

**PRODUCT PACKAGING AND SALES VOLUME
A CASE STUDY OF SUGAR CORPORATION UGANDA LIMITED IN BUYUKIWE
DISTRICT, LUGAZI TOWN**

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**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF BUSINESS
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DEDICATION

I dedicate this research report to the entire family members most especially my daddy Mr. Ochwo Charles Tito, my mummy, Mrs. Ochwo immaculate, my loving sister Aboth Julian and my friends who played important role towards my education.

ACKNOWLEDGEMENT

In a credible way am proud to say that my supervisor MR PHINEHAS KUKA deserves credit for his excellent sense and his avid interest in my work which helped me keep on the right track. For sure his guidance has made my work a reality.

Am greatly indebted to the staff and customers of SCOUL for their valuable help and cooperation in providing the needed information. Special thanks and appreciation go to my family members for their parental love, sacrifice, and support May God blesses you abundantly.

Last but not the least I must say thank you to my respondents the Marketing and production department for the vital information given to me free of suspicion and for accepting me in your business. I also thank my colleagues and true friends whom we shared a vision of undertaking studies. I particularly thank my friend and course mates who helped me in the struggle.

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ACRONYMS

SCOUL: Sugar Corporation of Uganda limited

I.V: Independent variables

D.V: Dependent variables

Pdt: Product

Vol: Volume

V: Variable

S.RS: Simple random sampling

Pp: Purposive sampling

R.D: Random sampling

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ABSTRACT

This study was designed to find out the impact of product packaging and sales volume in Buyukiwe District, Lugazi Town. It was specifically intended to identify the role played by product packaging towards sales volume of SCOUL.

The researcher used both qualitative and quantitative research designs with a case study and a size of 59 out of 90 respondents. Both primary and secondary data was used and the data collection methods included use of questionnaires and interview guides to collect in-depth information; they contained both open-ended and closed questions and data was analyzed using SPSS. This was used to describe newly methods of packaging used by SCOUL to package their products.

The respondents included; managers, financial controllers, supervisors, customers, and sales agents

The study established that product packaging has great impact on the sales volume of SCOUL and improvements in the sales volume was as a result of packaging of their products. The findings show a strong positive role of product packaging towards sales volume. The study also established that though most literature focuses on product packaging towards sales volume

The study recommends that SCOUL managers should adopt the wide use of radio advertising strategy because they are mostly used by people they could be their clients for SCOUL product. Also different languages can be used on same radio this becomes cheap by the SCOUL to meet different customers of different cultures using languages like Kiswahili, English, Luganda and Runyankole. Market research need to be emphasized so that through research customers needs and wants can be discovered. This will enhance the production of client's tastes and preference s in the proper measured than can be affordable to the m

In conclusion, the relationship between package activities and sales volume can be termed as a strong positive correlation, this is because package activities drive sales. If marketing department ignores the role played by package activities to boost the company sales volume then it neglects a very important aspect offered by the relationship. Use of promotional activities is more viable to reach and benefit the customer, they come to know about the products, their information and product availability, it makes mass distribution possible and makes customer aspire to higher and higher things in life making life a saga of continuous struggle to acquire what they do not have, as a result firms increase on their production which in turn lead to increase in sales volume.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter presents the background of the study, statement of the problem, purpose of the study, objectives of the study, research questions, and scope of the study and significance of the study.

1.1 Back ground of Study.

Packaging is generally regarded as an essential component of our modern life style and the way business is organized. Packaging is enclosing of a physical object, typically a product offered for sale. It is the process of preparing items of equipment for transportation and storage and which embraces preservation, identification and packaging of products. Packing is recognized as an integral part of modern marketing operation, which embraces all phases of activities involved in the transfer of goods and services from the manufacturer to the consumer. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company.

The research shows two-thirds of consumers' buying decisions made on the actual site of purchasing, making products stand out thus become the common goal sought by marketing personnel and package designers. "Packaging" plays the most important role of a "silent salesman", it is a self-promoting marketing tool that attracts consumers' attention, and is proven to be stimulating sales volume.

Product packaging is the most immediate stimulation that consumers come across. Consumers are selective of how different package designs stimulate them, and the level of attention they pay to the packages possibly differentiate, furthermore, so the level of information is comprehended and retained. Even if the same product package shown before the consumers, they have different interpretations during the comprehension stage.

The following are the suggested definition of Packaging Logistics: “The process of planning, implementing and controlling the coordinated Packaging system of preparing goods for safe, secure, efficient and effective handling, transport, distribution, storage, retailing, consumption and recovery, reuse or disposal and related information combined with maximizing consumer value, sales and hence profit.”

According to Kotler (1999) defines packaging as "all the activities of designing and producing the container for a product." Packaging can be defined as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote, and otherwise make the product marketable and keep it clean. Packaging is the outer wrapping of a product. It is the intended purpose of the packaging to make a product readily sellable as well as to protect it against damage and prevent it from deterioration while storing. Furthermore the packaging is often the most relevant element of a trademark and conduces to advertising or communication, (Kotler Philip, 1999). Packaging was generally regarded as an essential component in modern life style and the way business is organized. Packaging is the enclosing of a physical object, typically a product offered for sale.

It is the process of preparing items of equipment for transportation and storage and which embraces preservation, identification and packaging of products. Packing is recognized as an integral part of modern marketing operation, which embrace all phases of activities involved in the transfer of goods and services from the manufacturer to the consumer, Packaging is an important part of the branding process as it plays a role in communicating the image and identifying of a company name , .However, packaging also differs in two types namely; Transport packing: The product entering into the trade needs to be well packed enough to protect against loss damage during handling, transport and storage. Therefore, the significance of packaging is increasingly recognized in export as well as in marketing of a wide range of consumer goods and industrial products within the country. Packaging plays a crucial role in the fetching higher unit values for our consumer goods. Effort is to understand the importance of packaging there by to avoid the loss and damage cost incurred during transport and delivery. This is kept in mind that a conscious effort on the part of marketing managers increases the volume of sales and improves the reputation of the product and the organization as well.

Although packaging is recognized as having a significant impact on the efficiency of logistical systems and activities such as manufacturing, distribution, storage and handling throughout the supply chain, many packaging dependent cost in the logistical system is frequently overlooked by packaging designers. Packaging specifications is directly influence the time required for completing packaging operations which ultimately affects product lead time and due date performance (delivery) to the customer.

The evolution of functions for packaging is determined by the changes that occurred at the level of sugar products and hence there is a respective packaging as a consequence of social and demographical changes, the "convenience" trend and the properties of plastic materials proper for packaging products. In order to maintain the integrity of the product and its qualitative characteristics along the entire producer distributor-consumer circuits a package for each specific sugar product requirement. Packaging specifications directly influence the time required for completing packaging operations which ultimately affects product lead time and due date performance to the customer.

The Sugar Corporation of Uganda limited manufacturing industry products comprise of sugar, and spirits. Packaging in particular achieves dramatic growth within a short span of time and this is a multi-billion dollar industry. They may realize the potential in the Sugar Corporation of Uganda limited products industry, and more players are joining the sector like a bandwagon to get a slice of an ever-growing pie. Every day the customers are introduced to new and innovative products thus making the task of choosing the right product a difficult prospect. In such a scenario, a lot depends on how the products are presented to gain customer attention.

A badly presented product is an eye sore and no customer cares to buy such a product even if it is of a quality product. In order to make the products find their way from the store shelves to the baskets of the customers, a lot of attention is given to the packaging. Nowadays thousands of products from hundreds of brands greet shoppers through advertisements and billboards. The SCOUL inclusively spend millions on advertisements and other marketing campaigns to grab the attention of the customers. However, the fact of the matter is that once inside the store it is not the advertisement but the packaging act as the final trigger.

Packaging is a silent salesperson that helps the shopper in understanding what the product is all about in split second. And if the packaging of the product fails to make an impression then it loses out in the race of gaining customer attention. Although packaging is always emphasized by many as the most ingredients of products in terms of protection during storage and transportation, many still underestimate its role in promotional image of the products. It is widely accepted as the main aim of packaging, during the mass-production age, it is to avoid damage and deterioration of products. This type of protection is still a necessity; however, packaging is also emphasized in promoting sales.

1.2 Problem statement

Every businessman today wants to increase their sales and this makes them to adopt several ways for the purposes of promoting their products and attract more customers. All these measures normally are done to motivate the customers to buy more of the promoted product thus; more applicable to make a company to succeed in the competitive market. Despite of the increasing promotions SCOUL uses. Businesses are up for their products like sugar, sprits products and others of a bright better product , still there are increasingly competitive forces in the market environment and many customers are not turned up for their sugar products. Therefore, the study is on the product of packaging and sales volume, to find out whether this is effective for the SCOUL to succeed in the competitive market of today.

1.3 Purpose of the study

The purpose of the study was to assess the role of packaging towards the sales volume of SCOUL.

1.4 Objectives of the study

This study was based on the following objectives;

- a) To evaluate the forms of packaging used by SCOUL in promoting their sales.
- b) To examine the role played by packaging towards the sales volume of SCOUL.
- c) To identify the challenges faced in packaging their products towards improving success of their business.
- d) To evaluate the relationship between packaging and the sales volume of SCOUL.

1.5 Research Questions

This research was set to answer the following research questions:

- a) What forms of packaging used by the SCOUL in promoting their sales?
- b) What is the role played by packaging towards the sales volume of SCOUL?
- c) What are the challenges faced in packaging their products towards improving sales volume of The SCOUL?
- d) What is the relationship between packaging and the sales volume of SCOUL?

1.6 Scope of the study

1.6.1 Content scope of the study

The study was carried out on the product packaging and sales volume of SCOUL in Buyukiwe district. It is guided by the objectives; the role played by packaging towards the sales volume of SCOUL, the challenges faced in packaging their products towards improving success of their business and the relationship between packaging and the sales volume of SCOUL.

1.6.2 Geographical scope of the study

This study was confined to SCOUL found in Lugazi town, Buyukiwe district. The place of business organization chosen to take form of this study because it produces various products

comprise of sugar, sprits and others, packed differently for differentiation and attracts more customers and it help to give information required to accomplish the study hence reliable and valid data obtained at the end of the study.

1.6.3 Time scope of the study

The study was confined to a time period of six years that is 2011-2016. It is because, from the time many products have been produced by SCOUL and they are packed differently to increase their sales volume and compete favorably in the market environment.

1.7 Significance of the study

The study finding may be useful to company because it helps in making a marketing strategy by meeting customer needs better Like the packaging of SCOULS.

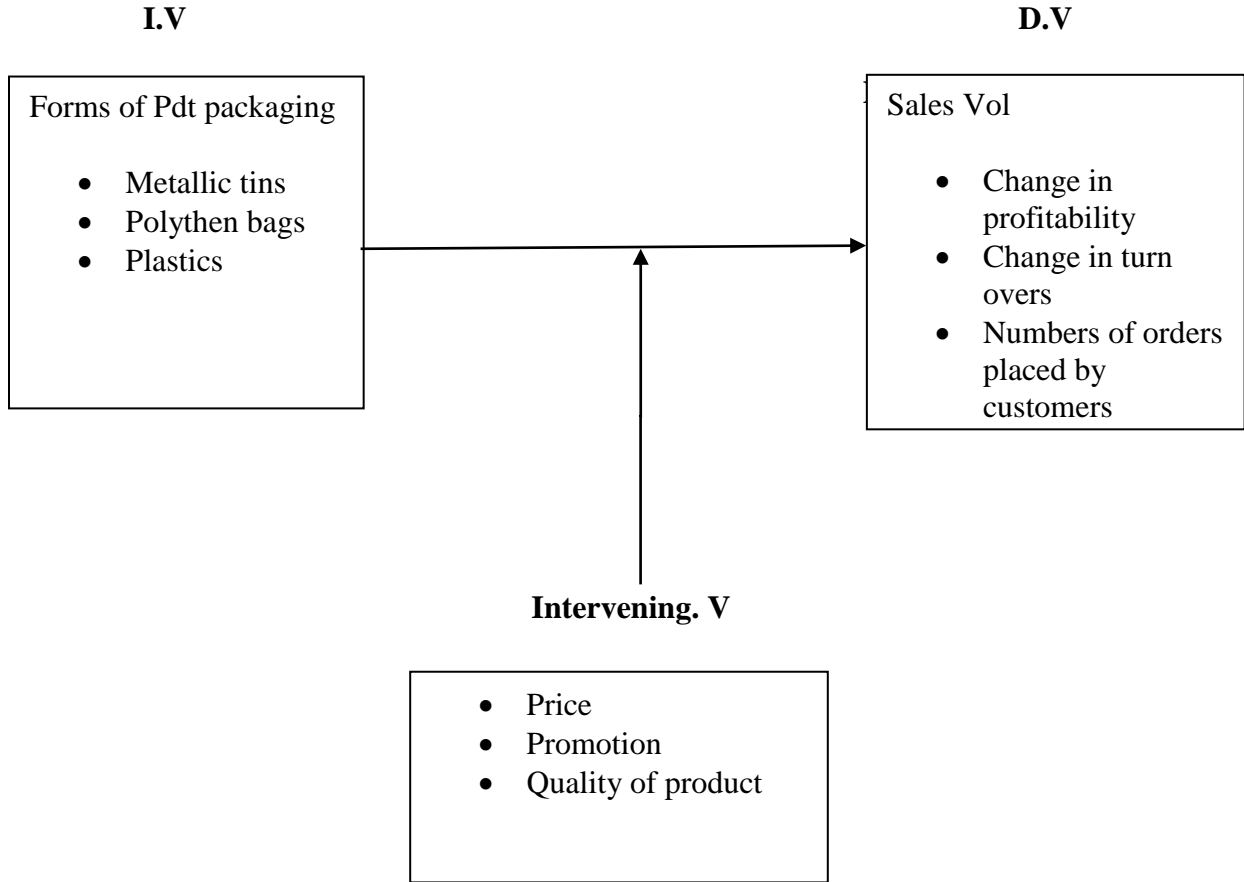
The study finding may be helpful to improve quality perceptions of their product(s) by designing packages more elaborate than visual competitors in the segment of interest, thereby generating more value as perceived by the consumer, motivating purchasing decisions.

The study may be of help to the marketer on package and sale volume finds the findings of the study relevant to their organizations

The study may be relevant to other scholars who are presented with factual information on the relevance of package on sale volume.

1.8 Conceptual frame work

Figure1: conceptual frame work



Source: Primary Data 2016

According to the conceptual frame work, the different forms of packaging's like metallic tins, polythenbags, and plastic materials once used lead to a change in profitability, turn over and the number of orders placed however, some other factors like price, promotion and quality of the product can contribute to a change in sales volumes

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The study involves, the review of literature related to package and sale volume. The sub themes formed, this section is developed and arranged basing on the study identify the forms of packaging used by SCOUL in promoting their sales, and they will find out the role played by packaging towards the sales volume of SCOUL, it is to identify the challenges they face in packaging their products towards improving success of their business and to find out the relationship between packaging and sales volume SCOUL.

2.1 Forms of packaging

Marketers realize the importance of packaging in influencing consumer purchasing decisions. For example, SCOUL realize the role of packaging that helps them to attain marketing objectives. When the package is designed in consonant with the product's advertising, pricing, distribution, and other marketing strategies, the marketer are assured of the ability to attract attention, to describe the product, and to make the sale.

Packaging is generally regarded as an essential component of our modern life style and the way business is organized. Packaging is enclosing of a physical object, typically a product offered for sale. It is the process of preparing items of equipment for transportation and storage and embraces preservation, identification and packaging of products. Packing is recognized as an integral part of modern marketing operation, which embraces all phases of activities involved in the transfer of goods and services from the manufacturer to the consumer. Packaging is an

important part of the branding process as it plays a role in communicating the image and identity of a company

The notion of packaging includes “all products made of any materials of any nature to be used for the containment, protection, handling, delivery and presentation of goods” (European Community, 1993). Basically, it is possible to distinguish among primary, secondary, and tertiary packaging. Primary packaging is the main package that holds the product. Secondary packaging combines the primary packages into one box for easier handling as well as for commercial purposes. Tertiary packaging combines several secondary packages, e.g. into one pallet load, basically for logistic reasons.

According to Best and Coney (2004) said that Marketing personnel and designers manipulate package design elements to convey product messages, these messages are crystal clear to the consumers, whether they'd be concrete or abstract messages. Most consumers came across a certain product in a very swift product- searching process; they need to have an understanding on the product based on some comprehensive messages. For consumers, product package designs must visually communicate what needs is to be known in a glance. Generally consumers search for information they deemed helpful in reaching for their own goals. They each favor different forms of visual communication types, format and ways of appearance. Some only focus on the price information, while some rely on the visual communication of product appearance, and some pay more attention to the after service, quality assurance and easy-to-use information (Best and Coney, 2004). In other words, consumers decide by themselves what forms of information they see and notice, as well as associate certain meanings to these messages. Obviously, when

marketing personnel and designers wish to convey product messages to consumers through packaging design, they hard to grab potential customers' attention by coming up with comprehensive designs.

Basically, consumers' perceptual process was divided into three phases: exposure, attention and comprehension. Marketing personnel and designers display products by means of package designs, hoping to grab consumers' attention. Through visual messages are conveyed by the combination of package design elements, consumers are stimulated to comprehend the actual product. Hence, if the product packaging is effectively exposing the product, consumers then proceed with the information processing. Once consumers are stimulated by the messages conveyed through package design elements, they organize and categorize the information and it then elaborate on it and form an interpretation on the product, thus taking them to the comprehension phrase (Blackwell and Miniard, 1995).

According to Wilkie (1994) indicated Package design stimulates consumers' attention. Give them a chance to comprehend the product. Consumers comprehend a product by taking the visual messages conveyed through packaging design elements and "interpret" them. The interpretation processes involve three basic procedures: organizing, categorizing and elaboration. Only through these three procedures, is the interpretation process compete

When package design (a) is exposed (b), thus attracting attention (c), consumers take the visual stimulation gained from specific design elements or combinations of these elements, organize the information and categorize it. Then, they base on their personal experiences and elaborate on

some certain characteristics of stimuli (d), thus help in comprehending the product (Hawkins, Best and Coney, 2004). Furthermore, while memories influence the information they are exposed and attracted to, as well as our interpretation on the information received, the information they receive also generate new memories (e) (Hawkins, Best and Coney, 2004). This proves the interpretation process stimulated by the messages highly related to the memory function, when consumers receive the messages and formulate them to form impressions; the impression also helps to interpret further information or used for making purchase decisions (f) (Engel, Blackwell and Miniard, 1995).

Packaging is a coordinated *system* of preparing goods for safe, secure, efficient and effective handling, transport, distribution, storage, retailing, consumption and recovery, reuse or disposal combined with maximizing consumer value, sales and hence profit (Saghir, 2002). Above its fundamental function of protecting, containing and preserving the product, the functions of packaging are manifold and complex and the definition here is related to three main categories i.e. logistics, marketing and environment. (Johnson (2000).

Dominic *et al.* (2000) define Packaging Logistics as “An approach which aims at developing packages and packaging systems in order to support the logistical process and to meet customer/user demands.” This definition reflects a traditional point of view that considers packaging as a *part* of the logistical system, and addresses only a one-sided relation where packaging adapts to the logistical system.

According Ballou (1998) said that the packaging system is considered as one of other logistical sub-systems as the transport system, inventory management system, order-processing system and warehousing system. Packaging is also considered as “an important warehousing and materials management concern” (Lambert *et al.* 1998). Ballou (Ballou 1998) considers packaging as a supportive activity to Business Logistics, where he calls it “protective packaging”. This gives some examples efforts to recognize the role of packaging on various levels, but fails to stretch its influence beyond traditional limited thinking.

Packaging forms in SCOUT business used for both logistics and marketing reasons. On the one hand, it helps in transporting the goods more easily and safely, and they help prevent damages and thefts (logistic purpose). On the other hand, an appealing packaging plays an important role in attracting the consumer and thus in boosting the sales (marketing purpose). It is clear that marketing focuses mostly on the primary packaging, while logistics is more concerned about secondary and tertiary packaging. However the interconnections are strong and both perspectives are considered when a primary, secondary or tertiary packaging re-designs under evaluation. While a re-design of the tertiary packaging is directly done by the producer, a secondary or primary packaging re-design may require involving also packaging suppliers.

2.2 The role played by packaging towards the sales volume of company.

Several studies specifically examine the influence of object or product characteristics on consumer choice. Handelsman (1983), for example, examine the influence of product class assortment on variety seeking behavior. Hoyer and Ridgway (1984) suggested several other product variables such as inter purchase frequency, degree of involvement, perceived risk, and perceived difference between brands as determinants of brand/product switching. Mittelstaedt,

Gross Bart, Curtis and Devere (1976), on the other hand, suggested consumer adoption patterns for an innovation tend to be dependent on the nature of the innovation.

In marketing the total product is viewed as consisting of three levels: core product, related product features, and related product services. Packaging makes up one of facet of the related product feature and as such is an important characteristic to be examined. Packaging plays a number of roles in marketing. These roles could be classified into promotional, informational, and functional aspects. However the following are the roles

Promotional Role, a package ought to attract the consumer and provides the necessary symbolic cues to differentiate the product from its competitors. In a retail outlet, the package serves as a final "salesperson" which provides answers to any questions the consumer might have about the product. The promotional role of a package parallels that of the role of advertising. The package is supposed to (1) generate awareness and recognition for the brand as a member of a product class, (2) generate awareness and recognition for the brand as distinct from its competitors, (3) create or reinforce favorable attitudes towards the brand, (4) increase the probability bought, and(5) increase the amount bought.

Informational Role, besides identifying the product and its brand, a package also provides information on how to use the product, usage warning (if any), product ingredients, seals, emblems, and other symbols for identification or endorsement. Some information is necessary to help establish the distinctiveness of the product and also to help consumers in their purchasing decision.

Functional Role, a package has a large number of functional roles prioritizing, shelf-life, and the performance of new or secondary functions. These different aspects aid consumers in the selection, handling, storage and disposal aspects of the product. For example, the inclusion of a secondary use for the glassware package for sprit and instant SCOUL product provides an added benefit to the consumer. The package reuses even after the product is consumed for long time. The influence of the various aspects of packaging on consumer choice is reported in several studies. For example, Cheskin (1981) in a study involving a product presented to consumers either in a package is identified by circles or by triangles reported that 80% of the consumers want the product with the circles. Although the product in both types of packages identical, consumers perceive the one with circles to be of better quality than the one with triangles.

The research shows two-thirds of consumers' buying decisions made on the actual site of purchasing Rettie, (2000), that makes products stand out thus becoming the common goal sought by marketing personnel and package designers. "Packaging" plays the important role of a "silent salesman", it's a self-promoting marketing tool that attracts consumers' attention and prove as a stimulating sales volume.

According to Chen (2005) said that Good package design correctly conveys product messages, making it comprehensive for consumers. Designers formulate product packaging by using various design elements (e.g. texts, images, colors, trademarks, shapes, size and textures), making the products easy to recognize for consumers. Therefore, comprehensibility is the basic requirement for all package designs, (Chen, 2005). Much as the true function of product packaging is to protect the product during shipment from the manufacturer to the store selling it. Packaging is also a form of protection as the product sits on store shelves waiting for consumers to come along and purchase it. In marketing and market development, packaging is the "dress" on the product, which played a role in whether the product sells in a new market or to new customers.

According to Chen (2005) said that Packaging helps to sell the product because it provides space for sharing information about the product, such as nutritional information, usage or directions. For example, some packaging contains marketing messaging on the front to attract customers to pick it up and look at the product. In essence, the packaging helps to paint a picture of how the product benefits the customer. When developing a product in a new market, it is important to conduct market research, such as focus groups, to determine what is appealing to the new market. For example, preferences of colors, pictures and labels on products can differ from one country to another or from one group of customers to another.

Packaging used by SCOU is a silent salesperson that helps the shopper in understanding what the product is all about in split second. And if the 'salesperson' fails to make an impression then it loses out in the race of gaining customer attention. Today's shoppers are more time pressured

and therefore it is not time to pick and choose. As they navigate through the store with hundreds of products staring at them waiting to be picked, their attention falls only on those products that stand out from the rest.

Packaging influence not only new shoppers but existing users as well. Normally existing users or the default shoppers mainly those who are made up their mind on the brand bought before they even enter the store. However, if the packaging of the product is not up to the taste of the shoppers or if the packaging is not distinctive enough to make it easily findable in the midst of hundreds of other products, then it opens up chances of other brands. Hence, manufacturers pay more attention to packaging as it a role to play not only in luring new customers but also in maintaining existing customers. They focus on making their packaging trendy as well as usable, (Lynn, Bonnie 1981).

2.3 The challenges faced in packaging their products towards improving success of their business

Lynn (1981) stated that the use of colour on a package results in a different quality of expression of strength, durability, reliability, cleanness, freshness, efficacy, professionalism, culture, and nationality. Colour exerts a strong symbolic force that influences consumers' perception toward the product. In a study on cigarette packaging involving an ideal brand, a regular brand, and two test packages (identical contents but different packaging), Templeton (1981) reported that respondents tended to select the better preferred package as being closer to the ideal brand.

Considering the concept of packaging as "the activity of designing and fabrication of a container or of a protective system for a certain product" packaging is classified into: primary, secondary

and transport packaging, (Twede& Parsons, 1997). In modern forms of trading the packaging plays an important role replacing the seller who presents the goods. Consequently, the esthetic function is granted special attention in the design and manufacturing process for presentation and retail packaging.

Adapting the packaging to the product is a complex process in which identification of the packaging functions, identification of means by which functions operate of requirements for packaging products and identification of objectives needed to reach all important. The identification of functions and means constitute the premises to establish the objectives such as adapting the packaging to diverse markets, finding new markets, adaptation that is to the needs of the consumers, making the optimal choice in the logistics system for materials and packaging systems, (Pride and Ferrell, 1989).

The costs of and for packaging food products represents about 20% of the finished product costs, (Bell, 2001) percentage is reduced by using complex materials where the component layers which is thinner but secure for the food products' stability. Consumers want packaging that is practical, attractive, ecological and as "sincere" as possible. These characteristics of modern packaging is taken into account when designing and manufacturing packaging by all producers that was accept without exception the principle of "absolute consumer sovereignty". Bell said

2.4 Relationship between packaging and sales volume

The influence of the various aspects of packaging on consumer choice was reported in several studies. Cheskin (1981) in a study involving a product that was presented to consumers either in a package that was identified by circles or by triangles reported that 80% of the consumers wanted the product with the circles. Although the products in both types of packages were

identical, consumers perceived the one with circles to be of better quality than the one with triangles. Further, Cheskin added that subtle differences in the logo (lettering style of the name) may symbolize different things to the consumers. Certain logo types may connote strength, power and solidarity while some others may signify elegance, delicateness and softness.

Lynn (1981) stated that the use of colour on a package might result in a different quality of expression of strength, durability, reliability, cleanness, freshness, efficacy, professionalism, culture, and nationality. Colour exerts a strong symbolic force influences consumers' perception toward the product. In a study on cigarette packaging involving an ideal brand, a regular brand, and two test packages (identical contents but different packaging), Templeton (1981) reported that respondents tended to select the better preferred package as being closer to the ideal brand.

Packaging exerts an influence on consumer purchasing decision through the cognitive process. A package needs to attract the attention of the consumers to trigger the necessary hierarchy of cognitive effects from awareness, knowledge, liking, preference, conviction to purchase (Peter and Olson 1987). However, several authors have cautioned that consumers' reaction to a package need not necessarily involve only the conscious level. Consumers' unconscious reactions to the package have an even greater role in determining whether the purchase is made, (Lynn 1981, Cheskin 1981).

Further, Cheskin added that subtle differences in the logo (lettering style of the name) may symbolize different things to the consumers. Certain logo types may connote strength, power and solidarity while some others may signify elegance, delicateness and softness.

Lynn (1981) stated that the use of colour on a package might result in a different quality of expression of strength, durability, reliability, cleanness, freshness, efficacy, professionalism, culture, and nationality. Colour exerts a strong symbolic force that influences consumers' perception toward the product. In a study on cigarette packaging involving an ideal brand, a regular brand, and two test packages (identical contents but different packaging), Templeton (1981) reported that respondents tended to select the better preferred package as being closer to the ideal brand.

The researches shows two-thirds of consumers' buying decisions made on the actual site of purchasing (Schoormans and Robben, 1997; Weinberg and Gottwald, 1982; Rettie, 2000), making products stand out thus become the common goal sought by marketing personnel and package designers. "Packaging" plays the important role of a "silent salesman", it's a self-promoting marketing tool that attracts consumers' attention (Sara, 1990), and was proved for stimulating sales volume. Examples is seen from Dr. Bronner's shampoo, which did not undergo any advertising, yet its sales volume and market share continues to grow, all because of its packaging, (Godin, 2003).

Good package design can correctly convey product messages, making it comprehensive for consumers. Designers formulate product packaging by using various design elements [e.g. texts, images, colors, trademarks, shapes, size and textures], making the products easy to recognize for consumers. Therefore, comprehensibility is the basic requirement for all package designs (Chen, 2005).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter gives the description of research design, study population, sampling design and sampling methods, sample size, data source, data collection instruments and data collection methods, data processing, presentation and data analysis.

3.1 Research Design

The research is based on both the qualitative and quantitative research designs. A case study was chosen as the most appropriate research designs. Saunders et al (2003) define a case study as “a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real life context using multiple sources of evidence”. This fitted well with the author’s intention to investigate a real life issue through a variety of data collecting methods. Jankowicz (2000) suggests the appropriateness of a case study when the thesis focuses on a set of issues in a single organization.

The qualitative research design is descriptive in nature and this enables the researcher to meet the objectives of the study.

The quantitative research design uses form of mathematical numbers and statistics assigned to variables that may not be easily. A statement will be used to assign variables that are adequately measure using numbers and statistics. To the researcher, descriptive design is seen as the most

favorable for interpreting and explaining how packaging has affected the sales volume in SCOUL.

3.2 Study population

The study population was targeted from the Sales Department of SCOUL.

3.3 Sample Size

The area of study that was visited, the sample was determined by grouping the populations in the SCOUL in categories of sales departments and the management employees. Then a sample of 59 respondents was selected for this study out of 90. This is because the respondents give a clear picture of the feedback of the problems.

Table3.1: showing Sample size of Respondents

Respondents	Study population	Sample size	Sampling Techniques
Managers	10	05	S.R.S
Financial controllers	05	03	Pp
Supervisors	20	15	R.D
Customers	30	20	R.D
Sales agents	25	16	Pp
TOTAL	90	59	3

Source: Primary Data 2016

3.4 Sample selection

The researcher used purposive as well as Snowball Sampling during the process of selecting study respondents. The researcher uses purposive sampling method during the selection of

consumers of SCOUL Products which are within the study area. Purposive sampling method is because it allows the selection of a sample with experience and knowledge about the study variables.

Snowball Sampling further uses during the selection of SCOUL products company management from the study area since the researcher finds it hard to trace respondents in this category for him/ her. In this case, the researcher approached the Business manager who helps him/her to get to the employees in the sales department as the pattern followed until the total sample size in the same category is to be obtained.

3.5 Source of data

The study used two main sources of data as identified below.

3.5.1 Primary source

This data is obtained for the first time from respondents. Primary data was obtained through personal interviews with respondents, observations and self-administered questionnaires.

3.5.2 Secondary source

Secondary data was obtained through the company brochures, statistical report and bulletins, annuals marketing reports on general consumers survey, textbooks, other students research work, journals, company's sales records and newspapers, Secondary data as a contributory factor for comparative purposes especially national and international, data was got from journals and books. The books were got from Uganda martyrs University and other sales documents of SCOUL. The internet was used so as to enable the researcher get current and up to date data

related to the research study so as to enrich the facts resulting from data got from respondents. Most of the secondary data was got through observation and compilations like school magazines.

3.6 Data collection instruments

3.6.1 Questionnaires

This technique helped to collect primary data through a number of questions, which was given to a cross section of respondents. The questions were open ended and closed ended questions with the questionnaire mainly based on predetermined and standardized questions. They focus on the packaging on sales volume and it was used to capture what the staffs of SCOUL product think of the organization promotional program.

3.6.2. Interview guide

Structured interviews were used to collect data from the staffs of the company. This lead to face to face interaction and solicitation of pertinent information from the respondent. Self-administered questionnaires were used by the researcher because they were cheap to distribute and process. They were more flexible and helpful to save time.

3.7 Data collection methods

3.7.1 Observation

The researcher used the observation method which enabled him to view and note down the information about his or her finding from the field so as to compile the report. Items observed include the packages of SCOUL product used for its sales such as plastics, also bottles of the respondents observed as they were interviewed and this helps in answering the research questions.

3.7.2 Survey

The researcher used the survey method which he follows to draw interview guide to ask the respondents that was selected for the structured questions. This method was used because some respondents have no time to sit down and answer the questionnaires while others were illiterate.

3.8 Reliability and validity

Validity of an instrument used in this study was consistent with the definition provided by Miles and Huberman (1994), as the "extent to which the items in the instrument measure what they are set out to measure." The validity of the instruments was established by the supervisor. Reliability, according to Miles and Huberman (1994), has to do with the extent to which the items in an instrument generate consistent responses over several trials with different audiences in the same setting or circumstances". The reliability of the instruments and data was established following a test procedure of the instruments that was before their use with actual research respondents.

3.9 Research Procedure

The study observes all those procedures followed in research. Using the letter of introduction obtained from the Faculty, the researcher was introduced to every respondent reached at, fully explaining the purpose of research. After getting their consent, he conducted the research. The researchers were also building the confidence of the respondents by assuring them that their views were confidential and were used only for academic purposes.

3.10 Data Processing, Presentation and Analysis

3.10.1 Data Analysis and Management

Data analysis is the process of bring order, structure and meaning to the mass of information gathered. The instruments that yield both qualitative and quantitative data (Mugenda&Mugenda, 2003).After collecting all the necessary data, these data was coded, edited, analyzed and rephrased to eliminate errors and ensure consistency. It involves categorizing, discussing, classifying and summarizing of the responses to each question in coding frames, basing on the various responses. This was intending to ease the tabulation work. It also helps to remove unwanted responses which were considered insignificant. Data that was collected from the field with the use of study instruments that was classified into meaningful categories. This enabled the researcher to bring out essential patterns from the data organized for the presentation. Data was entered into a computer and analyzed with the use of statistical packages for social scientists (SPSS), which helped to summarize the data that was coded and this facilitated quick interpretation. Finally, a research report was written from the analyzed data in which the conclusions and recommendations was made.

3.10.2 Data Processing

Data processing includes coding and editing all the responses that was collected from the field which was edited with the view of checking for completeness and accuracy to ensure that data is accurate and consistent. Coding was done after editing which was done manually and by the use of computer through word processing and Excel.

3.10.3 Data Presentation

The researcher presented data got from the primary and secondary source using statistical package for social science (SPSS) software and the result was presented in tables for easy interpretation.

3.11 Ethical Consideration

Before commencing the research, an introductory letter from the University was sought and the purpose of the study explained to the authorities to avoid inconveniences and misunderstandings about the purpose. The information collected was kept highly confidential.

3.12 Limitations of the study

The study involved the following constraints;

Slow or non- response: Since the researcher was not know the kind of respondents to deal with, some of them failed to respond or delay to do so. The researcher made convenient appointments with the respondents and encouraged them to respond and give true information in time.

Bureaucracy might delay the study. From all the procedures, getting data from management toke time. However, the researcher toke time and appeal to the bureaucrats for data.

Language barrier-The researcher meet people who didn't understand English. The researchers look for an interpreter for effective gathering of information.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS

4.0 Introduction

This chapter presents and analyses the study results obtained from the field regarding to assess the role of packaging towards the sales volume of SCOUL. It was based on the objectives; to identify the forms of packaging used by SCOUL in promoting their sales, to find out the role played by packaging towards the sales volume of the SCOUL, to identify the challenges faced in packaging their products towards improving success of their business, and to find out the relationship between packaging and the sales volume SCOUL. The study was localized to the role of packaging towards the sales volume of SCOUL.

This chapter is a detailed presentation analysis and discussion of research findings. They are presented using descriptive statistical methods which include tables and figures.

4.1.0 Demographic characteristics of the respondents

Among the crucial socio-demographic characteristics considered in the research study included the Gender, Age difference, marital status, educational levels and position of the respondents and this helped the researcher to get the crucial data about the to the role of packaging towards the sales volume of SCOUL. This biographic data of the respondents that is in the research study is presented below;

4.1.1 Demographic characteristics of the respondents

Table 4.1: Showing gender of respondent

A	Gender	Frequency	Valid Percent	Cumulative Percent
	Male	17	34.0	34.0
	Female	33	66.0	100.0
	Total	50	100.0	

Source: Primary Data 2016

According table 4.1, it was revealed by the study findings that majority of the respondents were females compared to male as they constituted unequal percentage of the respondents males with 17 (34%) and females with 33 (66%) of the total sample. This shows that females are involved in marketing SCOUL products compared to males. This probably is attributed by the fact that females sometimes demand low salaries compared to males. On the other hand, SCOUL management revealed that they like using females in marketing their products because they have a better convincing language than males.

Table 4.2: Showing Age bracket of respondent

B	Age			
	20 –30	24	48.0	48.0
	31 – 40	16	32.0	80.0
	41-50	08	16.0	96.0
	Above 51	02	04.0	100.0
	Total	50	100.0	

Source: Primary Data 2016

In table, 4.2, from the finding above, the representation regarding age bracket presented 20-30 years of age with 48 percentage, 31-40 with 32%, 41-50 with 16%, 51 and above with 4%. From the findings above, the management and employees between the age brackets of 20-30 represented the highest percentage. This is because SCOUL prefers employing people in this age bracket since they are responsible and are capable of making decisions for the performance of the organization and those labors are energetic and capable to run the activities done at SCOUL which includes off loading and loading of sugar, cleaning cane coolers, drivers to distribute packed sugar, classic, from the industry to both local and international markets.

Lastly the age bracket from 40-50, 51 and above represented the smallest percentage that is 52% of the total sample. This was attributed to the fact that people in this age bracket the company trust them hence they perform specific duties as consultants within an organization. They are mostly managers and executive directors.

Table 4.3: Showing Marital status of respondent

C	Marital status			
	Single	32	64.0	64.0
	Married	15	30.0	94.0
	Divorced	03	06.0	100.0
	Widowed	00	00.0	100.0
	Total	50	100.0	

Source: Primary Data 2016

According to the table 4.3, the study showed that SCOUL business employs, single, married and separated. Regarding the findings, single were 32 (64%), married with 15 (30%) and separated with 3 (6) of the total sample. The above findings imply that among the people that are employed by SCOUL business, majority were single (64%). These people were preferred to be employed by the business company that because they are effective in making sales as they give business enough time unlike other people employed by the company.

More so, some of the people that participated in the study were married (30%) and these were mostly in the management department and the consumers that participated , regarding management they are can make informed decisions because of the management experience and consumers increases the sales volume because they can buy what can satisfy their families.

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Table 4.4: Showing level of education of respondent

D	Level of education			
	None	1	02.0	02.0
	Primary	6	12.0	14.0
	Secondary	21	42.0	56.0
	Tertiary	22	44.0	100.0
	Total	50	100.0	

Source: Primary Data 2016

Table 4.4 above a close ended questionnaire was used by the researcher to look at education levels of the respondents to know whether SCOUT employees have education levels of primary, secondary or tertiary levels. With tertiary these are employees who have made it with after to a diploma, degree and masters

From the finding of the study above reveals that out of the 50 respondents reached by the study,1(2) had none level of education, 6(12%) had attained education up to primary level, 21(42%) attained tertiary level up to secondary and 22(44%) had attained education up to tertiary

levels. This means that more of the administrative staff must be encouraged to attain the highest qualifications so as to maintain the quality of service and regarding management they are can make informed decisions because of the management experience and consumers increases the sales volume because they can buy what can satisfy their families

This means that at least each employee in SCOUL had gone to school though have attained unequal education levels. Most of the administrators and the management staff were to be tertiary holders that are they had attained post-secondary education particularly, Degrees, Diploma and certificates from different areas of their operation. The above information reveals that administrative staff had attained higher levels of education up to tertiary levels compared to the support staff that have attained secondary and primary. It was noted by the study that most administrative staff had secondary certificates and diplomas which indicated that more attention is to be given to administrative staff to go for further studies to improve the productivity of SCOUL.

Table 4.5: Showing Position Held by the Respondent

E	Position held by employees			
	Manager	5	10.0	10.0
	Sale person	15	30.0	40.0
	Any other	30	60.0	100.0
	Total	50	100.0	

Source: Primary Data 2016

From the table 4.5, the study finding, the position held by the respondent show that 10% of the respondents are Manager, 30% of the respondents are from sale personal and 60% are from any other position of sale and marketing department.

4.2.0 Form of packages

One the key objectives of the study was to identify the forms of packaging used by SCOUL in promoting their sales as was a case of SCOUL

4.2.1 SCOUL products known by some management

The table below shows SCOUL products known by some management

Table 4.6: Showing SCOUL products

SCOUL products	Frequency	Valid Percent	Cumulative Percent
Sugar	18	36.0	36.0
Glucose	8	16.0	52.0
Wax	8	16.0	68.0
Spirit	5	10.0	78.0
Molasence	7	14.0	92.0
Water	4	08.0	100.0
Total	50	100.0	

Source: Primary Data 2016

According to the table 4.6 above, the findings represented the following in regard to SCOUL products sugar 36%, Glucose 16%, wax 16%, Spirit 10%, molasence14% and Water 8%. This indicated that sugar represented the greatest percentage 36% of the total sample size. The

implication is that most of clients who consume products are low income earners mostly, thus prefer sugar than the rest because its pocket friendly. Glucose & wax was the second preferred SCOUL Product as put forward by respondents showing 16% of the responses. This is due to the fact that classic & wax is of high quality and takes long time to go bad that is it takes more than three years to go bad thus, this factor makes it more durable for clients.

Spirit 5(10%) was also got from the field as the product t of SCOUL Products and it had the lowest percentage and this is because it's of low quality and it takes time. this was revealed from the study. SCOUL water and molasence is the new product of SCOUL

4.2.2 Forms of product package in SCOUL.

According to respondents in various departments in the company uses various means of packaging in their product and the made comment that Good package design can correctly convey product messages, making it comprehensive for consumers. Designers formulate product packaging by using various design elements (e.g. texts, images, colors, trademarks, shapes, size and textures), making the products easy to recognize for consumers. 100% respondent of made on the type of package that is plastic, metallic tins, plastics bottles, polythen bags, spirit filling. Therefore, comprehensibility is the basic requirement for all package designs (Chen, 2005). Marketing based on the idea that packaging is the “clothing” of the product highlights its logistic (containment, protection, fragmentation, transportation) and communicative functions (Collesei and Ravà, 2004).

Table 4.7: showing various type of packages

Types of packages	Frequency	Valid Percent
Plastic	50	100.0
Metallic tin	50	100.0
Polythen bags	50	100.0
Plastic Bottles.	50	100.0
Spirit filling	50	100.0

Source: Primary Data 2016:

From the table above responses show that 100% of the management is aware about various types of packages are existing SCOUL.

4.3 Roles of packaging in the sales volume

Respondents were also asked about the extent one agrees with the roles of packing in sales volume?

Table 4.8: Roles of packaging in the sales volume

Response	Agree	Strongly agree	Disagree	Strongly disagree
Packaging attracts potential buyers are informed about the products content	28 (56%)	15 (30%)	4(8%)	3(6%)
Packaging perform promotional function when it is designed safer and or convenient to use	32(64)	4(8%)	7(14%)	9(18%)
Packaging communicate product messages	41(82)	7(14%)	2(4%)	0(0%)
Packaging help in establishing product names	3(6%)	7(14%)	14 (28%)	26 (52%)
Packaging is important in transportation and product handling	13(26%)	32.34(30%)	17(34%)	5(10%)

Source: Primary Data, 2016

In table 4.8 above it was shown by the respondents that packaging in the Organization has attracted consumers and packing in SCOUL Company generates awareness and recognition for the brand because a well packaged product can easily be attracted or persuade the consumer to buy. It was revealed by the management employees that their products are well packaged and branded which has attracted customers as well as increasing the sales volume. This is consistent with the previous findings of Cheskin (1981) that 80% of the consumers wanted the product with

the circles. Although the product in both types of packages was identical, consumers perceived the one with circles to be of better quality than the one with triangles.

Similarly, (Chen, 2005) reported that Good package design correctly conveys product messages, making it comprehensive for consumers. Designers formulate product packaging by using various design elements (texts, images, colors, trademarks, shapes, size and textures), making the products easy to recognize for consumers. Therefore, comprehensibility is the basic requirement for all package designs.

It was further shown by the findings that packaging provides information on how to use the product, for example the SCOUL products packaging materials contains product ingredients, company emblem for easy identification. This information has helped their customers to establish the uniqueness of the product and also has contributed to the increasing sales volume in the business. This agrees with the available literature that Packaging can help sell the product because it provides space for sharing information about the product, such as nutritional information, usage or directions. In essence, the packaging can help to paint a picture of how the product benefits the customer. When developing a product in a new market, it is important to conduct market research, such as focus groups, to determine what is appealing to the new market, (Chen, 2005).

Some respondents mentioned easy handling and storage. The company employs said that because of these products need for transportation. It was observed by the researcher that these

different aspects aid consumers in the selection and handling of the products such molasence, glucose, wax, spirits and sugar which are delicate eases their handling.

Some agreed on , package and said that Packaging is a coordinated system of preparing goods for safe, secure, efficient and effective handling, transport, distribution, storage, retailing, consumption and recovery, reuse or disposal combined with maximizing consumer value, sales and hence profit (Saghir, 2002). Above its fundamental function of protecting, containing and preserving the product, the functions of packaging are manifold and complex and the definition here can be related to three main categories i.e. logistics, marketing and environment. Jonson (2000) presents an overview of important packaging

4.4 Challenges faced in packaging their products towards improving success of their business.

Table 4.9: challenges faced by SCOUL

	Frequency	Valid Percent	Cumulative Percent
Yes	45	90.0	90.0
No	5	10.0	100.0
Total	50	100	

Source: Primary data 2016

In the table 4.9 above shows the responses for SCOUL face with very many challenges while selling your SCOUL Products, majority of them responded positively with 90% compared to those who responded negatively with 10%.

Table 4.10: Challenges faced in packaging their products towards improving success of their business

Challenge	Frequency	Valid Percent	Cumulative Percent
Customers respond for a short period	17	34.0	34.0
Debtors	2	04.0	38.0
Lack of information on the products	11	22.0	60.0
Stiff competition	12	24.0	84.0
High costs	8	16.0	100
Total	50	100	

Source: Primary Data, 2016

In the table 4.10, it was found out that there were various challenges faced in packaging their products towards improving success of their business promoting, the field results represented; 17 (34%) customers respond for a short period, 2 (4%) reported debt, 12 (24%) reported stiff competition and 11 (22%) reported lack of information on the company products and 8(16%) mentioned high costs.

It was shown by the study, that high costs 8 (16%) involved as a result of inflation have affected the company production as well as packaging process. It was said by the company employees that with increased costs of packaging materials the company has decided to reduce on the size of their SCOUL products preferably sugar and spirit where the size of the products have been maintained with an increased price levels there have been low demand as people fear the prices of the products this in result has affected the sales volume of their products. The available

literature shows that the costs of and for packaging SCOULS products represents about 20% of the finished product costs and Consumers want packaging that is practical, attractive, ecological and as "sincere" as possible, (Bell, 2001).

Stiff competition 12 (24 %) was mentioned among the challenges faced by SCOUL in packaging. It was found out that due to increased SCOUL businesses around the company has embarked on constant changes on their packaging styles which sometimes affect their sales volume because they cannot recognize the products. This is in agreement with Lynn (1981) that the use of colour on a package might result in a different quality of expression of strength, durability, reliability, cleanness, freshness, efficacy, professionalism, culture, and nationality.

Similarly, Templeton (1981) said that colour changes exert a strong symbolic force that influences consumers' perception toward the product.

4.5 The relationship between packaging and the sales volume of SCOUL Company

4.5.1 Findings on the relationship between Package and sales volume

Table 4.11: Showing the relationship that exists between Package and sales volume in SCOUL.

Relationship	Frequency	Valid Percent	Cumulative Percent
Direct	45	90.0	90.0
Indirect	5	10.0	100.0
Total	50	100	

Source: Primary Data 2016

Table 4.11 above shows the responses for what is the relationship that exists between package and sale volume in SCOUL Company the highest percentage was for those who responded that there is a direct relationship with 90% and 10% indicated an indirect relationship. Therefore it was concluded that there is a direct relationship between package activities and sale revenue. That is when SCOUL Company carried out package activity sale volume was to increase.

4.5.2 When the company experience high volume of sales

Table 4.12: When the company experience high volume of sales

Response	Frequency	Valid Percent	Cumulative Percent
Prices are high	0	00.0	00.0
Relatively high	2	04.0	04.0
Prices are relatively low	32	64.0	68.0
Prices are low	16	32.0	100.0
Total	50	100	

Source: Primary Data, 2016

In the table 4.12 above, it was found out by the study findings that the SCOUL Company business experiences high volumes of sales when prices are relatively low (64%), this is because most consumers prefer to demand high sales of their products unlike high prices. It should be noted that, there are some times when sales increase with relatively high prices, however, it presented the smallest percentage (4%). The manager said that this happens mostly during party seasons such products include molasence, water, glucose, wax and spirits among others.

4.5.3 The extent whether good product packaging attracts customers and enhances their willingness to buy a particular product?

Table 4.13: The extent to which good product packaging attracts customers and enhances their willingness to buy a particular product

Response	Frequency	Valid Percent	Cumulative Percent
To a very large extent	17	34.0	34.0
To a large extent	11	22.0	56.0
To some extent	15	30.0	86.0
Not at all	7	14.0	100
Total	50	100	

Source: Field data, 2016

According to table 4.13, to a very large extent 34%, 22% mentioned to a large extent, to some extent with 30% not at all with 14% of the total sample. This implies that majority said that good packaging to a very large extent (34%) has attracted customers and helped the business company to increase their sales volume. This is because it designs the product and gets ready for sell. This agrees with (Chen, 2005) packaging can help sell the product for example, preferences of colors, pictures and labels on products can differ from one country to another or from one group of customers to another.

Similarly, Kotler Philip, (1999) puts it that packaging is the outer wrapping of a product. It is the intended purpose of the packaging to make a product readily sellable as well as to protect it against damage and prevent it from deterioration while storing. Furthermore the packaging is often the most relevant element of a trademark and conduces to advertising or communication,

CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summaries of the main findings of the study, the conclusions, recommendations of the study and further areas for future research; these are based on the objectives of the study, pertaining the role of packaging on sales volume.

5.1 Summary of major findings

The research study aimed at the impact of package on the sale volume of SCOUL and the objectives are to evaluate the forms of packaging used by SCOUL in promoting their sales, to examine the role played by packaging towards the sales volume of the SCOUL, to identify the challenges faced in packaging their products towards improving success of their business and to evaluate the relationship between packaging and the sales volume SCOUL

Findings on the forms of packaging used by SCOUL in promoting their sales, research findings indicate that SCOUL widely used various forms of packages with 100% respondent of made on the type of package that is plastic, plastic paunches, plastics bottles, Automatic pouch making, spirit filling & pouch sealing machines with a printing provision The findings also indicated that not only promotion activities that affect sale volume but there are other factors such as research and development, good customer care, price reduction, good after sale service and wide coverage which influenced consumption behavior of the customers in the market, however promotional activities have been found to be very successful though some were inappropriate to Uganda and a few modifications would have been better.

Findings on the role played by packaging towards the sales volume of the SCOUL. a close examination revealed that the role played by packaging activities had really increased sales volume for SCOULO. It was further shown by the findings that packaging provides information on how to use the product, for example the SCOUL packaging materials contains product ingredients, company emblem for easy identification. (Chen, 2005) reported that Good package design correctly conveys product messages, making it comprehensive for consumers. This is consistent with the previous findings of Cheskin (1981) that 80% of the consumers wanted the product with the circles packages have helped to change customers' perception on the products/services SCOUL offers thus retaining them as their customers who have in turn contributed to increase in sales volume.

The findings also indicated that not only Packages that affect sale volume but there are other factors such as research and development, good customer care, price reduction, good after sale service and wide coverage which influenced consumption behavior of the customers in the market.

Finding on the challenges faced in packaging their products towards improving success of their business.

That high costs 8 (16%) involved as a result of inflation have affected the company production as well as packaging process. The available literature shows that the costs of and for packaging spirits products represents about 20% of the finished product costs and Consumers want packaging that is practical, attractive, ecological and as "sincere" as possible, (Bell, 2001). Stiff competition 12 (24 %) was mentioned among the challenges faced by SCOUL in packaging.

This is in agreement with Lynn (1981) that the use of colour on a package might result in a different quality of expression of strength, durability, reliability, cleanness, freshness, efficacy, professionalism, culture, and nationality.

Findings on relationship between packages and sales volume. The study revealed a strong positive relationship between packages and sales volume with SCOUT Company the highest percentage was for those who responded that there is a direct relationship with 90% and 10% indicated an indirect relationship. Implying more efforts put towards the packages would increase sales volume by 87.2%.

5.2 Conclusion

In conclusion, the relationship between package activities and sales volume can be termed as a strong positive correlation, this is because package activities drive sales. If marketing department ignores the role played by package activities to boost the company sales volume then it neglects a very important aspect offered by the relationship. Use of promotional activities is more viable to reach and benefit the customer, they come to know about the products, their information and product availability, it makes mass distribution possible and makes customer aspire to higher and higher things in life making life a saga of continuous struggle to acquire what they do not have, as a result firms increase on their production which in turn lead to increase in sales volume.

Marketers have long realized the importance of packaging in influencing consumer purchasing decisions. For example, Kotler and Armstrong (1989) Recognizes the role of packaging in helping to attain marketing objectives. When the package is designed in consonant with the

product's advertising, pricing, distribution, and other marketing strategies, the marketer is assured of its ability to attract attention, to describe the product, and to make the sale.

It was found out that packaging has contributed to the sales volume this is through; packaging is significant in making the SCOUL Products attractive, information content, and functional roles. The importance of packaging in consumer purchasing decisions. The results of this study have indicated the following points: However, it should be noted that the study findings cannot be taken as a generalization for other product types or to the whole SCOUL businesses in Buyukiwe district.

5.3 Recommendations

Basing on the above findings, the following recommendations were made;

SCOUL management should adopt the wide use of Radio advertising strategy because they are mostly used by people they could be their clients for SCOUL products. Also different languages can be used on same radio this becomes cheap by company to meet different customers of different cultures using different languages like Kiswahili. English, Luganda and Runyankole.

Market research need to be emphasized so that through research customers' needs and wants can be discovered. This will enhance the production of client's tastes and preferences in the proper measured than can be affordable to them.

The SCOUL management should allow discounts to their sugar and spirit products in rural areas as this will encourage them to increase their consumption. Breaking bulk should be accompanied to make easy for low income earners also to consume SCOUL products.

Further research is necessary to establish the extent of the study's external validity. As such, future research should attempt to replicate the study by examining packaging features of other product categories among a different sample of subjects.

5.4 Areas of further study.

Future researches should be carried on the following.

1. Research to determine effective means of communication to consumers
2. Research to determine the product switching behavior of customers and its underlying causes in SCOUL.
3. The implications of brand line promotion to the customers of SCOUL Company.

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APPENDIX II: QUESTIONNAIRE FOR MANAGERS OF SCOUL.

I am, OCHWO CHARLES TITO, carrying out a research on The Product Packaging and Sales Volume in partial fulfillment of the requirements for the award of a bachelor's degree in Bachelor in Business Administration and Management in Uganda Martyrs University. I therefore request you to cooperate by giving your views. Your opinions will be treated with maximum confidentiality.

Instructions

Tick (✓) answer of your choice from the given alternatives

Fill in the blank spaces provided with the correct answer of your choice

Section A: Personal characteristics

1. Gender

a) Male

b) Female

2. Age

a) 20 –30

b) 31-40

c) 41 –50

d) Above 51

3. Marital status

a) Single

b) Married

- c) Divorced
- d) Widowed

4. Level of education

- a) None
- b) Primary
- c) Secondary
- d) Tertiary

5. Position held in this business

Management staff E.g. Directors, chief accountant, financial controller, human resource manager, marketing manager etc.

Administrative staff, e.g. record clerks, supervisors, secretaries, accountants assistant

Processing staff. E.g. factory workers, cooks, packaging staff,

Support staff. E.g. Drivers, cleaners

Section B: The forms of packaging used by SCOUL in promoting their sales.

7. What SCOUL products do you produce in this company?

.....
.....

8. How do you package your products?

- a) Plastic
- b) Plastic pouches

- c) Automatic pouch making.
- d) Milk filling & pouch sealing machines with a printing provision
- e) Plastic Bottles.
- f) Others specify.....

Section C: The role played by packaging towards the sales volume of products.

9) How do you determine prices in your businesses?

- a) Availability of Substitutes
- b) Customer's willingness-to-pay
- c) Competitors price charges
- d) Costs incurred in packaging
- e) Others specify.....

10) To what extent would you agree with the following roles of packing in sales volume?

Response	Agree	Strongly agree	Disagree	Strongly disagree
Packaging attracts potential buyers are informed about the products content				
Packaging perform promotional function when it is designed safer and or convenient to use				
Packaging communicate product messages				
Packaging help in establishing product names				
Packaging is important in transportation and product handling				

Section D: The challenges faced in packaging their products towards improving success of their business.

10) Do you face any challenges while selling your SCOUL products?

- a) Yes
- b) No

i) If yes, mention them?

- a) High costs of input
- b) Comptiitors
- c) High transport costs
- d) Few sale agents
- e) High taxes
- f) Others specify.....

11) What affects your consumers in this business?

- a) Product prices
- b) Consumers Incomes
- c) Few sale agents
- d) Others specify.....

12) How have you overcome them to make your business continue operating?

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

Section E: The relationship between packaging and the sales volume of SCOUL.

13) When do you experience high volume of sales?

- a) Prices are high
- b) Relatively high
- c) Prices are low
- d) Prices are relatively low

14) To what extent would you say that good product packaging attracts customers and enhances their willingness to buy a particular product?

- a) To a very large extent
- b) To a large extent
- c) To some extent
- d) Not at all

15) Comment on the relationship between packaging and sales volume in this business

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.....
.....

Thank you

APPENDIX III: BUDGETARY ESTIMATES

ITEM	AMOUNT
Stationary Flash disk Reams of Paper Pens	40,000 10,000 6000
Traveling and communications Air time Transport	50,000 50,000
Sub Total	156,000
Typing and photocopying	
Questionnaires Typing the final Research Printing and Binding	25,000 70,000 40,000 60,000
Sub total	195,000
<u>GRAND TOTAL</u>	<u>351,000=</u>

APPENDIX III: TIME TABLE FOR THE RESEARCH

ITEM	JANUARY & FEBRUARY 2016	MARCH & APRIL 2016	MAY 2016
Proposal			
Data collection and analysis			
Dissertation writing			
Submission			

