Second Repackaging of the Product

In January, 2010, there was another repackaging of the product. The need for this repackaging arose when the company decided to go international, to capture the West African and entire African Markets. With this decision, there was the need for the package to meet acceptable and established international standards.

Another reason for changing the packaging a second time was to stop any attempt by unscrupulous persons to imitate the production of the product. There had been incidence of the presence of fake brands of the product on the market, with some causing serious health problems to users. These were gradually resulting in a negative image for the company as well as reducing sales. Therefore, the packaging was redesigned to clearly distinguish the original Angel Herbal Mixture from the fake ones on the market.



Figure 4.5 Old Packaging of Angel Herbal Mixture

(Source: Angel Group of Companies Financial Statement, 2010)



Figure 4.6 New Packaging of Angel Herbal Mixture

(Source: Angel Group of Companies Financial Statement, 2010)

There was a third reason which was the emergence of new technologies such as having an logo on the design which could not be copied. A new technology to solve the issue of fading labels had also become known and hence the company decided to try them. This was stated by the Administrator- “We have not regretted”

The features of this new package are very similar to the previous one. The only difference can be seen in the sharpness or visibility of the writings on label and the picture on it. The third difference is the bright green colour which has been employed by the designers to attract more consumers. The writing on the label is now very visible and easily readable even from as far as 20 meters away. Also, the colour used for the writing is now bright and attractive. The font type and size used for this new design is also a contributory factor in making the writings cleared readable.

Again, there has been a change in the picture used for the new package, pictures of attractive youth have been put on the label which makes the drug appropriate for the youth who make up about 50% of the population in Ghana.

For the cost implications of this new packaging, the unit cost is about ¢2.90p and increment of 20p over the old cost. This new improvement in the package has resulted in 15% increase in sales trend from January to June. There has also been a reduction in the cost of damage through transport.

4.7 Assessment of Existing Packaging Laws in Ghana

One of the objectives of this thesis was the examination of the existing regulatory laws and legal instrument on packaging in Ghana. This review was undertaken to assess the extent to which they are realistic in the light of perceptions and views of the consuming public. Also, it was also aimed at assessing the extent of implementation and to bring out the principal and real difficulties.

The study revealed that, there are no explicit laws on packaging. Rather, what exists is an L1 on labelling. This L1 is the Law establishing the role of Ghana Standards Board. Interestingly, the Ghana Standards Board is hindered by a myriad of challenges on the implementation of this law. For instance, we still have incidences of the seizure of unwholesome goods. The question is, how do these goods get into the country? In a country with over 50 unapproved entry points which are not well supervised by any of the implementing agencies, the Ghana Standards Board is not able to get hold of all products that enter the Ghanaian Market.

Also, the method of operation of the Ghana Standards Board is in itself an implementation challenge. The Ghana Standards Board only checks products that are brought to them. This is to say it is only when a “good citizen” who intends to either produce or import a product sends a sample for testing, and then the Board can do its job. There are no guarantees that such a scenario would happen often.

Another difficulty is that the Board is centralized. It has regional centers but not district offices. Also, the available personnel represent an acute shortfall in the number needed. Consequently, they are not on the ground where production normally takes place. They dwell on public cooperation for the provision of information.

However, there is another challenge here, which is that about 82% of the sampled consumers and 79% of shopping mall operators did not know anything about the activities of the Ghana Standards Board. They cannot give information to an organization whose operations are not known to them. Education of the general public on the activities and mandate of the Ghana Standards Board is very important to bring forth the required information

Packaging as perceived by this study refers to both the structure and the appearance as defined by Leonard (1980). The LI which has been discussed extensively

in the beginning of chapter five with the implementation realities assessed in the above discussions focuses on the appearance of the product. However, there are no laws regarding the structure, that is, shape, materials and colours of the product.



Plate 2: Poor packaging as per the law
(Source: Researcher's Field Survey, 2009)



Plate 3: Good packaging as defined by the law

(Source: Researcher’s Field Survey, 2009)

This situation is not limited to Ghana alone, as available literature about South Africa reveals that even though there are many laws on packaging, none of them focuses on the structure of the package. This shows the difficulty in formulating a law to regulate what shape a group/class of products should take place. It would simply be impossible to implement such a law.

Packaging is an integral part of the marketing process. The Marketing Mix Model outlines 4Ps which are Product, Price, Promotion (Packaging) and Place. Also the various definitions of packaging have to attract consumers so as to increase sales. Many authors such as Milton (1991), Judd, Aalders & Melis (1989), Davis (1967) and William and Weilbercher (1979) all hold this view.

However, the valid question to ask is “does the perfect scenario always occur? To what extent is the sales trend of a product influenced by its packaging? This study sort to provide an answer to this question by examining a popular locally produced herbal mixture medicine that has seen some changes on its packaging (that is, first in 2003 and then in 2009). This study has revealed that a change in the packaging of a product results in 10-15 % increment in sales. Packaging is therefore a sure way to go if manufacturers of Made-in-Ghana products are to increase their sales. Government Agencies in charge of ensuring that the needed foreign exchange is obtained from the sector need only to package the available tourist attractive very well to attract sales.

There is a positive and strong correlation between packaging and the trend of sales. Research has shown that manufacturers only change the package of their products when consumers complain about some elements of the packaging. However, Kotler (2000) suggests that packaging gives manufacturers the possibilities for innovations. Hence, since it is more difficult to change a product, why not change the packaging instead. Interestingly, the packaging of the product in question (Angel Herbal Mixture) was changed first to meet international standards and also to forestall privacy. The company, changing the packaging on a more regular basis, is a way of ensuring that other companies are not in a position to duplicate their product.

The International Trade Centre has some observation concerning the current position of the graphic or promotional designs used for consumer-packed products from developing countries like Ghana in all parts of the world. This opens up an enormous field of work for improvements concerning packaging products in the future. The problem faced by producers in Ghana and other developing countries as regards packaging graphics are mentioned below:

- Incorrect positioning of the designs on foreign markets;

- The lack of a systematic family appeal between the different products of the same producer or exporter;
- The quality of the execution of designs(printing) on export packages or labels is too low;
- Old –fashioned and inconsistent use of typography;
- Frequent violation of the packaging-related regulations in the foreign markets;
- Unnecessarily high packaging costs, mainly as a result of the exporters lack of technical, commercial know-how;
- Difficulties in introducing joint export

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview

This chapter presents a summary of the research and conclusions that were drawn from the study after delving into the problem statement. A summary of recommendations proposed to help improve the image and identity of Ghanaian made products as well as institution of policy regulation guidelines to regulate Ghanaian manufacturers and producer in their quest to gain both local and international acceptance and patronage are outlined as well.

5.2 Summary

The focus of this thesis was to assess the relationship between good packaging and sales trend as well as looking at ways to improve the packaging quality of Ghanaian products. Based on the above goal, the objectives were to: analyze the relationship between packaging and sales trend; examine consumer perceptions of packaging of Made-in-Ghana products; understand the role of culture in increasing sales trend of local products; examine the various regulatory laws on packaging in Ghana; and analyze the functions of packaging and how they can be made functional in Ghanaian packaging.

Using Kumasi and Angel Herbal Mixture as a case study, copies of questionnaire and interview guides were administered to four categories of respondents, namely: consumers, shop supervisors, packaging related institutions in Ghana and Angel Herbal Limited—manufacturer of Angel Herbal Mixture. The analysis of field data revealed that consumers do not purchase Made-in-Ghana products because they are not attractive and

do not have any symbols to depict Ghana. Also, manufacturers are hindered by the cost of engaging the right professionals to design their packages and hence fall on the cheap non-professionals. Stocktaking which is the sure way of ensuring that products packaging are well done is only undertaken by the big supermarkets which incidentally are perceived to be patronised only by the rich (constituting less than 20% of the population of Kumasi). This means that the majority of residents of Kumasi are sold items which have not gone through any checking system. Also, institutions such as the IOPG, FDB and GSB mandated to implement the existing but inadequate laws on labelling and packaging are faced with many challenges and hence, products with no user information are found on the market.

Based on the above, this dissertation has discussed and provided valuable suggestions and recommendations that when implemented would contribute to ensuring that the packaging of Made-in-Ghana products makes a medium to whip up and sustain local interest in Made- in- Ghana products.

5.3 Conclusions

The focus of this thesis was to identify the benefits of packaging in the right way which would also reflect Ghanaian culture and establish its relationship with sales trend and make implementable recommendations aimed at improving the packaging industry in Ghana. The specific objectives were to:

- analyse the relationship between packaging and sales trend.
- examine consumer perceptions of packaging of Made-in-Ghana products.
- identify the reasons for the rejection of Made-in-Ghana products by the local consumers.
- identify the role of culture in increasing sales trend of local products.

- examine the laws for packaging in Ghana.

This research was carried out by using Kumasi as a case study and comes at a time that the local manufacturers are struggling with dwindling sales while the consumer is always complaining about the deteriorating nature of the packaging of the locally manufactured products. Various state institutions such as FDB and the GSB as well as private organizations such as AGI, PEF and IOPG are also trying frantically to deal with the above issues. Hence, the relevance of this study cannot be over emphasized.

The analysis was in four different parts, namely, consumers' perspective, seller's view point and from the angle of the local manufacturers as well as an assessment of existing laws and the institutions mandated to implement these laws. The analysis of the consumers confirmed that to a very large extent purchasing decisions are mostly made at the point of sale and that the aesthetic value and the adequacy of information provided on the label of the product are key influencing factors in choosing which product to purchase. Sellers/retailers also confirmed this assertion and stressed that the packaging (structure and label) of most Made-in-Ghana products do not portray these qualities. Consumers also believe that the use of cultural elements in the packaging of local products could influence their decision to purchase those products. Manufacturers on the other hand need to accept that some level of cost is associated with ensuring that the packaging of their products contains what would attract the consumer. The institutions that were investigated all showed some level of inadequate capacity.

Until and unless, the local manufacturer is "pushed" by the strict implementation of all existing laws on packaging and labeling to ensure that the right professionals are employed to package the products in a way to attract the local consumer, they would continue to struggle with reduction in sales.

5.4 Recommendations

The literature review of the existing packaging laws in Ghana revealed very disturbing issues. First, the law on packaging in Ghana pertains is the law establishing the Ghana Standards Board and the Food and Drugs Board which basically deals with labelling. Hence, there is the urgent need for the law formulating body of Government (Parliament) to take a serious look at formulating a law on the do's and don'ts in packaging. Also the Institute of Packaging Ghana and all other relevant organizations such as AGI should start presenting position papers to the Government and lobby from all appropriate quarters for the formulation of a packaging law well-tailored for the status and trends of packaging in Ghana.

Secondly, knowledge about the existence of the Act establishing the Food and Drugs Board which deals with labeling is very scanty among the general public. Even manufacturers who are expected to know of its existence and work with it were surprisingly not aware. The onus lies on the associations of industry and manufacturers such as AGI, NBSSI, PEF, ASSI, etc to publish the law on labelling and educate their members on what the law entails and the reasons why they as manufacturers must ensure that the packaging designers obey the law of the latter. Also, the implementation of the law is vested in the hands of the FDB. However, from the analysis of the institutions within the packaging industry, the FDB is faced with numerous implementations, challenges prominent of which is the centralized nature of the activities and inadequate budgetary support from Government, since there is an ongoing constitutional review exercise, the possibility of decentralizing the roles and responsibilities of the FDB to the district levels should be investigated. This would bring the board closer to the grass root to be in touch with the ordinary Ghanaian.

It is however, acknowledged that such an action would compound the already low financial position of the board. The budgetary allocation from Government is woefully inadequate. The FDB is only able to undertake routine spending such as personal emoluments and virtually no investments. For educational and outreach activities, the FDB relies mostly on sponsorships from private business, and individuals. For instance, some radio stations donate air time for education of the general public concerning issues of fake drugs and the activities of the board. Also the management of the board has to develop new and innovative ways of generating more income to augment what the Government provides.

The Consumer Association has been formed with an office only in Accra. First, the association needs to be decentralized so that the concerns of most consumers, if not all, are identified and addressed. Secondly, the association should endeavor to undertake massive mass education and sensitization programs aimed at making the general consuming public understand and appreciate the importance of packaging and what constitutes a good package but most importantly consumer responsibilities when purchasing a product. For instance, tracks and fliers could be designed with messages such as:

- Why you should check expiry dates of products before purchasing?
- 10 reasons why every consumer has to reject an expired product etc.

The Consumer Association needs to serve/act as the liaison between the consuming public and the manufacturers. It was evident from the analysis that consumers have some much knowledge and information which can be used to revamp the dwindling fortunes of Made-in-Ghana products for instance, the use of some Ghanaian cultural symbols in the design of the Made-in-Ghana products so that such products are easily

identified as Ghanaian. Also, this would enable local consumers to identify with the product easily thereby increasing the probability of their being purchased. However, the question worth asking is “how” does the manufacturers educate consumers on issues regarding their products; here, apart from using the mass media, there is no other direct link to the consumer. In all two instances, the consumer association can serve as the bridge.

The study revealed that most local manufacturers do not employ professional designers in the packaging of their products. The main reasons given were the high cost of hiring such professionals and where to locate professional packaging designers. Incidentally, there is an umbrella body for all packaging designers known as the IOPG. Therefore, it is recommended that the IOPG publish the list of all certified packaging designers in the dailies and at very common websites and as its own website, Ghana web and Africa online.com. This would serve as the reference point for anybody especially local manufacturers. Thus, they should learn from the Ghana Institution of Engineers (GhIE) and Ghana Institute of Surveyors (GIS). Also, to ensure that there is a basis for certification, the IOPG should copy the strategy adopted by the Ghana Institute of Architects (GIA) where everyone wanting to be a member has to pass an exam. The IOPG should also lobby to be given official recognition so that any packaging designer who is not a member of the Institute and thus not certified cannot be given any state job.

The Institute needs to encourage its certified members not to charge high prices/fees as it scares potential clients away into the waiting arms of the non-professionals who would design the packages shabbily without regard for any international accepted principles. Unfortunately such persons do not put their identification on the designs and so the consuming public would blame and criticize designers in general. When such a certification process is accepted and implemented it

would then be easy for the Institute to organize refresher courses for its members to keep them abreast with modern packaging trends and techniques.

The impact of the various agencies and organizations whose activities link with packaging has not been well felt. Each one is engaged in an implementation of an aspect of the law on labeling or undertaking an educational campaign, however, due to the lack of coordination of activities, there is wastage in use of financial material and human resources and also duplication of efforts. They are not able to cover much ground and those in the rural areas are the ones who suffer most. Hence, the need for coordination cannot be over emphasized.

Consumers also have a responsibility and duty to ensure that any product they consume has its package performing all the identified functions of a good package. They need to read the label of any product and be sure to understand and accept whatever information is provided, otherwise, they would have themselves to blame in the event of purchasing any expired unwholesome product whether locally manufactured or foreign. For instance, there was a news item on the 6 pm new of Joy FM on the 29th of July, 2010 to the effect that a consumer purchased a fruit drink “Tampico” and did not read the label to check the manufacturing and expiry dates and any other information provided on the label. Upon drinking about half of the content, however, he realized that the said product had expired. He then went back to the seller and complained to no avail. Now whatever negative health implications would have been averted had the consumer taken pains to read every piece of information on the label.

The need for coordination and cooperation among these identified organizations is well placed. AGI which is the umbrella organization of all industries (large scale) can easily organize its almost 10,000 members and contact the IOPG to educate them on the demands they as manufacturers can and should make on designers. IOPG on the other

hand can organize its members and link them with the AGI to ascertain the views and concerns of manufacturers so that in their designing, such concerns can be taken on board.

The Institute of Packaging Ghana (IOPG) can train Association of Ghana Industries (AGI) and Private Enterprise Foundation (PEF), Ghana Standards Board (GSB) members on what constitutes a good packaging. Such training should also be given to consumers through the mass media.

The decentralization of the FDB and the GSB to the district levels would not only bring issues and information on packaging to the grass root but also generate some employment. The education of packaging designers at the KNUST needs to incorporate training on how to incorporate some aspects of Ghanaian culture such as the Adinkra symbols in the designs as already stated. This would give the product a unique identity and easily noticed as Ghanaian.

5.4.1 Strategies for Increasing the Patronage of Made-In-Ghana Product

The views of respondents were the strategies to be adopted in order to increase the patronage for Made-in-Ghana goods. From the views gathered, majority of the respondents inclined the sale of products that are packaged with the prime objective of maximization of profits and reduction in the cost of production and this represents 19.4% of the distribution. A total of 12% of the respondents held the view that there should be improvement in product branding.

Respondents wanted local products to be adequately promoted, whilst others wanted Ghanaian symbols to be embossed on all labels of the products to easily reflect Made-In-Ghana products and again a section wanted an improvement in product quality. Others also stressed on the need for an improvement in a colour attractiveness of

products. Each of these recommendations accounted for approximately 8%. Shopping mall operators believe that if these factors are well considered before, during and after production of Made-In-Ghana products, their patronage will definitely increase.

Poor packaging and the unattractive nature of most locally manufactured products, regardless of their quality, has affected the competitiveness of such products on the export market. With critical assessment and strict implementation of the laws, Ghanaian products would win favour on the international scene which would go a long way to enhance Ghana's export development. This after the local market has been captured through an improvement in the aesthetic value of the products which also meet international standards. The economics of such a trend is clear as exports would increase with a reduction in imports resulting in a positive balance of payment.

Good quality Ghanaian products should be given attractive packaging in order to meet internationally accepted standards. This can be done by educating designers on what the foreign market expect from Ghanaian products or any products from other countries. This would really help boost Ghana's export development. A massive monthly education on redesigning most unattractive packaging graphics of good quality Ghanaian products would work as a good policy. Seminars should be organized for exporters. This would be attractive when prizes are awarded to graphic designers that come out with nice and attractive designs based on the specifications of the International Trade Centre. The exercise would include "way-side" graphic designers and professional graphic designers.

Most developing countries including Ghana have literally centuries-long experience in exporting their basic commodities such as tea, coffee, spices, cocoa, rice, sugar, cotton or bananas. Majority of these products are exported in bulk traditionally. These are packaged in consumer units by the importers or buyers in industrialized target markets.

Introduction of highly promotional packaging design may not be very influential in the local market in Ghana where producers are locally well known and are operating in a fairly easy monopoly or oligopoly business situation. However, when these same local products are exported, they face severe competition from large number of experienced rival products. To reiterate, unfortunately, customer requirements as regards export packaging are often forgotten or neglected by the exporters in developing countries including Ghana. The people to see to the difference between the design of domestic packaging and the design of export package have difficulty in accessing this difference. This is as result of lack of knowledge of the needs and requirements of Ghana's customers abroad.

5.4.2 Positioning of Promotional Package

The ability to position promotional package or label design is important. This decision should be taken seriously by government of Ghana as an integral part of the overall marketing strategy at the initial planning stage. Here, some general questions arise; should the layout of the package or label design be traditional-only slightly different from competitor's designs, or should it be radically different, seeking high attention or a contrasting position on the supermarket shelf? There are three major concepts which can be expressed in the overall layout or positioning of the package or label design:

- The brand should be included. This presents the corporate brand mark, usually expressed as a logotype, or the brand name, example is Kalypso.
- The product should be represented in words or illustration and should include or emphasize a Unique Selling Proposition (USP), that is, a strong statement displayed

on the product's package, advertising the product. Example is, "Kalyppo, rich in vitamin C".

- The target consumer is very essential. Are the products meant for children, women, men, the whole family as a group, ethnic groups of people and many more and also the consuming situation like the breakfast meal, picnic, kitchen, cleaning and many more?

All the three elements discussed above should be well placed in terms of priority. The name should not be given much emphasis since the consumer overseas will not look at this, but the advantage he or she would derive from the product. That means, he or she will purchase upon an impulse, therefore, the package or label design should therefore:

- Be attractive or attract attention of the consumer so that by a flash of the eyes, he or she can pick a Ghanaian product among other similar ones.
- Be able to create consumer confidence. If the package is to be examined, there should not be found dented or corroded cans, badly printed or torn labels and a lack of product information on the product. When found, this would kill the sale at this stage.
- Be clearly identifiable among many other products from other countries so that the consumer can easily identify the product a second time.
- All the points stated can be effective when products' packaging designs are backed by good quality products since packaging cannot sell inferior products.

A well-executed design on the package of products will create the essential confidence towards the product under discussion and in the mind of the consumer. The product should at all cost look neat and presentable. Deficiencies should be checked

before such a product is sent out for export. Some of the deficiencies found on Ghanaian products are rusty or dented cans, scuffed or torn labels, defective or badly executed heat seals in plastic packages, wrinkled wrappers, roughly or improper die-cut folding cartons made out of low quality paperboard, the poor material used and the lack of precision in the assembly or set-up boxes, example, for gift items. Below are some reasons why so many export packages from developing countries like Ghana are badly printed.

- Those in charge or management do not appreciate the need why products should be of good quality in terms of printing. These people place orders with small, cheap and incompetent printers.
- The right materials for printing like quality paper and cartons are restricted through government-imposed import policies. This is also very often true for essential, auxiliary materials, such as photographic film, printing plates and inks, varnishes and many more.
- Photographs taken for reproduction are sometimes taken by amateurs and not professionals. Also, the quality of the original artworks meant for reproduction is of low quality. These usually make such works come out very low in terms of quality when they are printed. If photographic separation of colour cannot be used, it is better to use the illustrations on line drawings or other types of design techniques which are easier to reproduce. Large areas of solid colours also are avoided since they will only create drying or blocking problems for the printer, and unnecessary difficulties in maintaining a consistent colour coverage or shade.

These problems above when properly addressed would help designers and printers in bringing out better packaging designs that would fit into international standards. Well printed packages would compete better against foreign products.

Typography is what most graphic designers take for granted as part of a well-balanced graphic design for packages and labels. The choice of typography, which is the style of letters, is a problem in developing countries, especially Ghana. Two problems can be observed in many of the graphic designs currently used in Ghana. Typography is as important as colours, shapes and product designs. Most typefaces in the designs on most packages look out-of-date. This can be solved by type-setting with self-adhesive or transfer letters such as Letraset, which are both inexpensive and effective.

One of the most important problems in packaging for international trade is the necessity to observe all the many complex laws and regulations which exist in both developing and industrialized countries. The laws and regulations are seen as “invisible trade barriers” which is not true. They are there to protect the consumer’s health as regard packaging graphics, regulate trade practices and also voluntary standards and practices used by the trade in the target market. Regulations related to packaging are basically of three types:

- Those related to the protection of the consumer’s health. They might refer to the migration of harmful substances from the package itself into the packed foodstuff, or they might refer to child-proof closures, technical specifications and mandatory warning texts to be printed on packages containing hazardous products and many others.
- Those related to fair trade practices. They might state what product destinations may or may not be used; what kind of mandatory information is to be given by the producer as to the content of the pack, the ingredients used in the product; and they might also ban the use of deceptive product illustrations, unwarranted claims and unnecessarily large package sizes and many others.

- The third category which does not take the form of legally enforced regulations consists of the voluntary standards and practices used by the trade in the target market. The Universal Product Code (UPC) or European Article Numbering (EAN) bar coding symbols and standardized package sizes, based upon the module of 400mmx600mm are examples in this context. However, the implications of such voluntary regulations of the exporter are as important as any mandatory legal regulation-non-compliance, in practice, will simply mean no sale.

5.4.3 Recommended Promotional Design of Consumer Package

General layout

- General layout/positioning of the package or label design should be traditional, i.e. only slightly different form that of competitors, or original, i.e. radically different with a high attention value.
- General layout/positioning of the package or label design must put emphasis on:
 - **The brand:** corporate brand mark/logotype or product brand name
 - **The product:** product designation, illustration, uses, quality, “Unique Selling Proposition”, and so on?
 - **The target:** men/women/children, high/medium/low-income groups, and whole family, ethnic groups and age, and many others.
- The layout reflects only one of these concepts or consist of a combination of two or all three of them.

There a strong “family look” between the various packages/labels used by the same producer, reinforcing the total visual impact of all the products on the supermarket shelf. In this context is there a need for differentiation between product categories, for

instance, by identification of product groups through colour coding or other means (as used example for various types of medicines/pharmaceuticals or processed foods).

- The product has a distinctive USP and is clearly and prominently reflected in the layout. The overall design and printing quality correctly reflect the price range and image of the product.

Illustration

- The illustration should provide a true and honest picture of the product as it is inside the package as to size, colour, degree of processing ingredients used, and many other.
- The illustration should be in conformity with the existing laws and regulations in the target market(s) such as the repetition of illustration in layout of both panels of the package. This is to ensure easier identification.
- The illustration should be understandable, and in good taste, to the consumer in the target market. Example with respect to moral or religious concepts.

Colour

- Colours should be geared towards the selected target markets.
- Observe fashion trends in the selection of colours.
- Select colours that are strongly associated with the type of product and the consumer target group.
- The visibility and readability/contrast of texts, and the effect of colours on apparent package size, should be taken into consideration.
- The technical and economic aspects of the selected number of colour should be discussed with the printer.

- The number of colours in proportion to the desired effect of the design and to essential commercial requirements.

Shape

- The shape of the package should reinforce the brand image of the product.
- The shape of the package should be convenient for the consumer to handle and not cause problems in the filling line, example through instability as well as be easy and stable to stack in retailer' displays.
- The shape and dimensions of the package should conform to eventually existing standards or trade practices in the target markets.

Text

- The text should be easy to understand, clearly visible, easily readable, and does it have a high attention value on the shelf.
- The typography should be up-to-date and consistent throughout the label design.
- The product name should be correctly expressed, easy to pronounce and memorise and does it stand out clearly from the background.
- The text should be in conformity with the laws, regulations and trade practices in the target markets regarding:
 - Country of origin, manufacturer's name and address;
 - Product designation/quality grade;
 - Composition of product: ingredient, colour, model, size, etc;
 - Nutritional value of the product;
 - Quantity expressed in correct units;
 - Number of servings;
 - Shelf-life, manufacturer's guarantee, and many others?

- The text must be printed correctly in the required Language(s), in the required size, and positioned according to eventual regulations.
- The text must give information about the origin of the product, its manufacturer, its traditions, manufacturing methods, and many others, which might be of interest to the consumers.
- The text should include comprehensive and easy-to-understand instructions for the use of the product, recipes and many others and descriptive illustrations should be used for this purpose.
- The text must be clearly stated how the product should be stored.
- The package should be provided with date marking, and has space been reserved for this in the layout and expressed as the date of manufacture or as a limit date for the safe use of the product (maximum shelf-life).
- The brand name and logotype must be distinctive and suitable for use in the target markets.
- The brand name and logotype should be correctly and uniformly used on all packages.

5.5 Implications for Further Research

Several areas for future research were identified during the study. These were based on the analysis of the field data which raised issues for further discussions and future research. The following areas are critical for Ghana.

- The concept of aesthetics and the functional qualities of packaging is critical for the promotion of Made-in-Ghana products and as such needs to be further studied.
- There is need to investigate the capacity of the state institutions with the powers to implement the laws and regulations on packaging. Such a study would provide the

needed knowledge and basis for any perceived changes. This is essential to promote change.

- Further research needs to be conducted into the consumer perceptions on culture and packaging of local products and how cultural elements can be incorporated into emerging packaging trends.
- It is also necessary to investigate the concept of environment and packaging and ascertain which packaging materials would be appropriate for the local environment.

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APPENDICES

APPENDIX 1

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY
COLLEGE OF ART AND SOCIAL SCIENCES
DEPARTMENT OF GENERAL ART STUDIES

RESEARCH TOPIC: PACKAGING AS A VEHICLE FOR PROMOTING MADE-IN-GHANA PRODUCTS

I am a PhD Student from the Kwame Nkrumah University of Science and Technology, carrying out a research on the Packaging as a Vehicle for Promoting Made-In-Ghana Products. The information is purely for Academic purposes in partial fulfilment for the award of PhD in African Arts and Culture

INTERVIEW GUIDE FOR MANUFACTURERS OF SELECTED PRODUCTS

1. Name of Company
2. Name of the Respondent
3. Position of Respondent.....
4. List all the various kinds of product produced by this company.....
5. When did the company start the production of the product in question?
.....
6. Please describe the previous packaging of the said product?
.....
7. Please describe the current packaging of the said product?
.....
.....
8. What was the type of material used for the previous package?
a) Paper () b) Plastic () c) Glass () d) Others (specify).....
9. What was the sales trend when the product was in the previous package?
a) Decreasing () b) Increasing () c) Fluctuating ()

10. What reasons for your answer?

11. When was the product repackaged?
12. What are the reasons for the repackaging of the product?
- a) Consumers were complaining about the colours
 - b) Consumers were dissatisfied about the lack of information on it
 - c) The package was not protecting the product well
 - d) The packaging was not preserving the product for the intended period
 - e) There have been new technological developments
 - f) Sales was dwindling
 - g) Did not reflect Ghanaian culture
 - h) Others (specify).....
13. How much was the unit cost for the previous packaging?
14. How much is the unit cost for the new packaging?
15. What is the percentage of production cost used for the repackaging?
16. What was the type of material used for the repackage?
- a) Paper () b) Plastic () c) Glass () d) Others (specify).....
17. Is the material manufactured locally or imported?
- a) Yes () b) No () c) Do Not Know ()
18. What are the cost implications?

19. Which aspects of the old packaging were changed?
- a) Colours () b) Material Used () c) Shape () d) Typography ()
20. Give reasons for the answers.

21. What aspects of the new packaging do you think attracts consumers the most?
- a) Colours () b) Material Used () c) Shape () d) Typography ()
22. In what way does the new packaging reflect Ghanaian culture?.....

23. What do you think was the perception of people about the product before it was packaged?.....

24. Name some of the reasons for the low patronage of Made-in-Ghana products?

.....
.....
.....

25. What are the challenges faced in getting the product packaged?

.....
.....
.....

26. What marketing strategies could be used to increase the patronage of Made-in-Ghana products?.....

.....
.....

Thank you for your time and cooperation

Name of interviewer.....

APPENDIX 2

**KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY
COLLEGE OF ART AND SOCIAL SCIENCES
DEPARTMENT OF GENERAL ART STUDIES**

RESEARCH TOPIC: PACKAGING AS A VEHICLE FOR PROMOTING MADE-IN-GHANA PRODUCTS

I am a PhD Student from the Kwame Nkrumah University of Science and Technology, carrying out a research on the Packaging as a Vehicle for Promoting Made-In-Ghana Products. The information is purely for Academic purposes in partial fulfilment for the award of PhD in African Arts and Culture

INTERVIEW GUIDE FOR INSTITUTE OF PACKAGING GHANA

1. Name of respondent
2. Position of respondent
3. What is the role of the institution.....
.....
4. What has been the draw backs for the institution?
.....
5. What is the state of the packaging industry in Ghana?
.....
6. What are the packaging rules in Ghana?
.....
7. How does your outfit enforce these rules?
.....
.....
8. What is the extent of implementation of these rules?
.....
.....

9. If not enforced, what are the reasons?

.....
.....

10. What are the advantages of good packaging?

.....
.....

11. Please can you give some examples of inappropriate packaging?.....

.....

12. What have you done about these inappropriate packaging?

.....
.....
.....

13. To what extent is packaging promoting made in Ghana products?

.....
.....
.....

14. How can the packaging of Made-in-Ghana products be improved?

.....
.....
.....
.....

15. What are the challenges facing the institution in undertaking its duties?

.....
.....
.....

16. What possible solution can be adopted to solve these problems?

.....
.....
.....

Thank you for your time and cooperation

Name of interviewer.....

APPENDIX 3

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY
COLLEGE OF ART AND SOCIAL SCIENCES
DEPARTMENT OF GENERAL ART STUDIES

RESEARCH TOPIC: PACKAGING AS A VEHICLE FOR PROMOTING MADE-IN-GHANA PRODUCTS

I am a PhD Student from the Kwame Nkrumah University of Science and Technology, carrying out a research on the Packaging as a Vehicle for Promoting Made-In-Ghana Products. The information is purely for Academic purposes in partial fulfilment for the award of PhD in African Arts and Culture

INTERVIEW GUIDE FOR GHANA STANDARD BOARD AND THE FOOD AND DRUGS BOARD

1. Name of respondent
2. Position of respondent
3. What is the role of your institution in ensuring that there are only hygienic and wholesome products in the market?.....
.....
4. What is the role of packaging in promoting Made-in-Ghana products?
.....
.....
5. Processes manufacturers have to go through in registering products.
.....
.....
.....
6. The laws and regulations on packaging and the extent of its enforcement.
.....
.....
7. Sanctions for non-compliance.

.....
.....
.....

8. How often are checks undertaken to ride the market of unwholesome products?

.....

9. Challenges being faced in enforcing the laws.

.....
.....

10. Solutions that can be adopted in addressing the challenges.

.....
.....

11. Public education on the importance of clear and appropriate labelling.

.....
.....

12. Please can you give instances of inappropriate packaging and what was done about it?

.....
.....
.....

Thank you for your time and cooperation

Name of interviewer.....

APPENDIX 4

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY

COLLEGE OF ART AND SOCIAL SCIENCES

DEPARTMENT OF GENERAL ART STUDIES

RESEARCH TOPIC: PACKAGING AS A VEHICLE FOR PROMOTING MADE-IN-GHANA PRODUCTS

I am a PhD Student from the Kwame Nkrumah University of Science and Technology, carrying out a research on the Packaging as a Vehicle for Promoting Made-In-Ghana Products. The information is purely for Academic purposes in partial fulfilment for the award of PhD in African Arts and Culture

QUESTIONNAIRE FOR CONSUMERS

1. Sex: Male () Female ()
2. Age
3. Occupation
4. Educational level
 - a) Elementary School [] b) Secondary School [] c) Teacher Training College []
 - d) Technical/Vocational School [] d) University [] e) No Schooling f) Other (Specify)
5. Where do you mostly buy from?
 - a) Shopping Malls () b) Local Market () c) Street Traders ()
 - d) Anywhere convenient () e) Other (specify).....
6. What you look out for before buying a product?
 - a) Beautifully Packaged () b) Need for the product ()
 - c) Packaging providing the needed information ()
 - d) Manufacturing and Expiry Dates () e) Contents of the Product ()
 - f) Others (specify).....
7. Does the packaging of a product determine your purchasing decision? Yes()No ()
8. If yes, how?
9. If no, why?

-

10. Do you purchase Made-in-Ghana products? Yes () No ()
11. If yes, why?
-
12. If no, what are your reasons?.....
-
13. What are your impressions of packaging of foreign products?
 a) Well Packaged () b) Protects the products very well ()
 c) Provides all the needed information () d) Others (specify).....
14. What are the differences between the packaging of foreign products and the
 Made-in-Ghana ones?.....
15. What are your impressions of packaging of locally manufactured products?
 a) Not attractive () b) Shabbily done () c) Inadequate information
 provided () e) Does not reflect Ghanaian culture ()
16. Has there been an instance that because of poor packaging the product has been
 rejected? a) Yes () b) No ()
17. If yes, what is the product?
18. If yes, how did the shop keeper that it?
 a) Disappointment () b) Got Annoyed () c) Asked for Reasons ()
 d) Refunded money back () e) Would not take back the product ()
 f) Blamed the manufacturers () g) Others (specify).....
19. What was wrong with the packaging?
 a) Product contents were exposed () b) No expiry date ()
 c) No information on usage () d) Package was faded ()
 e) Product had expired () f) Others (specify).....
20. What cultural elements would attract you to a Made-in-Ghana product?
 a) Symbols () b) Colours () c) Local Language ()
 d) Others
21. What improvements do you want to see in the packaging of Ghanaian products?

22. Elements Consumers consider before purchasing a product.

Elements of Packaging	Response			Reasons
	Yes	No	Not Really	
Product Content				
Expiring date				
Production date				
Storage/care instructions				
Nutritional Information				

Thank you for your time and cooperation

Name of interviewer.....

APPENDIX 5

KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY
COLLEGE OF ART AND SOCIAL SCIENCES
DEPARTMENT OF GENERAL ART STUDIES

I am a PhD Student from the Kwame Nkrumah University of Science and Technology,
carrying out a research on the Packaging as a Vehicle for Promoting Made-In-Ghana
Products.

The information is purely for Academic purposes in partial fulfilment for the award of
PhD in African Arts and Culture

QUESTIONNAIRE FOR SHOPPING MALLS

1. Name of shop?.....
2. Location of shop?.....
3. Types of products sold there?
 - a) Provisions () b) Cosmetics () c) Confectionaries () d) Toiletries ()
 - e) Alcoholic Beverages () f) Cereals ()
4. What are the group of people who frequently buy from here?
 - a) Working Class () b) All classes () c) Students () d) Others ()
5. How often do you take stock?
 - a) After sales everyday () b) Every weekend ()
 - c) Once a month () d) Quarterly () e) Bi annual () f) Annually ()
6. Do you check the under listed during stocking taking?

Elements of Packaging	Response			Reasons
	Yes	No	Not Really	
Exposed Product Content				
Expiring date				
Production date				
Storage/care instructions				
Labels that are fading				
Lids that are not tight				
Leaking containers				

Rusting on containers				
Quantity of products on shelf				

7. To what extent does the packaging of a product determine the purchasing decision of consumers?
 - a) Very large extent ()
 - b) Some extent ()
 - c) Not considered ()
 - d) Do not know ()
8. How have you taken advantage of this perception?
 - a) Well Packaged ()
 - b) Protects the products very well ()
 - c) Provides all the needed information ()
 - d) Others (specify).....
9. What are the differences between the packaging of foreign products and the Made-in-Ghana ones?.....
.....
10. What are your impressions of packaging of locally manufactured products?
 - a) Not attractive ()
 - b) Shabbily done ()
 - c) Inadequate information provided ()
 - d) Does not reflect Ghanaian culture ()
11. Has there been an instance that because of poor packaging the product has been rejected? a) Yes () b) No ()
12. If yes, what is the product?
13. If yes, what was the reaction of the consumer?
 - a) Disappointment ()
 - b) Got Annoyed ()
 - c) Asked for Reasons ()
 - d) Asked for refund of money ()
 - e) Did not take back the product ()
 - f) Blamed the manufacturers ()
 - g) Others (specify).....
14. What was wrong with the packaging?
 - a) Product contents were exposed ()
 - b) No expiry date ()
 - c) No information on usage ()
 - d) Package was faded ()
 - e) Product had expired ()
 - f) Others (specify).....
15. What are some of the reasons for the low patronage of Made-in-Ghana product?
 - a) Exposed Product Content ()
 - b) Lack of expiring date ()
 - c) Labels that are fading ()
 - d) Lids that are not tight ()
 - e) Leaking containers ()

16. What cultural elements would attract you to a Made-in-Ghana product?

- a) Symbols () b) Colours () c) Local Language ()
- d) Others

17. What can be done to increase the patronage of Made-in-Ghana products?

.....
.....

Thank you for your time and cooperation

Name of interviewer.....