

## **An Overview of Branding and Packaging Of a Company Product (A Case Study of British American Tobacco Company Zaria)**

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**Abstract:** *In this research, an overview of branding and packaging of a company product was examined because of its perceived indispensable role in business and marketing for the smooth running of company. A number of studies have been carried out on branding and packaging. This study has identified a knowledge gap which concerns the nexus between the company and the consumers, since this study will direct focus on consumers and the company, are company stands to better from the study. The company will know where it has problems and from the findings she can mend the problems. There is need to continually evaluate the materials being used in packaging since the relative cost and benefits of alternative materials is over hanging.*

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### **I. Background Of The Study**

In most developed countries, businesses use a broad variety of marketing techniques to increase their sales, gain market share, attract new users, and retain existing customers. These techniques include product design, packaging, pricing, distribution, product placement, advertising, and a variety of promotional activities. Tobacco companies were among the earliest companies to identify and implement effective, integrated marketing strategies, and cigarettes and other tobacco products have long been among the most heavily marketed consumer products in the United States (Brandt, 2007). In the late nineteenth century, James Buchanan Duke used the cost advantages he gained from his adoption of James Bonsack's mechanized cigarette rolling machine to aggressively market his cigarette brands (Chaloupka, 2007). Duke's marketing practices included setting relatively low prices, providing sophisticated packaging, carrying out promotions such as including picture cards in cigarette packs and sponsoring various public events, and paying distributors and retailers to promote his brands (Kluger, 1996). These strategies contributed to the growth of Duke's American Tobacco Company, which came to dominate U.S. tobacco markets in the early twentieth century before antitrust actions dissolved the trust in 1911, despite the breakup of the trust, U.S. markets for tobacco products have remained highly concentrated, with little price competition. Even so, variations of many of the marketing practices used by Duke continue to be important marketing tools for today's tobacco companies, as discussed in this chapter.

Tobacco companies have long argued that their marketing efforts do not increase the overall demand for tobacco products and have no impact on the initiation of tobacco use among young people; rather, they argue, they are competing with other companies for market share. In contrast, the weight of the evidence from extensive and increasingly sophisticated research conducted over the past few decades shows that the industry's marketing activities have been a key factor in leading young people to take up tobacco, keeping some users from quitting, and achieving greater consumption among users [National Cancer Institute (NCI) 2008]. This growing evidence has helped to spur a variety of policy interventions aimed at reducing the influence of marketing on tobacco initiation and consumption by the tobacco companies, from the 1971 ban on broadcast advertising to the constraints contained in the 1998 Master Settlement Agreement [National Association of Attorneys General (NAAG, 1998a) and Smokeless Tobacco Master Settlement Agreement (NAAG 1998b)]. As research evidence has accumulated over time, the relationships between the marketing activities of tobacco companies and the use of tobacco, including use among young people, have become clear. Correspondingly, the growing strength of the evidence in this area has been reflected by the increasingly strong conclusions drawn in comprehensive reviews of this evidence, including those in previous Surgeon General's reports on smoking and health (notably the 1989, notably the 1994, notably the 1998, and 2000 reports [U.S. Department of Health and Human Services (USDHHS) 1989, 1994, 1998, 2000] and other comprehensive reviews (e.g. Lynch and Bonnie, 1994; Federal Register, 1996; Lovallo et al. 2003; NCI, 2008)). Packaging and branding could exist in all field of human activity. Therefore, every business bears a trade name even from the small-scale market traders to the largest multi-national corporations. However, a minority of businesses today can be classified as a brand (or brand name). For those attuned to commerce, branding commonly referred to in the field of promotion and advertising. Product branding however, is a specific term to in naming a product which is manufactured or fabricated by a particular business entity. How to acquire a product's brand name is not at all a difficult task for the small-scale business. But for the multinational business, it requires years of intensive analysis. How it will benefit your business is a matter of strategy.

Product branding has some aspects to consider, such as the right design and positioning, the business logo, the packaging of the company's product, and of course, a name that is depictive of the benefits of a particular product. Product naming involves authenticity, a linguistic strategy and creativity to result in, a product's shorthand identity, most especially for the new innovations as technology keeps on improving in a faster pace.

Product branding and packaging is one of the major components of business strategy that aims to identify a company's product. This study seeks an overview of branding and packaging of a company product with particular interest on British Tobacco Company, Zaria, Kaduna State.

### **1.1 Statement Of The Research Problem**

Despite the increasing popularity of packaging and branding in the promotion of goods and services one areas of problems which need to be studied. Though some business organizations are not using packaging to promote their products yet many business organizations in Nigeria concentrated element in the marketing mix. The performance of their marking activities is called into question. The rate at which products are being advertised one may be forced to ask question bothering the use of packaging in the application of marketing mix many companies are faced with one problem of the other. It will not be out of place that they are confronted with packaging and branding related problems, such problem among other may be the following: there is the need to know whether packaging is good promotional troll whether it's effect consumer buying decision, whether it project the image of a company of a company and whether statute for advertisement. Does the packaging and branding determine sale of the company's product?

The following research questions are raised to guide the studies

- i. To what extent do branding and packaging influence the decision of consumers?
- ii. What are the strategies put in place by Zaria British Tobacco company to improve the image of the company?
- iii. What are the problems affecting Zaria tobacco company, when branding and packaging there products?
- iv. To what extend do branding influence the perception of consumers about their product.

### **1.2 Objectives Of The Study**

The main objective of the study is to carry out an overview of Branding and Packaging of a Company's Product with particular interest on British American Tobacco Company in Zaria.

Other specific objectives are:

- i. Examine to what extent do branding and packaging influence the decision of consumers.
- ii. To analyze the strategies put in place by Zaria British Tobbacoto promote sales in Zaria tobacco company
- iii. To study the problem affecting branding and packaging of tobacco product at Zaria tobacco company.
- iv. To examine, if branding and packaging has a perceived influence consumers' behaviors.

### **1.3 Hypothesis Of The Study**

The following hypotheses are formulated to guide this study.

- i. A well branded product has a good influence on the decisions of consumers.
- ii. A better articulated set of strategies can improve the image of a product and of a company.
- iii. A well strategic plan can improved the efficiency and effectiveness of branding and packaging system in Zaria Tobacco Company.
- iv. A well branded and packaged product has a good influence on the perceptions of consumers' behavior.

## **II. Literature Review**

This section of research study covered the historical background of the research topic, conceptual frame work, the nature of packaging and branding, the theoretical consideration, branding decisions and challenges and finally reviewed the current literatures of the study. Available literature for this study would help to affect the quality of this study. Meaning that available literature for this study may not be enough to enrich this study. The possibility that some of the publications to be consulted may be biased in their presentations. However, an attempt will be made to reduce these effects on the outcome of this work. This will be done by consulting a wide range of materials. Also, the sample size for the study would affect the quality of the study. Putting into consideration the size of the consumers of the product, selecting the same size of 80 respondents is not appropriate for generalization. Respondents attitude towards return of questionnaires would also affect the quality of the study. Some of the respondents failed to return the questionnaires as a week was given to them to fill and return the questionnaires. In the process some misplaced it. This further reduce the size and the quality of the study.

## **2.1 Conceptual Framework**

The term, although have been used, but it reflects different features of a product. So, for clarity, the concept of the terms will be viewed separately. Packaging: when one buys a product usually packaged, what comes to his mind might be fact that it's been packaged to protect the product so that it reaches the final consumers in the right quality and standard. But you might fail to realize that the packaging plays other roles too which include:

- a. Identifying a company's product: When a product has established its market share and wants to maintain it, the packaging is what attracts or motivate the target market customer usually demand certain product by identifying it packaging and brand name: usually, packaging carry the brand name.
- b. It also increase a product profit possibilities, an attractive new package may make a customer pay more even when the increase in price.
- c. An increase or reduction in damage loses will reduce marketing cost and thereby increase profit or reduce profit. The question of whether to change a package and if so when to make the changes are related. The trend today is in favor of change and this trend is gaining momentum. Usually, management has two reasons for considering packaging innovation.
  - i. To combat a decrease in sales
  - ii. To expand a market by attracting new group of consumers.This can be done to correct a poor feature in the existing one. A company may want to take advantage of new material or to aid in promotion, a container may be changed.

## **The Nature Of Packaging And Branding**

According to the American marketing association (1994) a brand is a name, term sign, symbol or design, or a combination of them in tented to encourage prospective customers to differentiate a producer's products from those of competitors. Murphy (1997) defines a brand as a trademark which comes into the mind of the consumer to embrace a particular and appending set of values and attributes, both tangible and intangible, it is therefore much more than the product itself, it is much more than merely a label. To the consumer it represents a whole host of attributes and a credible guarantee of quality and origin. To the brand over it is in effect an annuity, a guarantee of future cash flows. Murphy views branding as the output of a commitment by management to invest in the product management. For example, most farmers would perceive Monsanto's herbicide brand Roundup as a quality from a reliable company, but the same chemical formulation is an unmarked drum is unlikely to gain the same level of farmer confidence. Branding can also provide the basis for non-price competition. Murphy (1994) views branding as the output of a "commitment by management to invest in the development of an asset. In some parts of the world, established brands are appending as assets on balance sheets and are being assessed for their profit earning capability.

Branding can add value to a product and is, therefore, an important aspect of product management, for example, most farmers would perceive Monsanto's herbicide brand Roundup as a quality product from a reliable company; but the same chemical formulation in an unmarked drum is unlikely to gain the same level at farmer confidence. Branding can also provide the basis from non-price competition.

The initial decision is weather to brand or not. Historically, most unprocessed agricultural outputs have been sold as generic products i.e. unbranded. Agricultural product is frequently marketed as a commodity where within particular grade bands a product from one source is considered identical to that from another source. This is true, for instance, of black tea and green coffee beans. Blue Mountain Arabica from Kenya is a perfect substitute from Blue Mountain from Colombia, and vice versa. Similarly, the same grades of B.O.P (Broken Orange Pekoe) from Srilanka and from India are ready substitutes for another. Until relatively recently, most fruits and vegetables were largely unbranded. The exceptions have been fruits and vegetables marketed by multinational companies like united fruits and the Chiquita brand and Geest. Some country exporters such as South Africa (Cape brand) and Israel (Jaffer and Carmel brands) broke from tradition at early stage and adopted a strategy. Recently there has been a remarkable increase in the interest in branding amongst exporting countries (Kotler, 1988).

## **Packaging**

Packaging can be defined quite simple as an extrinsic element of the product Olson and Jacoby (1972) an attribute that is related to the product but does not form part of the physical product itself. Packaging is the container for a product encompassing the physical appearance of the container and including the design, colour, shape, labeling and materials used (Arens, 1996).

## **Objectives of Packaging**

- i. Physical protection: protection of the objects enclosed in the package from shock, vibration, compression, temperature etc.

- ii. Barrier protection: A barrier from oxygen, water vapours, dusts etc.
- iii. Containment or agglomeration: small objects are typically grouped together in one package for transport and handling efficiency. Alternatively, bulk commodities (such as salt) can be divided into packages that are a more suitable size for individual households
- iv. Information Transmission information on how to use, transport, recycle, or dispose of the package or product is often contained on the package or label.
- v. Reducing theft; packaging that cannot be re-closed or gets physically damaged. It is helpful in the prevention of theft. Packages also provide opportunities to include anti-theft devices.
- vi. Marketing: The packaging and label can be used by marketers to encourage potential buyers to purchase the product.
- vii. Convenience: Features which add convenience in distribution, handling, display, sale, opening re-closing, use, and re-use of branding mentioned previously, especially shopping efficiency aiding to product differentiation.

The dangers of brand proliferation are only realized when the differences between brands are either marginal or are not meaningful to the consumer and yet, the supplier continues to support the brand rather than let market forces dictate that it ought to be deleted from the organization's product portfolio.

### **Packaging Strategies**

#### **Innovation Packaging**

Jugger (1999) argues that the best way to obtain competitive advantage in an overloaded consumer goods market is through innovation in packaging innovative packaging is thought to change product perceptions and create new market positions (Rundh, 2005). Innovation can arise due to a real concern for pharmaceuticals (Armstrong and Koler, 2005) or from the development of new materials and processes.

As an example of successful pack innovation for a tobacco product, tobacco company Gallaher attributed a substantial rise in sales (46.5%) for Benson and Hedges Silver in 2006 to an innovative side opening sliding pack. Other recent examples of innovation in tobacco packaging include new pack shapes such as slim perform packs new seal technology for roll your own (Ryo) tobacco (Walker 2009), and also textured packaging, such as the silk cut touch pack going beyond the visual appearance of packaging, tactility is a creative way of adding to the sensory experience elements such as embossments, strategically placed indents and tactile ink (Collente, 2010).

#### **Value Packaging**

Packaging can also be used to communicate value. Price marked packs (PMPs), increasingly being offered in convenience stores, is a promotional strategy which sends out a clear value for money signal (pictured). In a survey conducted at the POP 48% of shoppers said that PMPs encouraged them to purchase their chosen product (The Grocer, 2011). As an example of the successful use of PMPs for tobacco products, market share for cigarette brand sterling increased from 5.0% to 1.6% within the four months following a PMP promotion (The Grocer, 2009) the reason for this appears to be that many smokers believe that PMPs indicate a special promotional price, even when the price shown is the recommended retail price, because of the style and prominence of the message (Levy, 1996).

#### **Packaging Strategies Target Specific Consumer Groups**

Packaging strategies enable marketers to align brands with target groups of consumers. Brand values are inferred from packaging design and this has an impact on purchase intent, particularly when brand values are congruent with personal values (Liman, 2009). As personal values stem from membership of cultural and peer groups, careful attention is paid to which values are important to the target group (De Chernatony, 2006). Tobacco industry documents show clear segmentation with regards to groups such as young people and lower social classes (Lowe 1997). The value of such groups are monitored to allow packaging strategies to fit in with any changes. For instance, value packaging becomes more prominent in times of economic pressure (Spink, 1996). In respect to innovative packaging, it is more likely to appeal to individuals who place greater significance on the visual aesthetics of design, and this innate sense of design has been shown to have a strong effect on the perceived attractiveness of the packaging and pack innovations are often appealing to youth, who are drawn to novelty and the desire for something new. (Wakefield et al, 2002).

Packaging, therefore has the potential to increase product sales by tailoring its design to consumer preferences. On a psychological level. Growing academic attention has been paid to how the use of visual design factors or peripheral cues (Wansink, 2003), such as colour, shape and size of packaging, can have inherent meaning for consumers (Bottomly, 2006) and also affect their perceptions, brand impressions, and purchase and consumption behaviour.

## **Packaging and Branding Policies and Strategies**

### **Branding Policies**

First question is whether to brand or not to brand. Homogenous products are difficult to brand, branding policies are:

- i. Individual branding: Naming each product differently P & G, facilitates market segmentation and no overlap.
- ii. Overall family Branding: All products are branded with the same name, or part of a name, i.e. Kraft, promotion of one item also promotes other items.
- iii. Line family Branding: Within one product line, I.E P&G's ivory line,
- iv. Brand extension branding: Use one of its existing brand names as part of a brand for an improved or new product; usually in the same product category 75% new products are branded extensions.

### **The Influence Of Packaging Design Features**

- i. **Colour:** Colour psychology has shown that people attach meanings and emotionally react to colour. For example, cross-cultural blue, green and white are associated with gentleness and calmness, while black and red are strong, potent colours Adams and Osgood, (1973). Because of its universal effect, packaging designers often consider colour to be the most influential aspect of packaging design (Lubliner 1998). It is a key element of brand identity (Keller 2008). There is an element of colour congruity among consumer product packaging and colour is routinely used to differentiate product attributes such as flavour. Packaging colour is also routinely used to portray brand imagery (Madden, 2000) gender suitability (Sara 1990) and, in the case of tobacco, product strength (Itammond 2009).
- ii. **Shape:** Packaging shape has been found to be important for three main reasons.
  1. It can result in strong volume perception biases among consumers (Yang 2005).
  2. Consumers report shape as one of the aspects of packaging most likely to encourage them to buy the product (Silayoi, 2007).
  3. Product and symbolic values are thought to be inferred from package shape and form (Cruesene 2005).
- iii. **Size:** Package size has been shown to have an impact on consumption behaviour (Park, 2001). In a study exploring different packaging sizes for spaghetti and oil, consumers were found to use more of the product when it was presented to them in a larger package (Wansiki, 1996). This is explained in part by the consumer being less concerned about running out of the product. This has important implications for the larger tobacco pack sizes on offer, such as the increasingly availability of 50g rather than 25g RYO tobacco packs and they have repercussions for tobacco consumption. Offering products in different pack sizes, an additional value strategy can also impact upon purchase behaviour.

### **Problems of Packaging and Branding**

According to Shimp (2003) in packaging there are four aspects that involve ethical issues.

#### **a. Label Information**

Sometimes marketers use label information to mislead consumers by providing untrue information or to exaggerate their product attributes. As examples, nutrition's information like low fat, cholesterol free and 100% pure juice.

#### **b. Packaging Graphics:**

There are many cases that marketers use pictures to for the packaging that do not represent the actual product. For instance, the packaging of a certain product looks nice and attractive. But when consumers open the packaging, the actual product is not as good as it appears on the packaging's graphic in addition, some store brands or other small brands try to imitate the way big brands package their products. This leads to confusion among consumers.

#### **c. Packaging Safety**

Consumers nowadays are concerned with the packaging safety issues especially when it comes to children's product. Unsafe packaging that uses high ingredients of chemicals that are not suitable for young children and not tamper-proof should be avoided by marketers.

#### **d. Environmental Issues**

Environmental issues related to the misleading label information. Some marketers tend to label their products as environmental friendly product, green product, and so on. However, the products actually do

not have that kind of attributes for example, degradable trash bag which actually will remain intact for decades in the landfill.

### Tobacco Packaging In The England Innovation

Innovative tobacco packaging is defined as pack modifications, including packaging materials or structure (method of opening or shape), and pack additions, such as tins (Modie and Hastings 2011). Modie and Hastings reviewed outlined 15 instances of innovation packaging within the 7 year period up to the start of 2009. Innovative cigarette packaging was not mentioned in the retail press until May 2006 when the launch of B & H silver slide pack (Modie and Hastings 2011). This review found slightly more examples of innovation packaging 18 in total, in less than half the time, suggesting an increase in this packaging strategy. This was predicted by Walker in 2009 as a response to health warnings. With the front and back of packs almost entirely dominated by health warnings, manufacturers are starting to think quite literally outside of the box when it comes to new designs and relaunches. The launch of different shaped packs, boxes with curved edges, flip tops or side draws are set to become more common place over the course of 2010 (Walker, 2009). While innovation packaging occurred across all tobacco categories, most of this activity was for cigarettes and for premium brands with down-trading a long term trend, a tobacco category analysis reported testing times for the premium cigarette (Walker, 2010). This resulted in substantial investment in redesigning the packaging and existing premium brands rather than new product launches.

Among new packaging of tobacco products are limited edition silk cut packs with bevelled edges, new Benson & Hedges 20 packs with bevelled edges (Walker, 2010), and limited edition silk cut v-shaped packs (West, 2011). Innovation is mainly associated with premium brands as this helps to reinforce the premium brand image (West, 2011). The launch of Marlboro Bright leaf in 2009 introduced a new concept in tobacco packaging. While it has an innovative lighter-style method of opening which produces a click sound an example of auditory packaging, it also has a tactile finish (Oln, 2009). This was followed by the release of a number of sensory style packs. In 2010 Japan Tobacco International (JTI) revealed its silk cut touch pack, with Blackburn, head of communications, explaining that the new textured design reinforces silk cut's premium status in the UK and ensures it will continue to provide retailers with a valuable source of profit (Oln, 2010). Three additional tactile packs were released in the first half of June 2011. Marlboro Gold Touch (Vogue, 2011). These last two packs come in smaller pack sizes with both Vogue Perle and Marlboro Gold featuring smaller cigarette.

Innovation also appeared in regards to tobacco freshness. British American Tobacco (BAT) launched the Dunhill Relock pack, which has a reseal able foil casting design to keep the tobacco fresh (Walker, 2009), and the Benson & Hedges RYO pouch was launched with foil-fresh technology (Convenience Store 2009). Walker (2009) stated that it's now more important than ever before for brands to invest in new packaging concepts which keep the tobacco product fresh for longer due to a reported trend in young adult females smoking a mixture of RYO and cigarettes. In respect to RYO tobacco, Pall Mall RYO was launched in a unique red vertical pouch (Bat, 2011) which, when displayed in shops shows the health warning in a position that smokers and non-smokers are accustomed to, but when the pouch is held horizontally which is necessary in order to prevent the loose tobacco from falling out of the pack, this result in the warning appearing at a 90 degree angle.

**Table 1: Examples of innovation based tobacco packaging from January 2009 to June 2011**

DATE	TRADE PRESS SOURCE
June 2009	Benson & Hedges rolling tobacco will be available in Gold and Silver variants. Packs use new 'Foil Fresh' technology which incorporates a thin layer of foil in the pouch to keep tobacco as fresh and flavoursome as possible (CONVENIENCE STORE 2009a)
Aug 2009	Marlboro Bright Leaf will be available from September with a 'tactile pack design' (OLN 2009b). Packs have a lighter-style opening which opens at the side with a click (CONVENIENCE STORE 2009b)
Feb 2010	Marlboro Red is available in a metallic 'soft pack' of 20 cigarettes. The pack's metallic finish gives the appearance of a tin with a tactile logo and 'rivet' design (FORECOURT TRADER 2010a)
April 2011	With the launch of Calisto Minature cigars, each tin will contain 10 cigars protected by a transparent inner liner (HEGARTY 2011).
May 2011	BAT has launched Vogue Perle, the 'first demi-slim cigarette' in the UK. The company says it is a modern format for UK's 4.7 million female smokers. The packaging was created in Paris to reflect the more accessible cigarette size, with rounded edges and a softer, more tactile texture (FORECOURT TRADER 2011a)
May 2011	Philip Morris is this month launching Virginal S. by Raffles. While the surface texture of the pack is soft, the pack lining features a monogrammed Virginia S. logo (CONVENIENCE STORE 2011b)
June 2011	This month sees the launch of limited-edition 'V-shape' packs of Silk Cut king-size 20s. available for four weeks, the packs feature a unique structural design with an innovative and inner frame (WEST 2011)

### Designing the Tobacco Pack to Undermine Packaging Regulation

In addition to its promotional effects, packaging is manipulated by the tobacco company to undermine health warnings and encourage the false belief that sometimes brands are less hazardous than others. Branding

imagery and colour are used by the industry to distract attention from health warnings. Some brands incorporate the colours of health warnings into the design of the pack causing the warnings to blend into the overall pack design and become less salient. Studies have demonstrated that removing colour and brand imagery from packs can increase the credibility and recall of health warnings, as well as overall perceptions of risk from tobacco used. Plain packaging reduces the false belief that some brands are less hazardous than others consumers routinely use colours and elements of brand design to make judgments about whether some brands are less harmful than others for example, Hammond et al (2010) have shown that almost half of adult smokers in recent UK survey reported that cigarettes.

In a light grey package would deliver less tar and lower health risk compared to cigarettes in an otherwise identical red pack. Smokers were significantly less likely to report differences in tar delivery, health risk, and ease of quitting when shown versions of the same brands in plain packaging, without colours and brand imagery. These findings are consistent with tobacco industry research on consumer perceptions of colours.

### **Packaging And Brand Perception**

The packaging of a product isn't just for holding the contents of the item together. It plays a much more vital role and marketing experts spend considerable time, effort and money in getting this aspect right. It's a well-known fact among psychologists that what you see on the package of a product will influence what you think of the brand and the contents and ultimately whether it results in a purchase. If you can't see, feel taste or hear the contents of a product, then its packaging is all that you can go by to get an indication of what's an offer. Marketing professionals widely accept that packaging colour is the biggest influence on product and brand perception. This makes sense since, colour is usually the first thing to register in our minds as we rush around a busy market trying to make decisions on what to buy. In fact, marketing experts go as far as to say that the choice of colour can evoke certain feelings and emotions, which are transferred onto the product or brand. Therefore, understanding how the emotions evoked by different colours and relating these to a brand or product is essential.

**Graphic Choices:** The use of graphics and typography on packaging can also strongly influence a customer's opinion of the product and brand. There is a huge difference in terms of styles, fonts and sizes of typography and how they are perceived.

**Package Shape:** The shape of a package can strongly influence how the item is perceived as well as create interest in it. Unusual shaped packaging can work well in some circumstances and can boost a brand's appeal, example, using products marketed at children. But in other cases, where consumers expect certain products to be of a standard shape, then it might only evoke suspicion and mistrust.

**Packaging materials:** How a product feels in its packaging and what materials the packaging consists of, can also form ideas amongst consumers about product and branding. Sturdy, solid materials and well-made packages will give the impression of reliability, trust and confidence. Flimsy, cheap-feeling materials may well have the opposite effect. Increasingly, those materials being used which are environmentally friendly and recycle are attractive to consumers, as it shows the brand is conscious and caring of what it is delivering to you.

### **The Impact Of Packaging**

While it is not possible to know the impact of all the pack changes that occur, reports within the publications do point to the value in updating a brand's packaging. Positive reports can be found for all three packaging types. For image-based packaging cutters choice Ryo was said to have gained an 8.77% market share in 2008. The reasons behind his growth are varied. Firstly Ryo in general has become more widely accepted by consumers. Secondly, cutters choice is reaping the rewards of last year's upgraded pack design (Forecourt Trader 2009). Winsor Blue sales were also said to have increased 62% thanks to a pack redesign and price repositioning (Oln. 2011). Packaging also plays a major role in new brands reaching consumers. Given packaging is the only way in which to communicate new brands, and that market, indicates its strength. Often it is the packaging design of new product development which makes an impact. The success of silk cut superslimes is testament to this. First launched in the UK in 2008 with an innovative new packaging shape, the superslimes segment resulted in a year on year growth of 122% between 2008 and 2009 according to JTI (JTI, 2010). To maximize a brand's success, the industry also knows where the brand is best placed to reach its target. For example, an article in Forecourt trader advised retailers that silk cut superslimes should be stocked by retailers in urban areas with a high proportion of nightlife (Forecourt Trader, 2009).

Tobacco packaging development suggests that the level of tobacco packaging activity is increasing. Brands appear to be in a continuous cycle of modernization through pack redesign increasingly, innovative

packaging and limited editions draw attention to the product, while value packing offers smokers greater choice through 14 packs and larger Ryo packs and PMPs tap into current consumer concerns about price at a time of economic instability.

### Image

Image based tobacco packaging is defined as using on pack design to create a favourable brand image (Moodle and Hastings 2022). This can include colours, fonts, symbols and other graphical elements. Within the time frame any change to the existing packaging design was monitored. This included permanent changes, and also temporary changes in the form of limited edition packs.

**Table 2: Examples of image based tobacco packaging from January 2009 to June 2011.**

DATE	TRADE PRESS SOURCE
May 2010	Marlboro gold was re-named MarlboroGold original, with new pack designed intended to exude quality and style (walker 2010A)
May 2010	BAT has introduced a new pack design for its premium Vogue signature packs both Blue and Menthe variants will features the new design which combines a white background, embossed with a metallic purple logo and a new inner foil. Both variants will have a pearl in either blue or grass green on top of the pack (HARRISON 2010)
Oct 2010	Lucky strike packs now feature an enhance logo design refined coloring with metallic sheen (CONVENIENCE STORE 2010d) and a passion inside 1871 message to emphasize the history of the brand (ONL 2010)
Oct 2010	Sterling has been given a modern new look with a packaging redesign across the entire range. Change include an update brand lozenge, an embossed crest and hallmark, finished off with a silver two tone finish (CONVENIENCE STORE 2010b)
Nov 2010	JTI has revealed a more contemporary packaging redesign across its hamlet cigar brand ahead of the key Christmas season. Packets and tins feature a more modern-looking font and will be finished with a matt varnish. To reinforce the brands heritage and authenticity, the JR freeman signature has been introduced on the pack (THE GROCER 2010c)
Jan 2011	Lambert & Butler now features a new holographic pack design from the UK's No 1 (IMPERIAL TOBACCO 2011).
April 2011	Pail Mall packs feature a new metallic pack (BAT 2011)

### Packaging As A Multifunctional Marketing Tool

Packaging is an effective marketing medium which helps to build consumer relationships through possession and usage. Packaging innovation, design and value packaging are used to promote the product, distinguishing product from competitors, communicate brand values and target specific consumer groups. These packaging strategies, together with the visual and structural aspects of packaging design, such as colour, size and shape influence consumer perceptions and purchase and usage behavior, and give packaging an important role at point-of-purchase and also post-purchase. Packaging also has a close relationship with the product.

### Tobacco Industry and Retail Perspective

Tobacco packaging has multiple functions for tobacco companies, beyond navigation and selection. It is used to promote the product using the same strategies employed by other consumer goods manufacturers, specifically packaging innovation, design and value packaging. Packaging is view as a key marketing tool for tobacco companies, according to both their internal documents and also the retail press packaging has a wider reach than advertising and is the most explicit link between the company and the consumer.

### Theoretical Consideration

The literature analysis allows us to preserve that package may perhaps be treated as a set of a variety of characteristics passing to the consumer through different messages. The message communicating depends upon those promotional characteristics. Kind of message communicate depends on those packaging characteristic (Speece, 2004).This research model is being modified and instead of using packaging elements i.e. visual and verbal, this study includes packaging characteristics on basis of various size of package, different shape of package, safety of product, shelf life of product, convenience of storage, convenience of use, extra uses of package and package attractiveness. This study does not focus on a particular product, but all products and helps consumer to choose brand in terms of packaging characteristics. This research study model determines packaging characteristics which have the impact on consumer's purchase decision. Packaging characteristics is being used instead of packaging element for this study since there are several schemes of categorization of elements of package in technical literature.

Knowledge about the packaging in our research in very necessary for rising effective packaging which can take advantage of coming up consumer choice. Packaging effectiveness leads toward purchasing, the attitude of the consumer rises and consumer made purchase and give preference to the brand. It is obvious that package plays an extremely large role in brand choice, plus it is as well clear that poor packaging can push consumers left buying the brand. Consumer brand preference is important in terms of buying (spring 2009).The

basic purpose of this model is to measure and evaluate the purchase decision of consumers in context with consumer brand preference.

### **Branding Decisions And Challenges**

According to Duncan (2005), the challenges in branding are consistency or getting the whole organization to understand what its brands stand for. Brands are created through a wide area of touch points, therefore, every time a consumer interacts with the brand, perception are formed. The challenge is that the entire organization understands, believes in, owns and communicates the brand consistently at all tough points. Clutter is another challenge that brand managers face. Duncan (2005) explains that by coordinating brand communications, brand messages can become more relative and effective. It is the brand manager's challenge to create a brand identity strategy that is creative and unique enough to attract attention. Another challenge brand manager's face is the changing of consumer needs and tastes over time. For example, consuming popular spirit-based mixers such as brutal Fruit and Smirnoff spin are losing their taste for sweet fizzy drinks; perceptions that these drinks are mostly consumed by females are some of the reasons for the reduced popularity. It then becomes a challenge to marketers to keep track of consumer needs and how brand perceptions change over time (Coomber, 2002).

According to Kotler and Keller (2006) the brand manager has to make several decisions. The key decisions in this regard.

1. To brand or not to brand?
2. To extend the brand or not?
3. To decide on the portfolio or not

Brutal fruit applies a strategy of line extensions. Additional items in the same product category under the same brand name are used for example, Brutal fruit manic Mango, Brutal Fruit Luscious Litchi, Brutal Fruit Sultry Strawberry, Brutal Fruit Kinky Kiwi and Brutal Fruit Ravishing Ruby as well as lavasciousLemon. According to Kotler and Keller (2006) the brand portfolio is the set of all brands and brand lines a particular organizations offers for sale to buyers in a particular category. The organization South African Bravery decided to use the brand name Brutal fruit which resides under the spirit cooler category. There are many other products lines, for example, castle larger, miller Genuine Draft, Carling Black Label and Amsteel in the beer category.

### **2.2 Theoretical Framework**

The theory appropriate for this study is that of the Economic theory. One of the scholars of this school of thought is Hotelling H. (1929). According to this theory, it shows that when the products of all suppliers are identical, no company can raise its price above its competitor's price without losing its entire market share. However, when products are differentiated and consumers have different preferences for different products, companies can increase prices without losing their entire customer base. These are the key conclusions of the most widely cited economic models of product differentiation. These are the Hotelling Model. And one of its extensions, the circle model. These model use geographic location as a proxy for differences in product characteristics. But their finding can be applied more generally to product which are differentiated in any other way.

These models shows that firms differentiate their products in enclaves for order to emphasize product attributes that permit firms to charge higher prices. If product are differentiated products following a price increase- because consumer are less likely to switch to a different product following a price increase- because consumer are less likely to view products as interchangeable. Price reductions are therefore less likely to be profitable, because a price reduction is less likely to lead to a significant increase in sale at the expense of rival products. So product differentiation reduces the incentives for firms to compete on price and make it easier for firms to increase prices without losing sales to rivals. In summary, branding, which is a form of product differentiation, allows companies to charge higher price than they would if all products were viewed by consumer as identical.

### **2.3 Empirical Literature Review**

The intentions of consumer for procuring anything depend upon the intensity of his desires to satisfy his needs. Consumers have expectations that anything he is buying will satisfy his needs (Kupiec and Revell, 2001). The basic purpose is to fulfill consumer's needs instead of product name consequently consumer makes buying decision at the moment they encounter different objects rather making prior decisions. Consumer's purchase decision depends the way he is communicated for anything at store. The packaging becomes a major cause of the consumers decision to buy anything because it is the first introduction of the product which communicates the consumer that whether a product may (or may not) fulfill his requirements. The product which appears more suitable to a customer a nearest match for his needs is bought, whereas others are left. The key

factor to convince a customer is to know his needs and to make him understand that a particular thing is a perfect match of his requirements (Kupiec and Revell, 2001).

Marketing experts believe that success is based upon the marketing strategy which should be used as an appropriate product positioning strategy. It has also been observed that sometimes quite beneficial products could not get proper attentions of the customers because of wrong market positioning strategy or weak planning (Ramsay, 1983). As the world is rapidly turning into global village and with the passage of time business is being expended, the importance of using correct type of packaging material is the first introduction of any product to the consumers. Packaging materials especially for edible goods used to be wasted because of insufficient packaging materials now days, edible goods in bulk quantities are manufactured and stored for a long time which leads to maintain timely supply as well as reduces products cost (Gardner, 1967). In other term, packaging is where the product is secure, and where it can be identified, where as it preserves the facilitating of the product (Giovannelti, 1995). Packaging is also a source to provide information about ingredients to the customers and instruction to use the product, for which there are some legal requirements customers make final choice on the basis of these information for instance there are some products inappropriate for diabetics patients because of having high calories. Hence, instructions on packaging can save diabetic patients on contrary. There are some ingredients which are prohibited for some specific religion (as pork is banned in Islamic and Jews preaching) hence through instructions and ingredients list, Muslims and Jews can avoid such forbidden food. Packaging is a mean of communication (Gardner, 1967).

Packaging properties includes the colors, design, symbols, and messages of food products, provide people brand acquaintance for example, in a departmental store all kinds of beverages are kept in same place but consumer of specific brand can easily distinguish his choice because of difference of color, size and unambiguous shape (Nancarrow, Wright, and Brance, 1998). Various number of market trends suggests a growing packaging role as a brand communication vehicle and reducing expenses on traditional brand building mass media advertising importance of packaging role is acknowledge round the globe for brand building and consequently the expenses on advertisement has been found reduced. Once a brand became familiar companies do not have to spend a huge amount on advertising because consumer will reach the brand automatically. Companies just have to manage timely deliveries so that meanwhile a consumer may not switch to the nearest competitors due to availability of the product (Belch and Belch, 2001). With the help of the packaging images, it helps the consumers to attract towards the products. Packaging is used as a source of communication and maintains the brand. (Retic and Brewer, 2000). Promotional materials are used to communicate the messages of specific companies. Most of the branded companies have their particular brand slogans, which influences consumers towards their products. FMCG Manufacturers plays a vital role of comprehending consumer response. It is also observed sometimes that failure of a product is not because of lack in product qualities but lack of presentations (Nancarrow, Wright, and Brace, 1998).

Almost all FMCG spend extra amount to figure out customer's perception and behavior which is believed is not consistent across cultures. As analyzed, consumer response and is almost the same as FMCG despite the differences in cultures. Yet there are many cross-cultural research that believe Vice Versa and observe that the knowledge developed in one culture should be confirmed before tested in another cultural contexts. Color affects human behavior such as some colors make us happy whereas others make us sad. While making purchase decision color scheme becomes more obvious. The effect of colour has been studied widely to know the customer's perception, (Imram, 1999). Customer opinions of an adequate color are associated with other quality features, such as taste, aroma, satisfaction and nourishment levels, in some products clear packaging is used to allow consumers to view food color, incident light, and taxonomy. While making advertisement of food items, the best color combination is used not only for plates having food items but also the clothes of models and the surrounding s are used in contrast, so that the food product may feel better. In cafe or restaurants the food items kept on display are selected for their color and appearance attributes, (Imram, 1999).

### **III. Research Methodology**

This section of the research study deals with the brief history of the research settings, sample, population, sampling technique, method of data collection and method of data analysis. The population of the study will target top management of the British American Tobacco Company, Zaria, retailers and consumer of the product. bThe study will employ a multi-stage sampling technique involving tow stages in the first stage, the researcher selects top management officials of the company. In the second stage, the researcher will select customer and retailers from the area.

Ten 10 top management officials will be drawn 20 retailers and 30 customers will be drawn as respondents for the study, a sample size of 60 respondents were drawn for the study. Two method of data collection will be employed for the study. One, primary source of data will come from firsthand information to be collected via questionnaire to be given to the respondents. A week will be given to the respondents in which

it is expected that the respondents will return the questionnaire after filling it. Secondly, secondary source will also be used to complete the primary source of data. These include documented materials from internet, journals, unpublished thesis and articles.

After the data are collected, it will be analyzed through the use of descriptive statistics. Specifically percentages and frequencies will be employed, and also data will be presented in tabular form.

#### IV. Data Presentation And Analysis

This chapter is divided into two sections Section A deals on the socio-demographic characteristics of the respondents. The second part is on substantive issues of the respondents. Information's and data collected from the respondents will be presented in a form of tables and frequencies.

##### Sectiona

**Table 4.1: Socio-Demographic Characteristics of the Respondents**

Sex of Respondents	Frequency	Percentage %
Male	72	90%
Female	08	10%
<b>Total</b>	<b>80</b>	<b>100%</b>
Age Bracket	Frequency	Percentage %
15-19	04	5%
20-24	30	37.5%
25-29	06	7.5%
30 and above	40	50%
<b>Total</b>	<b>80</b>	<b>100%</b>
Response	Frequency	Percentage %
Business	62	77.5%
Civil servant	-	-
Student	18	22.5%
<b>Total</b>	<b>80</b>	<b>100%</b>
Response	Frequency	Percentage
a) Masters	-	-
b) Degree	04	5%
c) Diploma/NCE	48	60%
d) SSCE	28	35%
<b>Total</b>	<b>80</b>	<b>100%</b>
Response	Frequency	Percentage
a) 10years	14	17.5%
b) 15years	20	25%
c) 20years and abuse	46	57.5%
<b>Total</b>	<b>80</b>	<b>100%</b>

**Source:** Fieldwork, 2014

The table above shows that 90% of the total respondents are male while the remaining 10% are female.

##### **Table 4.1: Age of the Respondents Source:**

From the data collected above it shows that 5% of the respondents are within the age bracket of 15-19 years, while 37.5% of the respondent are within the age bracket of 25-29 were 7.5% and those within the age of 30 and above constitute 50%.

##### **Table 4.1: Occupation of Respondents**

From the above displayed table, it shows 77.5% of the respondents were businessmen while the remaining 22.5% are student.

##### **Table 4.1: Educational Qualification**

The table above shows that 5% of the total respondents had degree as their highest educational qualification while 60% of the total respondents are NCE and diploma holders, and also 35% which is the remaining had 35% as their highest educational qualification.

##### **Substantive Issues**

##### **Table 4.1: Years in Business**

From the table above, it shows that 17.5% of the total respondents have been into the cigarette business for ten years, while the remaining 25% have been in it for 15years and also 57.5% which is the remaining respondents have spent more than 20 years in the cigarette business this shows that most of the respondents have been in the business for a very long time. It also means that they have experience in the cigarette business.

Section B

Table 4.2:

Response	Frequency	Percentage
Sales distribution	12	15%
Wholesaler	16	20%
Retailer	52	65%
<b>Total</b>	<b>80</b>	<b>100%</b>
Response	Frequency	Percentage
a) Benson & Hedges	46	57.5%
b) Rothmans	14	17.5%
c) Aspen	08	10%
d) St' Moritz	12	15%
<b>Total</b>	<b>80</b>	<b>100%</b>
Response	Frequency	Percentage
a) Control price	80	100%
b) To gain greater share of market	-	-
c) Reduce distribution channels	-	-
<b>Total</b>	<b>80</b>	<b>100%</b>
Response	Frequency	Percentage
Yes	80	100%
No	-	-
<b>Total</b>	<b>80</b>	<b>100%</b>
Response	Frequency	Percentage %
Yes	80	100
No	-	-
<b>Total</b>	<b>80</b>	<b>100%</b>
Response	Frequency	Percentage %
Yes	80	100%
No	-	-
<b>Total</b>	<b>80</b>	<b>100%</b>
Response	Frequency	Percentage %
Yes	70	85.5%
No	-	-
<b>Total</b>	<b>70</b>	<b>87.5%</b>
Response	Frequency	Percentage %
Yes	73	91.25%
No	-	-
<b>Total</b>	<b>73</b>	<b>91.25%</b>
Response	Frequency	Percentage %
Yes	80	100%
No	-	-
<b>Total</b>	<b>80</b>	<b>100%</b>
Response	Frequency	Percentage %
a) Inability to deliver as of colour due	-	-
b) Partiality on the part of salesman	72	90%
b) Inadequate supply	08	10%
<b>Total</b>	<b>80</b>	<b>100%</b>

Source: Fieldwork, 2014

The table displayed above shows that 15% of the total respondents are sales distributors while 20% constitute wholesalers as distribution and the remaining distributors are retailers. This is not surprising with regards to this finding as retailers has direct access to consumers. They buy direct from the wholesalers and manufacturers and sale directly to the consumers.

**Table 4.2: Brand of Cigarette**

The table above shows that 57.5% of the total respondents deals on Bensons and Hedges cigarette brands, while 17.5% of the remaining total respondents on Rothmans, 10% and 15% on Aspen and St. Moritz respectively. It can be deduced from the above findings that Benson and Hedges is the major brand of cigarette that the consumers patronize and more people prefer it because of its quality and advertisement carried out by manufacturers of the product couple with price control of it.

**Table 4.2: Distribution Strategy Employed**

From the above table it shows that 100% of the respondents employed the strategy of price control. This strategy has helped to improve sales and discourages consumers from seeking alternative product to their products. It's well know that when price of a product is relatively stable consumers tend to stick to that product for a very long period of time.

**Table 4.2: Knowledge of a Brand:**

The table displayed above depicts that 100% of the respondents were of the opinion that they know what brand is all about. This knowledge came to them by the product they patronize in the market. The brand helps them to differentiate their favorite product from other competing products.

Branding can add value to a product and is therefore, an important aspect of product management.

**Table 4.2: Knowledge on Packaging Source:**

All respondents argue that they have knowledge on packaging of cigarette products. It is not surprising because it is the package that communicates more to the consumer than the actual product, at the point of purchase where the consumer decides packaging provides physical protection for the cigarette product.

**Table 4.2: Does attractive packaging influence consumers to buy?**

From the table above, it shows overwhelmingly that all the total respondents constituting 100% were of the opinion that attractive packaging influences consumers to buy their cigarette products. It can be deduced from the above finding that packaging plays important role in many ways among which are that all participants in the supply, chains for tobacco products are interested in any contribution packaging can make to improve profitability and the efficiency of the physical distribution function. It also has a role in helping consumers differentiate tobacco products where there are a large number of brands competing in the same market segment.

**Table 4.2: Good Packaging Policy Improve Brand ImageSource:**

From the table above, 70 respondents constituting 87.5% were of the view that a good packaging policy improve brand image. There is no second thought to the above statement. Good packaging policy would help a long way to improving brand image. Good packaging policies serves to protect consumers. Product tempering has forced many tobacco companies to develop tamper resistant packages, many of which warn consumer not to purchase packs which have broken seals. Researchable packaging has been developed to preserve the product and keep it in good condition whilst it is in the process of being used. Through marketing research better packaging policies are made which improved cigarette brand image.

**Table 4.2: Packaging Design Attract Consumers**

A total of 73 respondents constituting 91.25% were of the opinion that packaging design attract consumers. Packaging design is capable of contributing to the improved performance of the supply chain in a variety of ways. By altering the shape and dimensions of the packaging more product of the tobacco can be displayed on retailers' shelves. Packaging design has the primary goal to attract customers' attention. For this purpose package designs cannot simply inform the customers, but also provoke feelings and communicate emotions. An effective packaging looks attractive, impresses with its creativity and is just nice to have on the shelf. More research should be embarked upon on packaging design in order to help arouse the attention of the customers.

**Table 4.2: Branding and Packaging and Consumer Perception**

The table above shows that all the respondents argued that branding and packaging have positive influence on their perception. This means that respondents agreed that branding is important for tobacco products. Branding and packaging defines the status of consumers. In this scenario consumers will have the perception that having a branded tobacco as above will show the highest status of the consumers. Therefore, there is a need for manufacturers to spend for advertising and promotion to make sure that their brand his well-known among consumers. Branding plays a big role and it is taken importantly as it is the match maker in the eyes of every marketer. Thus, understanding consumers' preference about a brand can really make a good start for a product launch. The function and art of branding is a major contributor to the success of the product or service introduced by the company that markets it.

**Table 4.2: Problems Delivering the Product:**

A total of 72 respondents representing 90% of the total respondents says that one of the major problem encountered during delivering a tobacco product was partiality on the part of the salesman while the remaining 10% see inadequate supply as the major problem. Whatever the case, the company is not problem free when it comes to delivering at her product. The company therefore need to devise ways such as eliminating too many salesmen in order to have direct access to the consumers. There should also be more ways by which these products can reach the appropriate sales so shortage of supplier should not exceed demand. With regards to packaging, the study also discovered many problems related to it such as issued regarding labels, graphics, safety and the environment. Marketers can use label information to mislead consumers by providing false information to exaggerate the attributes of their product. There are many cases in which marketers use pictures

in packaging that do not represent the actual product. Some marketers label their products as environmentally friendly even though the product don't actually have environmentally friendly attributes. Packaging is a crucial element in the marketing of a product, as it is essentially the casing that the product comes in. So after all the advertising and promotion, when customers go to the store and pick up the product, it is only the packaging that they see, smell and touch. It is thus extremely important customers like what they see. The packaging should be appropriate to the product and induce customers to buy it.

## **V. Summary**

The planning of the features of a product and brand, package, labeling, design, colour warranty and servicing is an integral part of effective product planning. A brand is a means of identifying and differentiating the product or services of organization. Branding aids sellers in managing their promotional and pricing activities. Brand ownership carries level of quality. Selecting a good brand name and there are relatively for really good ones is a difficult task. A good name should suggest a product benefits, be easy to pronounce and remember, lend itself to product-line additions, and be eligible for legal registration and protection. Manufacturers must decide whether a middleman brand alone or whether to establish their own brand as well. Both group of sellers must set policies regarding branding of group's products and branding for market saturation.

Packaging is becoming increasingly important as sellers recognize the environmental pollution issues, as well as the marketing opportunities involved in packaging. Labeling is a related activity, marketers should understand the merit and problems of grade labeling and descriptive labeling. The social significance of labeling is also important, many consumers' criticisms of marketing have involved packaging and branding, there are several federal laws regulating these marketing activities. Companies are now recognizing the marketing value of product design especially appearance design. Two related factors are; product colour and also product quality selecting the appropriate quality image is essential why warranties and servicing are product features requiring considerable management attention. These days become of consumers and government regulates in these areas. Products, requires packaging decisions to create such benefits as protection, economy convenience and promotion. Marketers have to develop a packaging concept and test it to make sure it achieves the desired objectives and is compatible with public policy. Therefore packaging now is regarded as an essential component of our modern lifestyle and the way business is organized, packaging is the enclosing of a physical object, typically a product that will be offered for sale. It is the process of preparing items of equipment for transportation and storage and which embraces preservation, identification and packaging of products. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company due to increasing self-service and changing consumer, lifestyle the interest in packaging as a tool of sales promotion and stimulator of impulsive buying behavior is growing increasingly. So packaging has an important role in marketing communications, especially from the point of sales and could be treated a one of the most important factors influencing consumers purchase decision.

## **VI. Conclusion**

Packaging and branding can create a new total product, variation in packaging can make a product saleable in various target markets. Branding can be used by the marketers in creating and building a customer franchise for a given product. A specific package of tobacco product must be developed for each product. Both under-packaging and over-packaging can be expensive. Although, the final customers remains the ultimate factor, the packager must remember the needs of wholesalers and retailers. A small retailer might prefer smaller package units that a supermarket operator would resist. Both promotional and protective packaging can cut total distribution costs. To customers, the main significance of brands is an assurance of quality. This confidence leads to repeat purchasing. For marketers such routine buying means reduced promotion cost and increase sales. In today's cultural retail environment consumers are overwhelmed with choice. In order to make such fast decision, consumers need to use mental shortcuts, of heuristics to guide their choice. Certain cue present in the environment guide shopper's attention and aid are not conscious of the cues or the mental shortcuts they have used to arrive at a decision.

Perhaps the most powerful mental shortcut available to the consumer is branding. Branding and packaging allows customers to quickly and efficiently select from a huge array of product. Branding and packaging influences consumer choice as well as perception on tobacco and other consumable goods.

Typical emerging solutions that have revolutionized packaging best practice in recent times include green packaging, tiered branding the feel-good factor, adding personality speed to shelf and multisensory packaging amongst others, to ensure the brand loyalty is increased, successful companies in most markets are shifting towards the adoption of pricing tactics such as offering better single price points only if multiple purchases are made, cash discounts for purchasing a suite of products, discounts on fuel for purchases made in-

store and any other strategies to generate repeat purchases, inspire larger orders and take customers out of the market on key items.

## **VII. Recommendations**

From the research findings, the following recommendations are raised in order to aid Nigeria Tobacco Company, Zaria. The company is a profit-oriented business organization with a unique aim of satisfying the needs of her customers.

1. Despite than the company is successful because of its strategic location, this is an advantage of being within the nerve Centre of business operation in Zaria, Kaduna state and it is easily accessible by good roads to enhance effective production and operations, there is the need for the company to secure better machinery (equipment) for effectiveness and efficiency of work.
2. Most of the company's machineries are fixed assets which are very bulky and expensive to maintain. Within this, therefore, there is the need for these assets to be ensured against fire out-break and theft.
3. There is need for the company to have fire extinguisher at all corners especially strategic corners so as to put off fire outbreak when it occurs.
4. The company should employ knowledgeable people of product management who can carry out marketing research, explore where weakness and strength of the company lies. Staffs should be trained on yearly basis.
5. There is a need to continually evaluate the materials being used in packaging since the relative costs and benefits of alternative materials is overhanging. However, the cost saving accruing to manufacture and distributors, from using a particular packaging material, must be balanced against the total cost to society which has to include the cost of waste management and pollution.
6. Packaging technology continues to change and marketing managers must be aware of the opportunities for increased effectiveness and efficiency which these developments present if there are to remain competitive in the market place. It is important for the company to develop innovative packaging strategies that will customers in an exceptional way.

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