PACKAGING AS AN EFFECTIVE MARKETING TOOL IN THE
SOAP AND DETERGENT INDUSTRY.
(A CASE STUDY OF UNILEVER GHANA, TEMAN)

A REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE AWARD OF BSc.
BUSINESS ADMINISTRATION
(MARKETING OPTION)

BY
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AUGUST, 2011
DECLARATION

I do declare that except for references to other people’s work which has been cited, this work submitted as a project report to the Department of Business Administration Okwahu Campus of the Presbyterian University College, Ghana Abetifi for the degree of BSc. Business Administration is the result of my own investigations and have not been presented for any other degree.

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

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DEDICATION

I dedicate this to the Almighty God for His wonderful love and mercy. Next, is to my parent Mr. Samuel Kuttin and Mrs. Janet Kuttin and my siblings Vida Kuttin, Sophia Kuttin and Samuel Kuttin Jnr for their love and support through my education.

My God richly bless you all.
ACKNOWLEDGEMENT

Conducting research of this nature would not have been successful without the diverse support and encouragement from different sources.

Most sincere thanks go to the Almighty God the source of life and for giving me the knowledge and strength to undertake this research.

I wish to express my sincere gratitude to those who contributed to the success of this project work. I owe a great debt of gratitude to Mr. Isaac YaoteyAko a lecturer in the Department of Business Administration at the Presbyterian University College Ghana, Okwahu campus my supervisor for his relentless effort in giving me the necessary assistance and guidance throughout the entire process.

Also to the customers, distributors and management of Unilever Ghana Limited for giving me the necessary information for this project work. My next appreciation goes to Kofi Karikari and Priscilla kwakye of Franky-Jay International Limited for their assistance in the arrangement of the entire work and to anyone who contributed in making this project a reality.

Thank you all and may God bless you.
ABSTRACT

Packaging is central to effective distribution, sales and use of products and services.

Many manufacturing firms have come to the realization that one of their valuable assets is their packaging associated with products. This study was to identify and examine the role which packaging plays as an effective marketing tool in the soap and detergent industry. Packaging activities of the soaps and detergents of Unilever Ghana Limited were used for this assessment.

In conducting this research, the researcher made use of structured questionnaires for primary data collection and relevant information from secondary sources. In all, three sets of questionnaires were designed and targeted at customers, distributors and management of Unilever Ghana Limited respectively.

It was found out that consumers are very much aware of the role of packaging. Customers and distributors consider packaging at the point of purchase. They are therefore motivated to buy more of product and services that have attractive packaging in terms of color and label and are of high quality. Quality packaging carries a positive image about a product, making it more appealing and desirable to consumers.

The study further revealed that when effective packaging strategies are implemented, it assists in differentiating a firm’s products from that of its competitors.

It is therefore recommended that, companies in the soap and detergent industry should consider packaging as an effective tool in marketing their product. In designing packaging, the brand name, color and graphic should be able to communicate the attribute and benefits of the products to the consumer.
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CHAPTER ONE

INTRODUCTION

1.0 BACKGROUND OF THE STUDY.

Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use. (Selke S, 2004)

Packaging as we know it today is the result of a long development process. It is the product of continues research aimed at finding better methods of packaging the various goods we use, including our food in order to ensure the best protection for them.

The very first people to tread the earth, back in the depths of prehistory, sought to conserve the surplus food collected during their hunting, fishing and food gathering for the longest possible time so as to be well prepared for any future food shortage. They used leaves from trees, woven baskets and animal skins to store their food. Terracotta was used to make vessels to carry liquids.

The remains of these earthen pots and leather pouches are today the treasure-troves of archaeologist and paleontologist. They teach them much about our ancient ancestor’s lifestyle. But it is now clear that these early forms of packaging were very rudimentary and not hygienic with the result that daily life at that time revolved around the search for food. Most developing countries still suffer today from lack of packaging, a deficiency that results in the loss of some 50% of their resources. (Selke S, 2004).

In the middle Ages, wooden barrels became the most frequently used way of preserving goods. They were used for storing all kinds of solids and liquids, protecting them from light, heat, dampness. Their considerable robustness allowed them to be transported on the perilous roads of
the age and to be carried by boat. It was during the industrial revolution in Europe that packaging really took off. The vast range of products made available to the consumer brought about a change in lifestyle, providing customers with greater choice allowing trade to flourish. The need for food packaging grew.

This continuous quest by mankind to find new methods of conserving food and transporting products has allowed us to move from a society living from one day to the next, dependent on available food sources to a world which manages its resources in the long term. Efficient packaging which can be adapted to all kind of goods has made this possible. Modern packaging is what allows us to reheat a frozen meal as well as to ensure that the Mona Lisa can be sent to the other world and arrive in one piece. (MckinlayA. H, 2004)

Ghanaian companies adapted to the new marketing concept that started Modern packaging as part of their strategic marketing tools. The new marketing concept was borne out of post – war economy of scarcity, pent up consumers demand and growing customer confidence, sophisticated and informed customers and global competitors, delivering superior value based on their distinctive competences.

In the olden days, Ghanaians firms were considering packaging as just containers, boxes and bottles that were used to hold, store and protect a product. Modern packaging go beyond this Ghanaian manufacturing companies now see packaging as a marketing tool which can send message to consumers and also influence their purchasing decisions.

In the soaps and detergent industry the final stage of the manufacturing of soap and detergent is packaging. In this stage the finished product is packed for final supply to customers. During the packaging stage, bar soaps are either wrapped or cartooned in single packs or multipacks.
Detergents, including household cleaners, dishwashing cleaner’s laundry cleaners are packed in cartons, bottles pouches, bags or cans. Because of the intense competition, companies are trying to make packaging attractive in order to win customers and to attain a greater market share, seeking legal protection for their brands so that they can be used in the long term in order to gain sustainable competitive advantage.

1.1 STATEMENT OF THE PROBLEM

Packaging is one of the most important steps in the manufacturing of soaps and detergent and hence should be given prime consideration by manufacturers.

However, packaging in Ghana has as not developed as with the international markets.

Most companies in Ghana do not regard packaging as an effective tool in marketing of their products and hence refer to packages as mere containers, boxes, and bottles which are used to hold and protect a product. Meanwhile, in the face of stiff competition, packaging goes beyond this.

Some companies too do not know the relationship between product content and packaging. They consider product content and packaging as two separate independent things and hence they do not provide adequate information on the packages regarding the nutritional information required, information on the packages regarding the usage of the product, product content, the manufacturing date and the expiry date of the product: companies do not consider the safety of consumers. Labeling information is too often incomplete or misleading. (Perrault et al).

Most marketers do not have the knowledge as to whether packaging an alter customer perception of products; some of the materials used for packing by some companies do not create good impression about the product. For instance the color of some packages not being visually
appealing and bulky nature of some packages makes them difficult to handle. It is on these grounds that the researcher seeks to find out why packaging is used as a marketing tool for gaining competitive edge in the soaps and detergent industry, a study of Unilever Ghana Limited.

1.2 THE OBJECTIVES OF THE STUDY.

GENERAL OBJECTIVE:
To conduct a study into the effectiveness of packaging as a marketing tool in the soap industry at Unilever.

SPECIFIC OBJECTIVES:

 To examine the forms of packaging used by Unilever Ghana Limited in marketing of their products.

 To assess the impact of label information regarding the product content.

 To find out customers’ perception of packaging in the soap and detergent industry.

 The study seeks to find out the role which packaging play in the soap industry.

 To find out the role which packaging plays in the soap industry?

 To make recommendations that may be adopted to improve packaging as an effective marketing tool in the soap and detergent industry.
1.3 RESEARCH QUESTIONS
1. Is packaging an effective marketing tool in the soap and detergent industry?

2. What forms of packaging do companies use in their marketing of their products?

3. Do companies have adequate knowledge about how packaging is used to benefit their business?

4. Does packaging influence consumer purchasing decisions at certain times?

5. What are the constraints confronting Unilever Ghana Limited in pursuing a strategic packaging?

1.4 HYPOTHESIS OF THE STUDY
Most companies in Ghana do not regard packaging as an effective tool in marketing of their products.

1.5 SIGNIFICANCE OF THE STUDY
Because of the intense competition in the Ghanaian markets, this study is very important and therefore cannot be overlooked. Companies are striving in becoming market leaders and to gain a fair market share.

The research will be of much benefit to:

- **Marketers:** The study is useful to marketers because it will help them to plan, implement and evaluate packaging decisions and strategies.

- **Policy Makers:** It is hoped that this study will be very important to policy makers in formulating and implementing packaging decisions.
- **Organizations**: It will help organizations to win more customers through better packaging activities.

- **Other Researchers**: It will make available information to other researchers who might want to undertake a future study in the area.

1.6 **THE SCOPE OF THE STUDY**

The study therefore focuses on only Unilever Ghana Limited. It covered a cross section of management staff, distributors and customers of the company.

1.7 **LIMITATIONS OF THE STUDY**

The study faces the following limitations:

- Time and proximity constrains limits the quantum of information.

- Delay encountered on the part of some respondents to fill and submit the questionnaire has also contributed to the difficulty that was faced during the research.

- The top management of Unilever was reluctant to give off information due to corporate policy with regards to the lease of information to outsiders.

- The extent of bureaucracy in the delayed the study.

- Financial constraints, the researchers had to make numerous visits to Unilever and respondents.

Notwithstanding the limitations, the researchers made every effort into making this work a success.
1.8 ORGANISATION OF THE STUDY

The study comprises of five main chapters of which are as follows:

- **CHAPTER ONE.**
  - Background of the study.
  - Statement of problem.
  - Objectives of the study.
  - Research questions.
  - Hypothesis of the study.
  - Significance of the studies.
  - Scope of the study.
  - Limitation of the study.

- **CHAPTER TWO.**
  - Literature review.

- **CHAPTER THREE.**
  - Methodology of the study.

- **CHAPTER FOUR.**
  - Data presentation and analysis.
CHAPTER FIVE.

- Summary of findings, recommendations and conclusion study.
CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION.

In writing this chapter the researcher consulted a number of related books published and unpublished. The areas covered under this chapter included:

1. Packaging as an effective marketing tool
2. Types of packaging
3. Importance of packaging
4. Effects of packaging on consumer purchasing decision
5. Constrains of packaging

2.1 DEFINITION

Packaging is the manner in which something, such as a product, a candidate or an author is presented to the public.

Packaging is also an act of developing marketable products. (Webster’s Third New International Dictionary: pg. 1618).

Marketing is the process associated with promoting goods and service for sale. The classic components of marketing are the Four Ps: product, price, place, and promotion-the selection and development of the product, determination of price, selection and design of distribution channels (place), and all aspects of generating or enhancing demand for the product, including advertising (promotion).(Barron’s Marketing Dictionary).
2.2 PACKAGING AS AN EFFECTIVE MARKETING TOOL
Package has evolved into a very vital communication tool for consumers, producers and dealers as they are learning to rely on packaging and other forms of promotion to provide them with information they can use in making purchases, marketing and even fighting for shelf space. Packaging and labeling provide handy information on product features, benefits, productions and expiry dates and places of origin, among others to consumers. This has led to an enormous increase in the variety of packaging equipment, materials and design techniques.

Prior to this, in Ghana people had thought of corks and bottles only as packaging components. Ghanaians had seen packaging only as a protective tool rather than a communication tool and it had centered on boxes, containers, bottles, etc. With the growth of merchandising and self-service however, manufacturers and for that matter Ghanaians have come to realize the value of packaging as an effective marketing tool in marketing than just a container or wrapper because of intense competition on the market.

Packaging is to be considered as an aspect of the actual product when seen in the light of the three major components of a product; the core, augmented and extended product. These essential features, benefits, quality level, styling, brand name, logo plus a host of related offerings are what the buyer expects to find and all these are carefully embodied in packaging and labeling. It should be realized that people now purchase products not necessarily because of its functional aspects but because of packaging, brand, logo, ensigns, etc.

Evidence of good packaging is demonstrated by most of therein goods we see on our markets a display of very bright and attractive labels and pack designs that catch the eyes of buyers easily and instantly. In 1996, consumer criticism led to the passage of the federal fair packaging and labeling Act which requires that consumer goods be clearly labeled in easy to understand terms.
to give consumers more information. Due to this most companies today, now place great emphasis on the registration and protection of their brands and labels and distinctive features. Some of them even have centralized departments that control the use of brand names so as to prevent imitation especially by trademarks.

Another significant point to consider has to do with the consumer and how he or she recognizes brands to which he has become loyal. In the market these days, consumers do not have time to consider every aspect of the product. As a result, they normally pick the brand they are familiar with. In this respect, manufacturers in Ghana should strive to make packages that are attractive and different from others which will give maximum and handy information to customers to make purchase decisions. The size, shape, design and closure of the pack should also go a long way to enhance the image of the product and give a visual appeal.

2.2.1 FUNCTIONS OF PACKAGING AND PACKAGING LABELLING
Packaging and packages labeling have several objectives:

- **Physical protection**

  The objects enclosed in the package may require protection from among other things such as shock, vibration, compression and temperature.

- **Barrier protection**

  A barrier from oxygen water vapor and dust. Permeation is a critical factor in design. Some packages contain desiccants or oxygen absorbers to help extend shelf life. Modified atmosphere or controlled atmospheres are also maintained in some food packages. Keeping the contents clean, fresh, sterile and safe for the intended shelf life is a primary function.
• **Containment or agglomeration**

Small objects are typically grouped together in one package for reasons of efficiency. For example a single box of 500 pens, requires less physical handling than 500 single pens. Liquids, powders, granular materials need containment.

• **Information transmission**

Packages and labels communicate how to use, transport, recycle, or dispose of the packages or product. With pharmaceuticals, food, medical and chemical products, some types of information are required by government. Some packages and labels also are used for track trace purposes.

• **Marketing**

The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been important and constantly evolving phenomenon for several decades. Marketing communications and graphic design are applied to the surface of the package and (in many cases) the point of sale display.

• **Security**

Packaging can play an important role in reducing the security risk of shipment. Packages can be made with improved tamper resistance to deter tampering and also can have tamper-evident features to help indicate tampering. Packages can be engineered to help reduce the risks of package pilferage. Some constructions are more resistant to pilferage and some have pilferage indicating seals. Packages may include authentication seals and use security printing to help indicate that the package and contents are not counterfeit. Packages also can include anti-theft devices, such as dye packs, RFID
tags, or electronic article surveillance tags that can be activated or detected by devices at exit points and require specialized tools to deactivate. Using packaging in this way is a means of loss prevention.

- **Convenience**

Packages can have features that add convenience in distribution, handling, stacking, display, sale, opening, enclosing, use, dispensing and reuse.

- **Portion control**

Single serving or single dosage packaging has a precise amount of contents to control usage. Bulk commodities can be divided into packages that are a more suitable size for individual households. It also aids the control of inventory: selling sealed one-liters-bottles of fruit juice, rather than having people bring their own bottles for refilling.

### 2.3 TYPES OF PACKAGING

- **Consumer packaging**

These are packaging used for consumable goods or products for the purpose of retail selling. Here, the packages are highly decorated so as to attract the retailers and the final users.

- **Industrial packaging**

This type of packaging is mainly used by industrial buyers, manufacturing services or repairs outlets. They usually come in large units with little or no decorations.

- **Distribution packaging**

These types of packages are the outer or intermediate containers. They help in efficient handling of products and ease their transportation.
Military packaging

These are packages that are highly specialized and are used for long-term protection of products to prevent spoilage.

2.4 FORMS OF MARKETING TOOLS USED BY UNILEVER AS PACKAGING AS AN EFFECTIVE MARKETING TOOL

Packaging is becoming an increasingly important aspect of marketing strategy. Companies are seeking packaging as a way to attract customers to new and existing products or brands. For existing brands there is growing tendency to repackage that is to redesign the existing package, wrapper or container. There are two different trends in packaging; one involves reducing the packaging size and the other is increasing the size. A significant packaging issue facing marketers is the environmental impact of packages. Concern is growing about the effect of plastic packaging on animals and human beings. Sea animals and birds mistake discarded plastic packaging and bags for food which results in the destruction of their digestive tracts. Some of these plastic packages have been found to be harmful to the earth’s ozone layer.

Although minimizing product damage, color schematic is essential in appealing to garner consumer attention. The company name should be visible on an effective packaging particularly when good product branding has created consumer trust in the case of Unilever.

Better Packaging

Increased attention to packaging detail results in increased sales. Many companies spend huge sums of money in research and development for better packaging presentation. According to Kathryn Martin, Managing Editor of Packaging Strategies, 46 percent of companies surveyed said their company made changes in packaging design in the previous year.
• **Point Of Purchase**

Good packaging design influences what's known as "point of purchase" decision making. This occurs when a person does not necessarily intend to make a purchase but ends up doing so right on the spot due to good packaging. This form of marketing communication can differentiate a product from the competition on the shelf. In her book, "Point of Purchase, How Shopping Changed American Culture", Sharon Zukin makes the case that packaging is the single greatest determinant in impulsive buying decisions of packaged products.

• **Promotions**

Promotions are an important tool of package marketing and increase point of purchase buying. Cereal makers often use toys and books in the front of the box to prompt spontaneous purchases. Product marketing package designers work closely with the manufacturing division of the company to make sure distinctive packages are on shelves during special events. One example is when Olympic heroes are featured on cereal boxes shortly after they win medals.

• **Sustainability**

Many firms today are also focusing on sustainability as they become more responsible in reducing packaging waste. BrandPackaging.com makes the case that companies can increase packaging effectiveness by displaying information on their efforts to create a more sustainable package design. Environmentally responsible packaging thereby creates new opportunities for company branding and building public trust.
- Displays

Point of purchase displays is also often used in conjunction with colorful product packaging to increase visibility. Some companies utilize third party manufacturers to enhance marketing efforts and quicker delivery, further illustrating the amount of company marketing resources designated for effective packaging.

2.5 PACKAGING MATERIALS

The packaging material depends on what type of product you are going to send to your customer or loved ones. It is very important that the package you are sending should be safe in your packaging material. Surely you would never want your gift of glass or good looking showpiece arrive to your receiver in bits and pieces. Small items can be packaged in envelopes but for bigger ones you need large size and more safe packaging materials. So that it would not get wrecked.

This is one side of your packaging material: on the other hand your packaging material should have attractive design. Attractive printing is very important because it gives good impression to everyone. And as you know many persons are involved in shipping and handling of your pack.

Lastly in this regard, is getting something which can fulfill the above mentioned qualities in your packaging material but remember it should be cost effective.
2.5.1 TYPES OF PAKAGING MATERIALS

- **Plastic**

This is the most common packaging material and at the same time, one of the most difficult to dispose of. The common factors to all plastics are that they are light, strong, cheap to manufacture. It is for this reason that they are used so much as an alternative to cardboard glass packaging material. Almost 10% of our rubbish consists of different types of plastics. They are problem in landfills as they are bulky they contaminate and degrade slowly. Separated from the rest of the waste, they must be upgraded for the good of everyone.

- **Metals**

It is appropriate for packaging foods (canned foods). For drinks, such as soft drinks, beers aluminum is mostly used. Tin plate is solid, heavy steel covered with tin to protect it against rust. It is used to package canned foods. It can be separated by magnets and should be recycled in all cases. Aluminum is attractive, light strong at the same time but requires a lot of raw materials energy to make it. For this reason it must be recycled. The majority of cans of soft drinks, lids aluminum foiled.

- **Brick carton**

A light strong air light packaging material ideal for transporting storage. Its complex composition makes it difficult to recycle. It’s becoming the main packaging material used for basic foodstuffs. Complex packaging material, made up of several layers of plastics, paper aluminum. It is also difficult to recycle. It is mostly used mainly to keep drinks such as milk and juice.
- **Cardboard**

Appropriate for packaging materials wrapping preferable to “white cork”. It’s use may prove to be unnecessary when used for products which are already packaged sufficiently. In all cases, this packaging material is easy to recycle or reuse. It is used in the form of boxes, sheets corrugated cardboard.

- **Glass**

An ideal material for foods especially liquids. It is inalterable, strong easy to recycle. It is the traditional vessel in the home (jars, glasses and jugs). Its weight shape may involve some difficulties for transport storage.

### 2.6 IMPORTANCE OF PACKAGING

Packaging is a very important marketing strategy to glamorize your products in order to attract the customer’s attention. Sometimes packaging is costly than the product itself in order to lure the consumers to buy it. Most consumers judge a product by it packaging before buying it. So it is logical to say attractive packaging is crucial in order to get the first time buyers to buy your products. Without attractive packaging, who would buy it in order to try it? Your first step to enter the market is crushed if the packaging is ugly.

Having attractive packaging does not mean you should neglect quality either. In fact you need to make high quality products in order to have repeated sales. Converting first time buyers into loyal customers should be the main goal of your business and packaging is the door to it. Packaging is one of those crucial steps that is often neglected in business. Ask yourself this question, would you buy a plain looking item or something excitingly packaged that makes anyone drool?
2.6.1 STRATEGIC IMPORTANCE OF PACKAGING

According to Philip Kotler (2005) a strategy is a material process of developing and maintaining a viable fit between organizations' objectives, skills, resources and its changing marketing opportunities.

Marketing strategy is a plan carefully designed to influence consumer's preference of a company's product or service offering to those of its competition. It is designed to achieve organizational goals, typically to influence purchase and repurchase decisions in order to increase sales and market shares. It is accomplished by developing and presenting marketing mixes—product, price, place and promotion which is directed to selected target markets.

Packaging involves promoting and protecting the product. Packaging can be important to both sellers and customers. Packaging can make a product more convenient to use or store. It can prevent spoilage or damage. Good packaging makes products easier to identify and promotes the brand at the point of purchase and even use.

- **Packaging can make the difference**

A new package can make the important difference in a new marketing strategy by meeting customers' needs better. A better box, wrapper, can, or bottle may help create a “new” product or a new market. Sometimes a new package improves a product by making it easier or safer to use. Kodak increased sales of its light sensitive X ray film by packaging each sheet in a separate foil pack making the film easier to handle. Many drugs and food products now have special seals to prevent product tampering. Tylenol caplets, for example come in a tamper resistant package.
- **Packaging sends a message even for service**

Packaging can tie the product to the rest of the marketing strategy. Packaging of Everyday batteries features the pink bunny seen in attention getting TV advertisements and reminds consumers that the batteries are durable. Expensive perfume may come in a crystal bottle adding to the prestige image.

In a way the appearance of service providers or the area where service is provided is a form of packaging. Disney sends a message that it parks is suitable for family vacations by keeping them spotless. Banks put their awards on the wall so that clients know they provide quality and good service for example Barclays bank.

- **Packaging may lower distribution and promotion cost**

Better protection packaging is very important to manufacturers and wholesalers. They sometimes have to pay the cost of goods damaged in shipment and goods damaged in shipment also may delay production or cause lost sale.

Retailers need good packaging too. Protective packaging can reduce storing cost by cutting breakages, spoilage and theft. Packages that are easier to handle can cut cost by speeding price marking, improving handing and display and saving space.

A good package sometimes gives a firm more promotion effect than it could possibly afford with advertising. Customers see the package in stores when they are actually buying. For example a recent study found that 81% of customers purchase decisions on groceries are made at the store. The package may be seen by many more potential customers than the company’s advertising. An attractive package may speed turnover enough to reduce total cost as percentage sales.
2.7 EFFECTS OF PACKAGING ON CONSUMER PURCHASING DECISION

Consumers are strongly influenced by the packaging of products that they are considering buying. Marketers are well aware of this fact, and go to great lengths to create packaging that will draw in consumers and convince them to buy the product. This dynamic leads to a riot of competing colors, shapes and promises in supermarkets and shopping malls across the land.

- SIZE

The size of a package influences buying decisions. A larger package gives a consumer the impression that they are buying more of whatever product is in it. Although many products are required to have the weight listed on the package, the size of the package itself has more of an impact on the psychology of the consumer. This fact sometimes leads to questionable practices, such as making packaging far larger than it needs to be, thus misleading the consumer and wasting material. Larger packages also take up more shelf space in a store, thus increasing the odds that a consumer will see the product and buy it rather than a competing brand.

- POSITIONING

The positioning of a package within a retail environment influences its level of sales. Products that are shelved at eye level and in the front of the store sell better than those that are near the floor, up high or hidden in the back. Bright, eye-catching packaging in an eye-level location at the front of the store is the goal of every merchandiser. Average shoppers do not scour the store for products; they grab the first thing they see that fulfills their requirements. This is why positioning of this kind is effective.
**PROMISES**

The packaging of a product is the ideal medium for promising the consumer all manner of things, from greater beauty to increased health to a more fulfilling social life. Food products are labeled as nutritious, containing eight vitamins, all-natural, or organic, depending on the demographic that the merchandiser is attempting to reach. Many of these promises are perfectly valid and accurate promotional techniques, while others walk a thin line between persuasion and deception. Marketing research departments base the promises that they put on packaging on what consumers want to hear. Promises are effective at increasing sales of a product. Shoppers seeking a particular effect from their purchases want to believe the claims that are made, and this makes them more likely to accept promises and to purchase the merchandise.

**COLOUR**

Color plays a key role in purchasing of a product due to the color of the package. For example sunlight soap and detergent a product of Unilever are highly purchased by consumers not only through advertising but because of its attractive bright yellow color. Packaged food manufacturer’s use color to trigger unconsciousness associated with grocery shoppers who typically make their purchasing decision in the blink of an eye. Red for instance used on packages of Campbell’s soups and sunmaid raisins, is associated with prolonged and increased eating. Green is associated with environmental well-being and healthy low-fat foods.
2.7.1 THE IMPACT OF PACKAGING ON CONSUMERS
According to Datamonitor, a leader in qualitative and quantitative research for the consumer packaged-goods industry, over 50 percent of shoppers' purchase decisions are made at the shelf. Since packaging of a product is the first thing that a consumer sees, it plays a vital role in differentiating a brand from the competition.

- **Brand Image**

Packaging of a product should create or reinforce a brand's value proposition with a focus on its target consumer. It needs to be viewed across the entire marketing mix: product, placement, pricing and promotion. Buy-one-get-one (BOGO) free promotions on high-end luxury brands may cause confusion in a consumer's mind and devalue the brand. A child's toy packaged in a black and white cardboard box would not create any excitement in children. In either case, sales may be affected.

Brand managers look across all the marketing and advertising elements to be sure that they present a focused and consistent brand image. Every piece of advertising, marketing and packaging for Frosted Flakes includes Tony the Tiger. The United Parcel Service makes sure that all of their brochures, uniforms, envelopes and packages contain the color brown. Tide laundry detergent has never considered changing their orange packaging. Consistency breeds familiarity in packaging, particularly for established brands and companies.


- Consumer Perception

In 2009, Tropicana decided to develop new packaging for its orange juice line. The new design was trendy, clean and streamlined. Tropicana's consumers became confused. The new packaging made the Tropicana brand look too much like a generic product. Consumers had trouble finding it on the shelf and sales plummeted. Tropicana quickly reverted back to the original packaging.

Consumers expect an expensive product to have high-quality packaging. They want their eco-friendly trash bags to be contained in eco-friendly packaging and their children's vitamins to have cartoon characters on the labels. When you do not listen to your consumers, they do not buy your brands.

Some products, such as children's cereal, can present a challenge. The children want brightly colored packaging that appeals to them. The parents want the packaging to clearly demonstrate the cereal's nutritional value. In this case, the child is the consumer and the parent is the shopper. Making the wrong choice in a case like this can kill a brand.

- Practicality

The practicality of a brand's packaging is also important. A grab-and-go snack packaged in plastic that requires a pair of scissors to open it will soon be rejected by consumers. A food product geared towards family consumption that is packaged in single servings is not appropriate. Conversely, a product aimed at seniors that is sold in bulk packaging will probably not fare well.

Adult beverage manufacturers have faced the dilemma of perception over practicality for many years. They know that their products that are sold in glass bottles are a hazard in many situations.
Many companies have tried to make the switch from glass to plastic (known as PET) bottles. When the consumers saw premium brands in plastic bottles, sales took a hit.

- **Cost**

The cost of packaging is passed along to the consumer. Consumers of premium brands want high-end packaging and are willing to pay the price. Value consumers are not. Average-priced brands must determine what price bump their consumers are willing to pay for better packaging and adjust accordingly. For any increase in packaging expenditures to be cost-effective, it must translate into higher sales.

- **FUNCTIONS**

Packaging of a product must also adhere with its intended use. Consumers will make a better connection with suntan lotion sold in a small, plastic spray bottle than they would if it were sold in a wide-mouthed jar. Any consumer would have a difficult time justifying the purchase of traditional laundry detergent sold in a small spray bottle. If you forget intended function of the product when designing your packaging, your product could fail.

**2.8 SYMBOLS USED ON PACKAGES AND LABELS**

Many types of symbols for package labeling are nationally and internationally standardized. For consumer packaging symbols exist for product certifications, trademark and proof of purchase. Some requirement and symbols exit to communicate aspects of consumer use and safety. Examples of environmental and recycling symbols include: Resin identification code (below) and Green Dot (symbols). (Franklin, 2004)
2.9 PACKAGE DEVELOPMENT CONSIDERATION

Package design and development are often thought of as integral part of the new product development process. Alternatively, development of a package (or a component) can be a separate process, but must be linked closely with the product to be packaged. Package design starts with the identification of all requirements: structural design, marketing, shelf life, quality assurance, logistics, legal, regulatory, graphic design, end-use and environmental. The design criteria, time targets, resources and cost constraints need to be established and argued upon. Transport packaging needs to be matched to its logistics systems. Packages designed for controlled shipment of uniform pallet loads may not be suited to mixed shipment with express carriers. An example of how to package design is affected by other factors is the relationship to logistics. When the distribution systems includes individual shipment by a small parcel carrier, the sortation, handling and mixed stacking make severe demands on the strength and protective ability of the transport package. If the logistics systems consist of uniform palletized unit loads, the structural design of the package can be designed to those specific needs: vertical stacking, perhaps for a longer time frame. A package designed for one mode of shipment may not be suited for another.

Sometimes the objectives of package development seem contradictory. For example regulation for an over-the-counter drug might require the package to be temper-evident and child resistant. These intentionally make the package difficult to open. The intended consumer however might be handicapped and be unable to readily open the package. Meeting all goals is a challenge.

Package design may take place within a company or with various degrees of external packaging engineering: contract engineers, consultants, vendor evaluations, independent laboratories, contract packagers and total outsourcing. Some sort of formal Project planning and Project
management methodology is required for all but the simplest package design and development programs. An effective quality management system and Verification and Validation protocols are mandatory for some types of packaging and recommended for all.

Package development involves considerations for sustainability, environmental responsibility and applicable environmental and recycling regulations. It may involve a life cycle assessment which considers the material and energy inputs and outputs to the package, the package product, the packaging process, the logistic system and waste management. It is necessary to know the relevant regulatory requirement for point of manufacture, sales and use.

The traditional “three R’s” of reduce; reuse and recycle are part of a waste hierarchy which may be considered in product and package development.

2.10 SOAP AND DETERGENT PACKAGING MACHINES

There are soap and detergent plants which offer fabrication of efficient and powerful machines at the unit. These soap and detergent plants unit is well equipped with sophisticated machinery and latest technologies. They make use of best grade of raw materials in developing products and strictly adhere to the industrial norms and standards. The packaging machines are as follows

- **Soap Wrapping Machine**

The soap wrapping machine is widely used for wrapping and covering various products such as detergent bar, toilet soap and bundles. These special soap wrapping machines perform flawless at minimum cost with no index mechanism. Also these machines are provided with in-built vacuum pump and run smoothly on single phase.
- **Cutting And Stamping Machine**

These cutting and stamping machines are highly cost effective and performance oriented.

- **Auto Case Packers**

Are designed for fully automatic carton erection, taping, product filling, closing and discharge. Stacking is done by two methods depending upon the type of the product Viz. The auto case packer machine works on a maximum speed of up to 240 pcs per minute.

- **Cage Mills**

They are specially designed rotating meshing pins stator and rotor called cagemills which are used to disintegrate the lumpy feed material before dispersing into flash dryer.

- **Soap And Detergent Lines**

In soaps and detergent lines the industry is using products like sigma mixer, extruder and vacuum plodder for the manufacture of soaps and detergents.

- **Detergent Powder Mixing Machine**

Detergent powder mixing machines are used in manufacturing free flowing detergent powders. Based on latest technology the advanced detergent powder mixing machines incorporate main drive systems, and time and labor saving.
2.11 CONSTRAINTS OF PACKAGING

1. High cost involved in developing packages: The cost involved in developing packages is very high. Developing effective packaging requires huge sums of money, packing materials such as metals, plastics, glass, cardboard and brick carton are very expensive and so some companies find it difficult to afford these materials. This is the basic flaw of packaging. The cost of purchasing these materials and the cost of developing is therefore passed on to consumers in the form of higher prices which at times retard sales.

2. Problem of disposing of used containers: How to dispose of used containers is also a big problem. This serves as a major contributor to the disposal solid waste problem. Some marketing managers have been criticized for promoting environmentally packaging on some products, whiles simultaneously increasing the use of problematic packages on others. Empty packages now litter our streets and some plastic package will lie in a city dump for decades. Empty aerosol cans may explode and empty bottles often become broken glass.

3. Shortage of packaging materials: At times it becomes very difficult in getting materials used for packaging and this is as a result of the inability of some companies recycle and reuse containers. Typical examples of companies that practice the “reuse” concept are the Coca Cola Company Limited and Ghana Brewery Limited.

Marketers should therefore try as much as possible to overcome the above obstacle in order to implement effective packaging decision.
CHAPTER THREE

METHODOLOGY

3.0 INTRODUCTION

The study was aimed at accessing and evaluating the effectiveness of packaging as a marketing tool in enhancing business performance in the face of stiff competition at Unilever (Tema). In order to achieve the objectives of this study, the researcher devoted time in gathering data relevant to this study. This chapter is organized into sections. These sections will address areas such as data collection, sampling size, population, sampling technique and data analysis procedure.

3.1 STUDY DESIGN.

Study design was across sectional descriptive study, outlying the research procedures used to produce a relevant data for the research work. It describes the target population, the sample size and the sampling procedures, instruments used to collect data, the method of collecting data as well as data analysis vividly described.

3.2. DATA COLLECTION

In order to ensure the availability of data structures and information needed to resolve decision and information research problem, the researcher used both primary and secondary data on packaging for this study. Data was collected through the use of structured questionnaires. The researcher administered the questionnaire personally such that the possibility of clarifying issues with the respondents could be done instantly.
3.2.1 PRIMARY DATA

Questionnaires were used as the main instrument for gathering primary data. The researcher designed and administered questionnaires to some selected customers, distributors and management of Unilever Ghana Limited to know their opinion on packaging. All questionnaires were self-administered.

Both open ended and closed ended questions were used in collecting this data. The open ended questions allowed the respondents to suggest other answers unknown to the researcher and also avoid the bias of the list response possibilities, it allows the respondents to make an input into the research, and the respondents express their views about the subject in detail and through this, hidden issues were uncovered. Close ended on the other hand also help the researcher to force respondents to answer some specific questions needed for the study.

3.2.2 SECONDARY DATA

Secondary data are historical data structures of variables previously collected and assembled for some research problem or opportunity situation other than the currents situation. Secondary data for this study was obtained from relevant text books, journals, magazines, and internet and company reports.

3.3 POPULATION

This refers to the number of people who are chosen to be part of the study. Or the full set of cases from which the sample is taken. The population of this study consists of some of the staffs, consumers and distributors. Unilever due to a fierce competition, price discounting, unaccustomed imports and increasing counterfeiting had a very difficult and challenging 2004-turnover and profit from its FMCG business both declined by 5% and 81% respectively, versus prior year. This and other problems make it suitable to be used as a case for this study.
3.4 SAMPLING SIZE

The sample size of the study was 120, which was drawn from the sample population. In all, views of fifty (50) consumers of Unilever’s soap and detergent products, fifty (50) distributors and twenty (20) works from the management of Unilever Ghana Ltd were collected for this research through the administration of questionnaires.

3.5 SAMPLING PROCEDURE

A simple random sampling method was considered for this project work. This is obtained by choosing elementary units in such a way that each unit in the population has an equal chance of being selected.

3.6 DATA ANALYSIS

The data was analyzed using both quantitative and qualitative methods. The information obtained from the questionnaire was coded for analysis. This section addresses how the raw data was processed. The raw data from the personal administered survey was first edited for non-answered questions. The raw data of consumers, distributors and management of Unilever was coded and entered into different data files. The coded database was analyzed using SPSS (statistical package for social sciences) 16.0 for window. The frequencies command in SPSS was used to detect any coding error. Re-coding and transformation of data into different variables were done.
3.7 UNILEVER GHANA LIMITED

Unilever Ghana Limited is one of Ghana’s leading manufacturer of fast moving consumer goods and a highly ranked corporate citizen. The genesis of the company can be traced to the merger of two European trading firms, Swanzy and King, who arrived in the Gold Coast in 1787.

The 1931 merger resulted in the formation of the nucleus of the United Africa Company of Gold Coast (UAC) with a strong commitment to socioeconomic development of the nation-trading, manufacturing, agriculture and real estate, in 1963, UAC established Lever Brothers, a consumer goods manufacturing business.

Unilever Ghana came into being on July 14, 1963 when two significant and complementary Unilever PLC subsidiaries, AUC Ghana Limited, reputed for excellence in marketing and distribution, and Lever brothers Ghana Limited which is strong in manufacturing, merged to form Unilever Ghana Limited.

In addition to its contribution to the realization to the nation’s socio-economic goals of the company has over the years contributed immensely to employment, health, sports and environmental programmers and activities. In line with its mission to “add vitality to life by meeting everyday needs for nutrition, hygiene and personal care with brands that help people feel good, look good and get more out of it” Unilever Ghana has positively impacted the entirety of Ghanaian consumers by sharing key moments in their daily lives.

This has been accomplished alongside good growth and profit delivery over the period, albeit with major challenges in the last five years. In 2003 the company proactively initiated a process and organizational review programme whose objectives were to drive accelerated profitable
growth by delivering amongst others. A simple (effective) and dynamic organization with clear single points of responsibility. A leaner, focused and cost effective. The review identified non-core and specialized areas of business, for outsourcing decisions, and also resulted in over 130 redundancies. Against the background of fierce competition, price discounting unaccustomed imports and increasing counterfeiting, Unilever Ghana had a very difficult and challenging 2004-turnover and profit, from its FMCG business, both declined by 5% and 81% respectively, versus prior year.

The company was not only unable to rise prices in line with inflation but in some major brands such as key soap and frytol; consumer prices had to be reduced to protect market share. The effect of trade liberalization, weak enforcement of customs, trade and industry laws had contributed a fair share to Unilever Ghana’s string of poor performances and taken its toll on shareholder confidence-share prices on the local stock exchange declined 47% between 2005 and 2007.

Nearly four years after showing signs of a possible extinction, the Unilever Ghana team is rising to the aforementioned challenges in the market place and returning the business to sustainable level of profitability.

This has only been made possible by tough strategic decisions including redundancies, other cost effective measures and increased focus on importation of Unilever product from other countries in favor of locally manufactured ones. This had adverse implications or the country in respect of developing or industrial base and resolving the low levels of unemployment but, is a necessary step to assuring their survival.
3.8 MISSION STATEMENT OF UNILIVER GHANA LIMITED

The mission statement of Unilever Ghana Limited is to improve the quality of living of all consumers, by anticipation and satisfying the everyday needs of all consumers in foods, cleaning, hygiene and personal care with relevant, superior quality, competitively priced branded products and services.

- To deliver an outstanding team and work culture which embraces new ideas, encourages continues learning and is committed to deliver exceptional standards of performance and productivity.
- To build enduring partnerships with their employees, suppliers and the community and ensure the highest standards of safety, health and care for the environment.
- To deliver sustainable, profitable growth and superior shareholder value with integrity and honesty.

3.9 UNILEVER IN THE GHANAIAN COMMUNITY

As a good and long-standing corporate citizen, Unilever has over the year strongly contributed to the realization of the nations’ socio-economic goals. The company has contributed heavily to education, health, sports and environmental programmes and activities.

Since 1957 when VAC handed over the keys of Accra, the company has been actively involved in the community life of the people of Ghana.

In 1957/58, VAC built the Kumasi stadium as an independent present for the entire nation. Over the last 10 years. The company has invested over eight hundred million Cedis in the health sector alone. This includes the renovation of the Ridge Hospital Maternity Ward in Accra, donation of ambulances to the university of Ghana a and rural clinics to facilitate the
Government rural health programme, donation of special microscopes to the Korle – Bu Teaching Hospitals, provision of a dental chair for dental clinic at Manprobi, a suburb of Accra and a contribution to the National Aids Awareness programme of the Ministry of Health.

A part of its educational programme, the company has sponsored final year students of the university of Ghana medical school and Kwame Nkrumah University of Science and Technology (KNUST) School of medical sciences on elective clerkships abroad.

The best adjudged journalist of the year is sponsored on attachment to the media house in the UK whilst prizes were awarded at the institute of journalism, Institute of Chartered Accountants (Ghana), KNUST, University of Ghana National Film and Television Institute (NAFTI) AND University of Cape Coast for outstanding performance each year.

The company has spent millions of Cedis to promote excellence in the youth of this nation by sponsoring educational quiz programmes and televisions.

In December 1999, the company launched a multibillion Foundation for Education Development (UFED) to demonstrate the company’s continued commitment to the people of Ghana. The foundation will focus on supporting secondary and tertiary education. Research innovation and enterprise development as a means of unearthing talents and building knowledge, skills and capability towards the development of Ghana. The company has undertaken such sports sponsorships as inter-universities cross country and Legon cross country races. Sunlight National Handball competition, Junior Basketball competition and annual golf competition at Achimota, near Accra.

Environmental issues are of great importance to Unilever Ghana Limited. The company is committed to meeting the needs of consumers and the consumers in the environmentally sound
and sustained mabber. The approach is to control pollutants and eliminate their creation in the first place. In this area, the company has made huge advances with the construction of an effluent treatment plant at the Lever Brothers factory at Tema.

Community supports also extended to the old and port. The company fulfills its obligations to the disadvantaged in the society with regular donations to the Ghana National Trust Fund. Unilever indeed has a dominant presence in Ghana’s social life.

3.10 CONCLUSION

In this chapter, the research methodology, including overall research design, data collection process, and the survey instrument have been discussed in detail. The methodology that is employed in this study is consistent with previous research processes in the field. The research methodology is designed as closely as possible to those studies so that the results could be compared and contrasted.
CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

This chapter presents the data presentation and analysis of this project, the total data collected from customers, distributors and management of Unilever Ghana Limited have been tabulated and the necessary concise discussions have also been made. In all, one hundred and twenty (120) questionnaires were issued out, out of this, fifty (50) questionnaires were given to customers, fifty (50) for distributors and twenty (20) questionnaires for management of Unilever Ghana Limited. All the one hundred and twenty questionnaires were received by the researcher. The data gathered has been analyzed using tables, charts and graph.
4.1 SURVEY RESPONSE ON GENDER (CUSTOMERS)

<table>
<thead>
<tr>
<th>GENDER</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>28</td>
<td>56.0</td>
</tr>
<tr>
<td>FEMALE</td>
<td>22</td>
<td>44.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.1 is plotted to obtain the pie chart in figure 4.1

Figure 4.1

From the above table and figure, it can be observed that out of total number of respondents, twenty eight (28) of them were males representing 56.0% and twenty two (22) of them were females representing 44.0%. This means that majority of the respondents were males.
4.2 SURVEY RESPONSE ON AGE

<table>
<thead>
<tr>
<th>AGE</th>
<th>FREQUENCY</th>
<th>PERCENT %</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-30</td>
<td>40</td>
<td>80.0</td>
</tr>
<tr>
<td>31-40</td>
<td>6</td>
<td>12.0</td>
</tr>
<tr>
<td>41-50</td>
<td>12</td>
<td>8.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.2 is plotted to obtain the pie chart in figure 4.2

Figure 4.2

From table 4.2 and figure 4.2, out of the fifty (50) respondents, forty (40) fall between the ages of 20-30 representing 80.0%, six (6) respondents fall between the ages of 31-40 representing
12.0%, four (4) respondents fall between the ages of 41-50 representing 8.0% from the above table it can be seen that majority of the respondents were between the ages of 20-30.

**4.3 SURVEY RESPONSE ON EDUCATIONAL BACKGROUND**

<table>
<thead>
<tr>
<th>EDUCATIONAL BACKGROUND</th>
<th>FREQUENCY</th>
<th>PERCENT %</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORDINARY LEVEL</td>
<td>30</td>
<td>60.0</td>
</tr>
<tr>
<td>PROFESSIONAL LEVEL</td>
<td>6</td>
<td>12.0</td>
</tr>
<tr>
<td>BACHELORS DEGREE</td>
<td>12</td>
<td>24.0</td>
</tr>
<tr>
<td>MASTERS DEGREE</td>
<td>2</td>
<td>4.0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>50</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.3 is plotted to obtain a bar cart in figure 4.3

**Figure 4.3**
According to table 4.3 and figure 4.3, it can be seen that out of the fifty (50) respondents, thirty (30) had ordinary level which represent 60.0% six (6) of them also were in the professional level representing 12.0% respondents had bachelor’s degree representing 24.0% and two (2) two of them had tier masters degrees and that also represent 4.0%.
4.4 SURVEY RESPONSE ON REGULAR CUSTOMERS OF UNILEVER GHANA LIMITED

<table>
<thead>
<tr>
<th>ANSWER</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>38</td>
<td>76.0</td>
</tr>
<tr>
<td>NO</td>
<td>12</td>
<td>24.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.4 is plotted to obtain the bar chart in figure 4.4

Figure 4.4

From the table and figure above, it can be deduced that out of the fifty (50) respondents, thirty eight (38) said “YES” which represents 76.0% and twelve (12) respondents also answered “NO”
which also represent 24.0%. This further explain that majority of the respondents said “YES” which therefore means greater percentage of the respondents are regular customers of Unilever Ghana Limited.
4.5 SURVEY RESPONSE ON RESPONDENTS WHO SAID “YES”

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>36</td>
<td>72.0</td>
</tr>
<tr>
<td>NO</td>
<td>14</td>
<td>28.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.5 is plotted to obtain a bar chart in figure 4.5

FIGURE 4.5

From table 4.5 and figure 4.5 it is obvious that thirty six (36) of the total responses received representing 72.0% indicated “Yes” and fourteen (14) respondents also stated “NO” which also represent 28.0% of the total respondents.
However, those who stated ‘YES’ on table 4.5 gave reasons to buttress their stand in the table below:
4.6 SURVEY RESPONSE ON CONSIDERING PACKAGING AT THE POINT OF PURCHASE

<table>
<thead>
<tr>
<th>REASONS</th>
<th>RESPONSE</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATTRACTIVENESS</td>
<td>15</td>
<td>41.6</td>
</tr>
<tr>
<td>LABEL INFORMATION</td>
<td>11</td>
<td>30.6</td>
</tr>
<tr>
<td>EASY TO IDENTIFY</td>
<td>10</td>
<td>27.8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>36</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.6 is plotted to obtain the cone in figure 4.6

Figure 4.6

![Figure 4.6](image)

The above table and figure reveals that out of the total number of respondents who said ‘YES’ thus thirty six (36) fifteen (15) of them representing 41.6% consider packaging at the point of
purchase to check for the attractiveness of the packaging. Out of the fifteen (15) respondents who said attractiveness, four (4) of them further stated that attractive packages draw them closer to the product sells itself. Attractive packages catches attention. Most of the respondents also stated that they judge a product by its packaging before buying. So it is logical to say attractive packaging is crucial in order to get the first time buyers to buy your products. Without attractive packaging, who would buy it in order to try it? Your first step to enter the market is crushed if the packaging is ugly. Six (6)

Ten (10) out of the thirty six (36) responses representing 27.0% which indicated ‘YES’ stated that they also consider packaging at the point of purchase for easy identification of the product. Six (6) of them further said packaging makes the product unique and it makes the product stands out in the market and the remaining four (4) respondents also it simplifies shopping with little help form sales personnel.
4.7 SURVEY RESPONSE ON CUSTOMERS PERCEPTION ABOUT UNILEVER’S PACKAGING

<table>
<thead>
<tr>
<th>PERCEPTION</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCELLENT</td>
<td>29</td>
<td>58.0</td>
</tr>
<tr>
<td>VERY GOOD</td>
<td>11</td>
<td>22.0</td>
</tr>
<tr>
<td>GOOD</td>
<td>9</td>
<td>27.8</td>
</tr>
<tr>
<td>POOR</td>
<td>1</td>
<td>2.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.7 is plotted to obtain a bar graph in figure 4.7

Figure 4.7
The table and figure shows the total number of respondents who said Excellent is (29), Very good (11), Good (9), Poor (1) comparing customers perception of Unilever’s packaging to that of other packages. Table 4.7 and figure 4.7 reveals that out of the total number of respondents (50), twenty nine (29) respondents said excellent and that represent 58.0%, eleven (11) also said very good representing 22.0%, nine (9) respondents said good which represent 27.8% and only one (1) respondent said poor representing 2% of the total responses. From the above, it can therefore be said that Unilever’s packages are excellent as compared to other soap and detergent products from different companies as represented by 58.0% of the total respondents.
4.8 SURVEY RESPONSE ON FEATURES OF UNILEVER’S PACKAGING TAKING INTO ACCOUNT

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLOUR</td>
<td>3</td>
<td>6.0</td>
</tr>
<tr>
<td>PRODUCT INFORMATION</td>
<td>14</td>
<td>28.0</td>
</tr>
<tr>
<td>PACKAGING MATERIALS</td>
<td>7</td>
<td>14.0</td>
</tr>
<tr>
<td>EASY HANDLING</td>
<td>6</td>
<td>12.0</td>
</tr>
<tr>
<td>ALL THE ABOVE</td>
<td>20</td>
<td>40.0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>50</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.8 is plotted to obtain a pie chart in figure 4.8

Figure 4.8

From table 4.8 and figure 4.8, it can be observed that out of the fifty (50) responses received, three (3) of the respondents said color which represent 6.0%, fourteen (14) respondents also said
they consider product information representing 28.0%, seven (7) of the said packaging materials and that represent 14.0% of the total respondents, six (6) respondents answered for easy handling representing 12.0% and twenty (20) out of the total respondents consider all the above options when buying the soaps and detergents of Unilever Ghana Limited. It can therefore be seen that majority of the respondents take all the above option into account when buying the soaps and detergents of Unilever Ghana Limited.
4.9 SURVEY RESPONSE ON ATTRACTIVENESS OF PACKAGING IN TERMS OF ITS COLOUR AND LABEL

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERY ATTRACTIVE</td>
<td>25</td>
<td>50.0</td>
</tr>
<tr>
<td>QUIET ATTRACTIVE</td>
<td>23</td>
<td>46.0</td>
</tr>
<tr>
<td>LESS ATTRACTIVE</td>
<td>1</td>
<td>2.0</td>
</tr>
<tr>
<td>NOT ATTRACTIVE</td>
<td>1</td>
<td>2.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Figure 4.9 is plotted to obtain a bar chart in figure 4.9

Figure 4.9

![Bar chart showing responses](image_url)

The table and figure above depicts that out of the total number of respondents, twenty five (25) of them said very attractive which takes 50.0%, twenty three (23) respondents also said quiet attractive representing 46.0%, only one (1) respondent answered less attractive which also takes 2.0% of the total responses and one respondent said not attractive which represents 2.0%.
This table further means that, most of the respondents thus 50% see the packaging of soaps and detergents of Unilever as very attractive in terms of its color and label.
4.10 SURVEY RESPONSE ON TYPES OF PACKAGING MATERIALS THAT APPEALS TO CUSTOMERS

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAPER</td>
<td>6</td>
<td>12.0</td>
</tr>
<tr>
<td>PLASTIC</td>
<td>24</td>
<td>48.0</td>
</tr>
<tr>
<td>RUBBER</td>
<td>18</td>
<td>36.0</td>
</tr>
<tr>
<td>GLASS</td>
<td>2</td>
<td>4.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.10 is plotted to obtain a bar chart in figure 4.10

Figure 4.10

The table and figure above reveals that six (6) out of the total respondents said paper representing 12.0% twenty four (24) of them also chose plastic which takes 48.0% of the total
responses, eighteen (18) respondents said rubber representing 38.0% of the respondents and finally, materials appeals to them most which takes 48.0% of the total respondents.
4.11 SURVEY RESPONSE ON ADEQUATE INFORMATION ON THE LABELS REGARDING THE PRODUCT

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>38</td>
<td>76.0</td>
</tr>
<tr>
<td>NO</td>
<td>12</td>
<td>24.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.11 is plotted to obtain a bar chart in figure 4.11

Figure 4.11

From the analysis of table 4.11 and figure 4.11, it is observed that thirty eight (38) respondents being 76.0% of the total respondents stated ‘YES’ and twelve (12) respondents representing 24.0% also indicated ‘NO’ this therefore means that majority of the respondents agree to the
fact that the soaps and detergents of Unilever have adequate information on labels regarding the product.
4.12 SURVEY RESPONSE ON ROLE OF PACKAGING IN THE SALES OF SOAPS AND DETERGENTS

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT %</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONVENIENCE</td>
<td>6</td>
<td>12.0</td>
</tr>
<tr>
<td>LEGAL</td>
<td>1</td>
<td>2.0</td>
</tr>
<tr>
<td>COMMUNICATIVE</td>
<td>14</td>
<td>28.0</td>
</tr>
<tr>
<td>PROTECTIVE</td>
<td>7</td>
<td>14.0</td>
</tr>
<tr>
<td>ALL THE ABOVE</td>
<td>22</td>
<td>44.0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>50</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.12 is plotted to obtain a bar chart in figure 4.12

Figure 4.12
Table 4.12 and figure 4.12 above depicts that out of the total number of respondents, six (6) of them representing 12.0% indicated convenience, only one (1) respondent selected legal and that representing 2.0% of the total percentage of respondents selected legal and that represent 2.0% of the total percentage of respondents, fourteen (14) respondents also indicated communicative representing 28.0%, seven (7) of the responses received selected protective and that represent 14.0% and twenty two (22) of them representing 44.0% also selected all the above.

From the table, it can therefore be seen that majority of the respondents selected all the above which means that most of the respondents are of the view that packaging play all the above roles in the sales of Unilever soaps and detergents. It means packaging plays a major role in the sale of products.
4.13 SURVEY RESPONSE ON DURABILITY OF THE PACKAGES OF SOAPS AND DETERGENTS

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERY DURABLE</td>
<td>28</td>
<td>56.0</td>
</tr>
<tr>
<td>QUITE DURABLE</td>
<td>18</td>
<td>36.0</td>
</tr>
<tr>
<td>LESS DURABLE</td>
<td>3</td>
<td>6.0</td>
</tr>
<tr>
<td>NOT DURABLE</td>
<td>1</td>
<td>2.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.13 is plotted to obtain a bar chart in figure 4.13

Figure 4.13

From table 4.13 and figure 4.13, it can be seen that out of the fifty (50) responses received, twenty eight (28) respondents representing 56.0% answered very durable, eighteen (18)
responses representing 36.0% selected quite durable, three (3) responses representing 6.0% indicated less durable and only one respondent said not durable representing 2.0% of the total responses received. From the above table, it can therefore be concluded that majority of the responses received accepted the fact that the packaging of Unilever’s soaps and detergent are very durable.
4.14 SURVEY RESPONSE ON PACKAGING MATERIALS THAT ARE ENVIRONMENTALLY FRIENDLY

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAPER</td>
<td>25</td>
<td>50.0</td>
</tr>
<tr>
<td>PLASTIC</td>
<td>16</td>
<td>32.0</td>
</tr>
<tr>
<td>CAN</td>
<td>6</td>
<td>12.0</td>
</tr>
<tr>
<td>RUBBER</td>
<td>3</td>
<td>6.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.14 is plotted to obtain a cone in figure 4.14

Figure 4.14

From the analysis on the above table and figure it is observed that twenty five (25) respondents being (50.0%) respondent that paper material is environmentally friendly, sixteen (16) responses
representing 32.0% also indicated that plastic material is environmentally friendly, six (6) of respondents selected can and that represent 12.0%, three (3) respondents chose rubber representing 6.0% of the total number of respondents. It can therefore be deduced that paper material is more environmentally friendly as selected by majority of the respondents.

4.15 SURVEY RESPONSE ON WHAT MAKES UNILEVER CUSTOMERS TO SWITCH

Customers were asked on what makes them to switch from Unilever to other competing product. Twenty three (23) out of the total respondents said they will only switch to other companies or competing product when there is adulteration that is when the company alters the original product in an attempt to deceive customers. Seventeen (17) respondents also said they will switch to other companies if Unilever provided unattractive packages.

Seven (7) responses received indicated that they will switch to other products if Unilever sets higher process to its products. Three (3) respondents said they will also not buy from Unilever provided they decided to hoard their product that is creating an artificial shortage. One of the respondents goes on to say that some companies believe that hoarding of products will give them the opportunity to sell at higher process and even sell to specifically targeted customers. From the above, it is obvious that customers like quality product; it further shows that after quality assured, customers buy products with quality and attractive packages.
4.16 SURVEY RESPONSE ON DATA PRESENTATION AND ANALYSIS FOR DISTRIBUTORS

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>38</td>
<td>76.0</td>
</tr>
<tr>
<td>NO</td>
<td>12</td>
<td>24.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.16 is plotted to obtain a pie chart in figure 4.16

Figure 4.16

From the table and figure above, it can be deduced that out of the fifty (50) respondents, forty (40) said ‘YES’ which represent 80.0% and ten (10) respondents also answered ‘NO’ which also represent 20.0%. This further explains that majority of the respondents said ‘YES’ which therefore means that greater percentage of the respondents are regular distributors of Unilever Ghana Limited.
### 4.17 SURVEY RESPONSE ON UNDERSTANDING OF THE TERM PACKAGING

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Putting products in a box</td>
<td>5</td>
<td>10.0</td>
</tr>
<tr>
<td>Arranging product in a container</td>
<td>15</td>
<td>30.0</td>
</tr>
<tr>
<td>The activities of designing and producing a container or wrapper that is of high quality and appealing to the eye</td>
<td>27</td>
<td>54.0</td>
</tr>
<tr>
<td>Wrapping of products</td>
<td>3</td>
<td>6.0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>50</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.17 is plotted to obtain a bar chart in figure 4.17

**Figure 4.17**
From table 4.3.2 and graph, it is clear that out of the total number of responses received, five (5) of them said packaging is putting products in a box representing 10.0% fifteen (15) respondents said packaging is arranging product in a container representing 30.0%, twenty seven (27) respondents also said packaging is the activities of designing and producing a container or wrapper that is of high quality and appealing to the eye and this is represented by 54.0% finally, three (3) respondents stated that packaging is the wrapping of products representing 6.0%. From the above analysis, it is obvious that majority of the distributors understand packaging as the activities of designing and producing a container or wrapper that is of high quality and appealing to the eye. It therefore shows that packaging goes beyond more boxes, wrappers and container but rather, something that is of high quality and appealing to the eye.
4.18 SURVEY RESPONSE ON FEATURES OF UNILEVER’S PACKAGING TAKING IN TO ACCOUNT

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLOUR</td>
<td>4</td>
<td>8.0</td>
</tr>
<tr>
<td>PRODUCT INFORMATION</td>
<td>11</td>
<td>22.0</td>
</tr>
<tr>
<td>PACKAGING MATERIAL</td>
<td>6</td>
<td>12.0</td>
</tr>
<tr>
<td>EASY HANDLING</td>
<td>5</td>
<td>10.0</td>
</tr>
<tr>
<td>ALL THE ABOVE</td>
<td>24</td>
<td>48.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.18 is plotted to obtain a bar chart in figure 4.18

Figure 4.18
From table 4.3.3 and graph, it can be observed that out of the fifty (50) responses received, four (4) of the respondents said color which represents 8.0% eleven (11) respondents also said they consider product information representing 22%, six (6) of them said packaging materials and that represent 12.0% of the total respondents, five (5) respondents answered for easy handling representing 10.0% and twenty four (24) out of the total respondents consider all the above options when buying the soaps and detergents of Unilever Ghana Limited. It can therefore be seen that majority of the distributors take all the above options into account when buying the soaps and detergents of Unilever Ghana Limited.
4.19 SURVEY RESPONSE ON ADEQUATE INFORMATION ON THE LABELS REGARDING THE PRODUCT

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>39</td>
<td>78.0</td>
</tr>
<tr>
<td>NO</td>
<td>11</td>
<td>22.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.19 is plotted to obtain a bar chart in figure 4.19

Figure 4.19

From the analysis on this table, it is observed that thirty nine (39) respondents being 78.0% of the total respondents stated ‘YES’ and eleven (11) respondents representing 22.0% also indicated ‘NO’. This therefore means that most of the distributors stated ‘YES’ which means majority of them are of the view that the soaps and detergents of Unilever have adequate information on the labels regarding the product.
### 4.20 SURVEY RESPONSE ON CONSIDERING PACKAGING AT THE POINT OF PURCHASE

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>39</td>
<td>78.0</td>
</tr>
<tr>
<td>NO</td>
<td>11</td>
<td>22.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.20 is plotted to obtain a pie chart in figure 4.20

Figure 4.20

From table 4.20 and figure 4.20, it is obvious that thirty nine (39) of the total responses received representing 78.0% indicated ‘YES’ and eleven (11) respondents also stated ‘NO’ which also represent 22.0% of the total respondents. From the analysis, it can be seen that majority of distributors consider packaging at the point of purchase.
However, those who said ‘YES’ gave reasons to support their answer. Out of the thirty nine (39) respondents who said ‘YES’ thirty one (31) distributors go on to say that their customers that is final consumers consider packaging when buying from them and so they have to also consider it when buying from Unilever Ghana Limited.

Eight (8) distributors also indicated that they consider packaging at the point of purchase to check for durable and quality packages that can hold and protect the products for longer period of time.
4.21 SURVEY RESPONSE ON ROLE OF PACKAGING IN THE SALES OF SOAPS AND DETERGENTS

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONVIECE</td>
<td>7</td>
<td>14.0</td>
</tr>
<tr>
<td>LEGAL</td>
<td>1</td>
<td>2.0</td>
</tr>
<tr>
<td>COMMUNICATIVE</td>
<td>18</td>
<td>36.0</td>
</tr>
<tr>
<td>PROTECTIVE</td>
<td>5</td>
<td>10.0</td>
</tr>
<tr>
<td>ALL THE ABOVE</td>
<td>19</td>
<td>38.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.21 is plotted to obtain a bar chart in figure 4.21

Figure 4.21
The table and figure above depicts that out of the total number of distributors, seven (7) of them representing 14.0% indicated convinced, only one (1) respondent selected legal and that represent 2.0% of the total percentage of respondents, eighteen (18) respondents also indicated communicative representing 36.0%, five (5) of the responses received selected protective and that represent 10.0% and nineteen (19) of them representing 38.0% also chose all the above. From the table, it can therefore be seen that majority of the respondents selected all the above which means that most of the distributors are of the view that packaging play all the above roles in the sales of Unilever soap and detergents. It means packaging plays a major role in the sales of product.

4.22 SURVEY RESPONSE ON WHAT MAKES UNILEVER DISTRIBUTORS TO SWITCH
Distributors were asked on that makes them to switch from Unilever to other competing products. Twenty six (26) out of the total respondents said they will only switch to other companies or competing product when Unilever fail to provide quality and attractive packages that are visually appealing to end users. Fourteen (14) distributors also said they will switch to other companies if Unilever inflate the prices of their products that is when they set higher prices to their products. Ten (10) responses received indicated that they will switch to other companies when Unilever gives distribution rights to many distributors in their region of location.
4.23 Survey Response on Data Presentation and Analysis for Management

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANAGER</td>
<td>7</td>
<td>35.0</td>
</tr>
<tr>
<td>OFFICER</td>
<td>5</td>
<td>25.0</td>
</tr>
<tr>
<td>SUPERVISOR</td>
<td>6</td>
<td>30.0</td>
</tr>
<tr>
<td>OTHERS</td>
<td>2</td>
<td>10.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.23 is plotted to obtain a cone of figure 4.23

Figure 4.23

Out of the (20) responses received, (7) respondents are managers representing 35.0%, (5) of them are officers which represent 25.0%, (6) respondents are supervisors representing 30.0% and
(2) respondents said others and that represent 10.0%. It is obvious that most of the respondents are managers of Unilever Ghana Limited. (2) Respondents who indicated others are sales personnel.
4.24 SURVEY RESPONSE ON TIME DURATION OF RESPONDENTS IN THE COMPANY

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 YEARS</td>
<td>5</td>
<td>25.0</td>
</tr>
<tr>
<td>2-4 YEARS</td>
<td>5</td>
<td>25.0</td>
</tr>
<tr>
<td>7-9 YEARS</td>
<td>9</td>
<td>45.0</td>
</tr>
<tr>
<td>10 YEARS AND ABOVE</td>
<td>1</td>
<td>5.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.24 is plotted to obtain a bar chart in figure 4.24

Figure 4.24

The table and figure reveals that (5) respondents indicated 1-3 years representing 25.0%, again, (5) respondents selected 2-4 years representing 25.0% (9) respondents chose between the years of
7-9 which represent 45.0% and only (1) respondent selected 10 years and above representing 5.0%. from the above analysis, it can be seen that majority of respondents who answered the questionnaire fall between the years of 7-9 working experience in the company.

4.25 SURVEY RESPONSE ON PACKAGING SUB-UNIT
Respondents were asked whether they have a packaging sub-unit under the marketing department. Out of the total number of respondents, eighteen (18) of them said ‘YES’ and only two (2) of the respondents stated ‘NO’. from the above, it can therefore be seen that most of the respondents indicated ‘YES’ which means Unilever Ghana Limited have packaging sub-unit under the marketing department.
4.26 SURVEY RESPONSE ON EFFECTIVENESS OF THE PACKAGING SUB-UNIT

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERY EFFECTIVE</td>
<td>15</td>
<td>75.0</td>
</tr>
<tr>
<td>EFFECTIVE</td>
<td>5</td>
<td>25.0</td>
</tr>
<tr>
<td>INEFFECTIVE</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>INDIFFERENCE</td>
<td>0</td>
<td>0.00</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.26 is plotted to obtain a bar chart in figure 4.26

Figure 4.26

It can be deduced from table 4.26 and figure 4.26 that out of the twenty (20) responses received, fifteen (15) of them said very effective representing 75.0%, five (5) respondents said effective which represent 25.0% of the total responses, no respondent selected ineffective and
indifference. It can be stated from the above analysis that the packaging sub-unit under the marketing department of Unilever Ghana Limited has been very effective.
4.27 SURVEY RESPONSE ON FORMS OF PACKAGING

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSUMER PACKAGING</td>
<td>15</td>
<td>75.0</td>
</tr>
<tr>
<td>INDUSTRIAL PACKAGING</td>
<td>3</td>
<td>15.0</td>
</tr>
<tr>
<td>DISTRIBUTION PACKAGING</td>
<td>1</td>
<td>5.0</td>
</tr>
<tr>
<td>MILITARY PACKAGING</td>
<td>1</td>
<td>5.0</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>20</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

*Source: filed survey May 2011*

Table 4.27 is plotted to obtain a bar chart in figure 4.27

**Figure 4.27**

Table 4.4.5 and graph denotes that out of the total number of responses received, fifteen (15) respondents indicated consumer packaging and that represent 75.0%, three (3) respondents selected industrial packaging and that represent 15.0%, one (1) employee chose distribution
packaging also represented by 5.0% and again, one respondent selected military packaging presenting 5.0%. It is clear from the above analysis that the form of packaging which Unilever uses is consumer packaging.
Table 4.28 is plotted to obtain a bar chart in figure 4.28

Figure 4.28

Table 4.28 and graph below denotes that out of the total number of responses received, nineteen (19) respondents representing 95.0 said ‘YES’ and only one (1) respondents stated ‘NO’. From the table; it is clear that packaging is indeed an effective marketing tool in Unilever Ghana Limited.
4.29 SURVEY RESPONSE ON EXTENT OF PACKAGING IMPACT ON THE ORGANIZATION
Those who said ‘YES’ stated the extent to which it has impacted on the organization. Out of the nineteen (19) respondents who indicated ‘Yes’, thirteen (13) responses said to a large extent, five (5) of them stated large extend and only one (1) respondent said little extent. It is clear from the above analysis that packaging has really impacted on Unilever to a very large extent.
4.30 SURVEY RESPONSE ON IMPRESSION OF PACKAGING ON TARGET MARKET

<table>
<thead>
<tr>
<th>RESPONSE</th>
<th>FREQUENCY</th>
<th>PERCENT (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>18</td>
<td>90.0</td>
</tr>
<tr>
<td>NO</td>
<td>2</td>
<td>10.0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: filed survey May 2011

Table 4.30 is plotted to obtain a pie chart in figure 4.30

Figure 4.30

The table depicts that out of the twenty (20) respondents, eighteen (18) of them signifying 90.0% said ‘YES’ and only two (2) respondents indicated ‘NO’ to the question. This further implies that majority of employees from the management of Unilever are of the view that packaging make favorable impression on the target market.
4.31 SURVEY RESPONSE ON MAXIMIZE RETURNS ON INVESTMENT THROUGH PACKAGING
A question was asked on whether Unilever Ghana Limited can minimize returns on investment through their effective packaging strategies. Out of the total response received, all the twenty (20) respondents said ‘YES’ to the question representing 100.0% of the responses. No respondent said ‘NO’ to the above question. This clearly depicts that Unilever can maximize returns on investment through effective packaging strategies.
Table 4.32 is plotted to obtain a bar chart in figure 4.32

Figure 4.32

Table 4.4.9 and figure 4.4.9 indicates that, out of the twenty (20) responses received, all of them (20) representing 100.0% indicate ‘Yes’ to the question above. No respondent selected ‘NO’. This therefore implies that Unilever provides vital information on its packages regarding consumers’ security.
4.33 SURVEY RESPONSE ON MECHANISMS IN PLACE TO ENHANCE EFFECTIVE PACKAGING
A question was asked on the mechanism that Unilever put in place to enhance effective packaging. Out of the twenty (20) responses received, ten (10) of the respondents said periodic training of the staff in the packaging sub-unit to update their skills. Two (2) of them also said close supervision on the activities of the packaging departments said pre-testing to the product to see customers’ response and actions towards the product packages. Two (2) respondents said they encourage the Research and Development (R&D) department to discover new methods and ways of packaging. The remaining three (3) respondents also stated that they look for durable materials that can hold products for longer time.

4.34 SURVEY RESPONSE ON ENVIRONMENTAL POLICIES IN PLACE
A question was asked on the environmental policies that Unilever put in place to help control packaging waste menace on the environment. Sixteen (16) out of the twenty respondents indicated that they offer public education on the proper disposal of empty packages through the media that is television stations, radio stations and newspapers. Four (4) respondents said recycling and reuse of the waste packages.

4.35 SURVEY RESPONSE ON CRITICISMS LEVELED AGAINST PACKAGING
Respondents were asked on some of the criticisms leveled against the packaging of Unilever’s soaps and detergents. Sixteen (16) responses stated environmental pollution and this criticism is taken from their customers’ complaint forms. Two (2) respondents said some customers complain that some of our packages provide misleading information about the product. The remaining two (2) respondents said no criticisms so far. From the above analysis, it is obvious that majority of the criticisms are on environmental pollution.
CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION
This is the last chapter of the project work which presents a summary of the project work. It covers a summary of the major findings, conclusions arrived at and the recommendations made.

5.2 SUMMARY OF FINDINGS
This project work was undertaken to assess the effectiveness of packaging as a marketing tool in the soap and detergent industry. The main purpose of this study is concerned with the unique characteristics of packaging and how effective it is in the sales of Unilever’s soap and detergent products.

Form the analysis, it can be deduced that Unilever has a packaging sub-unit which is very effective to ensure that its packaging are of standard and good enough to protect products at all stages of the distribution channel.

The staff of the packaging sub-unit undergoes periodic and regular training to keep their skills updated. This is one of the mechanisms in place to enhance effective packaging.

These results indicate that Unilever Ghana Limited uses consumer packaging. These are packaging used for consumable goods or products for the purpose of retail selling. Here, the packages are highly decorated so as to attract the retailers and the final users.

The company provides vital information on the packaging labels for consumers’ security. Information such as product name, product content and directions for use, this helps to reduce the risk associated with purchasing the product.
Unilever Ghana offer public education on the proper disposal of empty packages through the media that is television stations, radio stations and newspapers to help control packaging revolve around the major roles that packaging play in the marketing of Unilever’s soaps and detergents.

Packaging makes a favorable impression on Unilever’s target market as indicated by the management of the company. Unilever maximize returns on investment through effective packaging strategies. Their effective packaging strategies help them to achieve long-term sustainable profitability. The major objective is Increasing Return on Investment (ROI) or Return on capital Employed (ROCE).

5.2.2 FINDINGS FROM CUSTOMERS AND DISTRIBUTIONS

Responses received from both distributors and customers indicate that they understand packaging as the activities of designing and producing a container or wrapper that is of high quality and appealing to the eye. It therefore shows that packaging goes beyond mere boxes, wrappers and containers but rather, something that is of high quality.

Responses received shows that, most of the customers and distributors are regular buyers of Unilever’s soap and detergents. They all consider packaging at the points of purchase. It is clear from the findings that customers and distributors consider product color, product information, packaging material and ease of handling the product before they buy. They further indicated that Unilever provides vital and adequate information on their packs for consumer’s security.

Both customers and distributors indicate that packaging play all the following roles; convenience, legal, communicative and protective. This therefore means that packaging play a major role in the sale of products. Customers stated that Unilever’s packaging in terms of color and label is very attractive and appealing. On the other hand, we realized through the response of
customers that Unilever’s packages are excellent as compared to other soap and detergent products from competing products.

5.3 CONCLUSION DRAWN FROM THE FINDINGS

In the light of the above findings, the following conclusions were drawn:

Packaging has now become a global perspective and Ghana is of no exception, packaging in Ghana especially in the soap and detergent industry is fast moving and becoming highly competitive. Companies use packaging as an effective marketing tool in the face of stiff competition. The findings above appear to suggest that most customers and distributors of Unilever Ghana Limited consider packaging when buying products; however, a few of them do not consider packaging when making their purchasing decisions. It is therefore obvious with no doubt that a good packaging influence customers’ perception of a product. This calls for companies to be more innovative and creative when developing their packaging strategies in order to be ahead of competition.
5.4 RECOMMENDATIONS

With respect to findings and the conclusions made, the researcher spelt out the following suggestions to management of Unilever Ghana Limited and other companies as well.

- Packaging should be designed to protect the products in transit from one place to another from the place of production to final users, thus packaging should be durable and strong enough to hold and protect the products from damage when passing through the distribution channel. This requires the use of appropriate materials.

- Companies should ensure that packaging are designed in a way that is appealing and attractive in order to receive the necessary attention from distributor and customers.

- Packaging should be very attractive in terms of their color, drawing and label information and writings should be eligible. This can enhance consumer trafficking which leads to impulse purchase thus packages are attractive.

- Companies should try as much as possible to provide adequate and relevant (truthful and uniform) information on packs.

- Packaging should be made in such a way that distributors and final users will be able to identify the content or ingredients of the products, users of the products; land directions for users so as to reduce the risk surrounding the purchase of the products and for consumers’ security.

- Biodegradable packaging should be developed to help avoid environmental hazards or pollution. Biodegradable material is the material that can be destroyed by natural processes, in a way that does not harm the environment.
- Companies should also try as much as possible to encourage recycling and reuse of empty packages. And public education on the proper disposal packages through the media.

5.5 CONCLUSION

Indeed, packaging can be said to be an effective marketing tool; it plays major role in the sale of products and also helps companies to gain a sustainable competitive advantage in the market place. Companies in Ghana and other countries should therefore try as much possible to consider packaging as valuable asset when making effective product decisions in order gain suitable competitive advantage in their respective industries.
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APPENDIX I

QUESTIONNAIRE FOR CUSTOMERS OF UNILEVER OF UNILEVER GHANA LIMITED.

RESEARCH TOPIC:

PACKAGING AS AN EFFECTIVE MARKETING TOOL IN THE SOAP AND DETERGENT INDUSTRY: A CASE STUDY FOR UNILEVER GHANA LIMITED.

Dear Respondent, I am a final year student of Presbyterian University College, Ghana.

The questions below are being asked to enable us gather information on the above topic for our project work. The research is purely for academic purposes and your response will be treated with utmost confidentiality.

Please tick \( √ \) where appropriate.

1. Gender
   A. Male \( √ \)  B. Female \( √ \)

2. Age
   A. 20-30 years \( √ \)
   B. 31-40 years \( √ \)
   C. 41-50 years \( √ \)
   D. 51-60 years \( √ \)
3. Education background

   A. Ordinary level
   B. Professional level
   C. Bachelors Degree
   D. Masters Degree
   E. Others (Specify………………………………………)

4. Are you a regular customer of Unilever Ghana Limited in respect of soap and detergents?
   A. Yes   B. No

5. Do you consider packaging at the point of purchase?
   A. Yes   B. No

   I If yes why…………………………………………………………………………………

   II. If No why?……………………………………………………………………………………

6. How do you perceive the packaging of Unilever’s soaps and detergents?
   A. Excellent
   B. Very good
   C. Good
   D. Fair
7. Which feature(s) of Unilever’s packaging do you take into account when buying any their soaps and detergents?

A. Colour
B. Product information
C. Packaging materials
D. Easy handling
E. All the above

8. Is packaging of Unilever’s soaps and detergents attractive in terms of its colour and label?

A. Very attractive
B. Quite attractive
C. Less attractive
D. Not attractive

9. What type of packaging materials appeal to you most?

A. Paper
B. Plastic  
C. Metal  
D. Rubber  
E. Glass  

10. Do you think soaps and detergents of Unilever Ghana have adequate information on the regarding the product?
   A. Yes  
   B. No  

11. In your opinion, what role does packaging play in the sales of Unilever soaps and detergents?
   A. Convenience  
   B. Legal  
   C. Communicative  
   D. Protective  
   E. All the above  

12. How durable is the packaging of Unilever soaps and detergents?
   A. Very durable  
   B. Quite durable  
   C. Less durable
D. Not durable

13. Which type of packaging material do you think is environmentally friendly?

A. Paper

B. Plastic

C. Can

D. Rubber

14. What will make you switch from Unilever to other competitors?

Specify………………………………………………………………………………………………………………………………………………
APPENDIX II

QUESTIONNAIRE FOR DISTRIBUTORS OF UNILEVER OF UNILEVER GHANA LIMITED.

RESEARCH TOPIC:

PACKAGING AS AN EFFECTIVE MARKETING TOOL IN THE SOAP AND DETERGENT INDUSTRY: A CASE STUDY FOR UNILEVER GHANA LIMITED.

Dear Respondent, I am final year students of Presbyterian University College, Ghana.

The questions below are being asked to enable us gather information on the above topic for our project work. The research is purely for academic purposes and your response will be treated with utmost confidentiality.

Please tick { √ } where appropriate.

1. Gender      A. Male      B. Female

2. Age
   A. 20-30 years
   B. 31-40 years
   C. 41-50 years
   D. 51-60 years

3. Education background
   A. Ordinary level

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B. Professional level

C. Bachelors Degree

D. Masters Degree

E. Others (Specify…………………………………………………..

4. Are you a regular customer of Unilever Ghana Limited in respect of soap and detergents?

A. Yes ☐ B. No ☐

5. What do you understand by the term packaging?

…………………………………………………………………………………………

6. How do you perceive the packaging of Unilever’s soaps and detergents?

A. Excellent ☐

B. Very good ☐

C. Good ☐

D. Fair ☐

E. Poor ☐

7. Which feature(s) of Unilever’s packaging do you take into account when buying any their soaps and detergents?

A Colour
B. Product information

C. Packaging materials

D. Easy handling

E. All the above

8. Is packaging of Unilever’s soaps and detergents attractive in terms of its colour and label?

A. Very attractive

B. Quite attractive

C. Less attractive

D. Not attractive

9. What type of packaging materials appeal to you most?

A. Paper

B. Plastic

C. Metal

D. Rubber

E. Glass
10. Do you think soaps and detergents OF Unilever Ghana have adequate information on the regarding the product?

A. Yes □   B. No □

11. Do you consider packaging at the point of purchase?

A. Yes □   B. No □

12. In your opinion, what role does packaging play in the sales of Unilever soaps and detergents?

A. Convenience □
B. Legal □
C. Communicative □
D. Protective □
E. All the above □

13. How durable is the packaging of Unilever soaps and detergents?

F. Very durable □
G. Quite durable □
H. Less durable □
I. Not durable □

14. Which type of packaging material do you think is environmentally friendly?
15. As distributors of Unilever Ghana Limited, what will make you switch from Unilever to other companies?

Specify........................................................................................................................................
APPENDIX III

QUESTIONNAIRE FOR MANAGEMENT OF UNILEVER OF UNILEVER GHANA LIMITED.

RESEARCH TOPIC:

PACKAGING AS AN EFFECTIVE MARKETING TOOL IN THE SOAP AND DETERGENT INDUSTRY: A CASE STUDY FOR UNILEVER GHANA LIMITED.

Dear Respondent, I am final year students of Presbyterian University College, Ghana.

The questions below are being asked to enable us gather information on the above topic for our project work. The research is purely for academic purposes and your response will be treated with utmost confidentiality.

Please tick {✓} where appropriate.

1. Gender
   A. Male
   B. Female

2. Age
   A. 20-30 years
   B. 31-40 years
   C. 41-50 years
   D. 51-60 years

3. Educational background
A. Ordinary level

B. Professional level

C. Bachelors degree

D. Masters degree

E. Other (specify)………………………………………………..

4. Kindly indicate your position

A. Manager

B. Officer

C. Clerk

D. Other (specify)……………………………………………………

5. How long have you been working for the organization?

A. 1-3 years

B. 4-6 years

C. 7-9 years

D. 10 years and above

6. Does your company have a packing sub-unit under the marketing department?

A. Yes

B. No
7. If yes, how effective has the department been?

A. Very effective  
B. Effective  
C. Ineffective  
D. Indifference  

8. What forms of packaging does your company use for soaps and detergents?

A. Consumer  
B. Industrial  
C. Distribution  
D. Military  

9. Do you consider packaging as an effective tool in the marketing of your soaps and detergents?  
A. Yes  
B. No  

i. If yes, to what extent has it impacted on the organization?

A. Very large extent  
B. Large extent  
C. Little  
D. Not all  

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10. Do your packaging make favourable impression on your market?

   A. Yes ☐    B. No ☐

11. Do you think the company can maximize returns on investment through the packaging strategies used?

   A. Yes ☐    B. No ☐

12. Does your packaging label provide vital information for consumers’ security?

   A. Yes ☐    B. No ☐

13. What mechanisms should the company put in place to enhance effective packaging?

   Specify……………………………………………………………………………………………

   …………………………………………………………………………………………………………

14. What environment policies has your company put in place to help control packaging waste menace on our environment?................................................................................

15. State some of the criticisms leveled against the packaging of your company’s soaps and detergents?..................................................................................................................
THE ORGANOGRAM OF UNILEVER GHANA

IMPORTANCE OF ORGANISATIONAL CHART TO THE UNILEVER COMPANY

The organizational structure provides the basis for the dissemination of duties and responsibilities to employees and provides channels of communication among employees within the Unilever Company.

It also establishes a network of roles for people to know what they are expected to do. And again assist members in the organization to know the areas to operate and who to report instructions and orders to on daily basis.