



Consumer Analysis for the Use of Bottled Packaged Soft Drinks to Plastic Packaged Soft Drinks in Eke Market Afikpo in Ebonyi State, Nigeria

Omaka Samuel Ugwu¹, Dr. Mrs Lilian Oriema Godwin-Okoubi² &
Egbune Fortunate A.³

Department of Marketing, Akanu Ibiam Federal Polytechnic, Unwana

Abstract: *This research focus on the consumer analysis for the use of bottled packaged soft drink to plastic packaged soft drink in Eke market Afikpo. The objectives of the study is to ascertain if convenience is a contributing factor for consumer analysis for that preference of plastic soft drink to bottled one. to find out if product handling is a factor that influences consumer decision to choose plastic product of soft drink to bottled one, to investigate if consumer life style contributes to the consumer preferences of packaged soft drink, to find out of availability of plastic soft drink packaged contribute to consumer choice of plastic bottle one. Convenient sampling was used to select the proportion of the infinite population of the respondents. With the help of Topman's formula, 310 questionnaire were sent and only 250 returned which were used to analysed the data. At Level of Significant: $\alpha = 0.05$ Test Statistic of Pearson product moment correlation Analysis were used to rate the frequency of agreement of the respondent on an opinion. The study found that Convenience contributes to consumer choice of plastic package of soft drink to bottle packaged. Again, product handling influence consumer decision in choosing plastic soft drink to bottled one. Since $P - value(sig - value) = 0.000 < \alpha = 0.05$. Therefore, we conclude that Availability of plastic soft drink packages contributes to consumer choice of plastic to bottle one. The study also concluded that Consumers life style contributes to the consumer preference of package soft drink. The study recommended based on the analyzed research data that diversity packaging options in a way of offering a range of packaging materials such as glass bottles, aluminum cans, or biodegradable materials. This allows consumers to choose packaging based on their preferences for convenience, and perceived quality. Companies should consider plastic packaged soft drink an important decision area due to the effect it has in its consumer behaviour and patronage level.*

Keywords: *Packaging, bottle soft drink, lifestyle, availability.*

CHAPTER ONE INTRODUCTION

1.1 Background of the Study

Packaging have been viewed on a very utilization fashion that is a way of protecting the physical goods as it moves through the distribution channel. Packaging of soft drink is an important factor in consumer choice. Soft drink manufacturers use a variety of packaging material including go lass plastic and aluminum. The choice of packaging material is often

influenced by the product type, target audience, and environmental consideration (Borg, 2003).

However in recent years, there has been a noticeable shift in consumer preferences from bottled packaged soft drinks to plastic packaged soft drink in the market, Afikpo is driven by a number of factors including convenience to, affordable and sustainability (Adirika, 2007).

Packaging is very important marketing strategy to glamorize product on order to attract the consumer attention. Sometimes packaging is so important that it cost more than the product itself in order to lure the consumer to buy it. Packaging should definitely be included in the four major P's of marketing (product, place, production and price) (Soroka, 2002)

Daina (2005) believe that most consumers judge a product by it packaging without attractive packaging, who would buy it in order to try it? Your first step to enter a market is crashed if the packaging is ugly

According to Soroka (2002), the basic function of packaging is to preserve food products integrity by protecting the actual food pro against potential damage form "climatic intreillogical and transit hazards" (Stewart, 1995)

Bottled Packaged Soft Drink

Bottled packaged soft drinks refer to carbonated and non-carbonated beverages that are sealed in glass or plastic bottles for distribution and consumption. These drinks are widely popular around the world and have several key characteristics and consideration.

Glass Bottles: Historically, soft drinks were primarily packaged in glass bottles. Glass offers a high quality inert and recycle container that preserve the taste and quality of the beverage. However, glass is heavier and more fragile, making transportation and handling more costly and challenging.

Plastic Packaged Soft Drink

Plastic packaging offers several advantages over glass bottles including affordability, durability and convenience. Plastic bottles are light weight and easier to handle making them more over Plastic packaging is often associated with lower production cost, allowing manufacturers to offer these soft drinks at a more competitive price point.

Affordability factor has attracted price conscious consumer and expanded the market each of plastic Packaged Soft drinks.

Marketing: The packaging and labels can be used by marketers to expulse potential buyer to purchase the product.

The aim of this research work therefore is to examine the use of bottles packaged soft drink to plastic packaged soft drinks.

1.2 Statement of the Problems

The growing environmental trend in marketing is really changing decis5of choice by consumer in the shopping habit. Consumer usually like product preference in terms of

convenience products handling, availability personal factor such as life style and consumers knowledge.

In the marketing world today, competitive is everywhere which made the competitors to distinct their products from that of their competitors. This could be one of the reasons that make the soft drink industries to differentiate their products Packaging from others. In the olden days, product packaging of soft drink was mainly bottled in form. But nowadays, there are a lot of renovations which have resulted to plastic packaging so as to attract customers and win their heart.

Within this plastic package soft drink and researchers have gone a long way to examine why prefer it to breakable plastic bottle.

This calls for the reasons the researcher want to know of the following may be one of the contributing factors for consumer choice of plastic packaging to bottle. The followings are one of the considering factor for the consumers, preferences, breakage, convenience, availability of the product lifestyle and consumer knowledge about plastic product handling.

The growing environmental concerns associated with plastic product could be as a result of convenience. The production of bottled soft drinks a major source of environmental pollution.

1.3 Objectives of the Study

The general objective of the study is to analyze consumer use of plastic soft drink to bottle soft drink.

- i. To ascertain if convenience is a contributing factor for consumer analysis for that preference of plastic soft drink to bottled one.
- ii. To find out if product handling is a factor that influences consumer decision to choose plastic product of soft drink to bottled one.
- iii. To investigate if consumer life style contributes to the consumer preferences of packaged soft drink.
- iv. To find out of availability of plastic soft drink packaged contribute to consumer choice of plastic bottle one.

1.4 Research Question

- i. How does convenience contribute to consumer choice to choose plastic packaging of soft drink to bottled Package?
- ii. How does product handling influence consumer decision in the choosing/plastic soft drink to bottled
- iii. How does consumers lifestyle contributes to the consumer preference of package soft drink
- iv. How does availability of plastic soft drink packaged contribute to consumer choice of plastic bottle soft drink.

1.5 Research Hypothesis

Ho: Convenience does not contribute to consumer choice to choose plastic packaged soft drink to bottle soft drink.

Hi: Convenience contributes to consumer choice to choose plastic packaged soft drink to bottle soft drink.

Ho₂: Product handling does not influence consumer decision to choose plastic product of soft drink to bottled one.

Hi₂: Product handling influence consumer decision to choose plastic product of soft drink to bottled one.

Ho₃: Consumers lifestyle does not contribute to the consumer preference of package soft drink.

Ho₄: Availability of plastic soft drink packaged does not contribute to consumer choice of plastic bottle soft drink

Hi₄: Availability of plastic soft drink package contributes to consumer choice of plastic bottle soft drink.

1.6 Scope of the study

The scope of this research work is focused specificity on factor that are driving the decline of bottled by soft drinks and the rise of plastic packaged soft drink. In Eke market, Afikpo.

Packaging Types

The study compared the use of plastic Packaged Soft drink to traditional bottled packaged soft drink, it explored the advantages, disadvantages and consumer perception associated with each Packaging types.

Consumer Analysis

The researcher investigate attitude preference and decision making factors related to the choice between plastic and bottled packaged soft drinks. It will delve into the factors that influence consumer behavior in Eke market, Afikpo.

Soft Drink Market

The researcher focused on the soft drink market segment within Eke market, Afikpo. It analyses consumer behavior and preference specifically related to soft drink and their Packaging, considering factor such as brand loyalty price sensitivity and product availability.

1.7 Significance of the Study

This researcher work is of great significance since that the outcome will go a long way to solve the research problems. It provides a comprehensive understanding of the factor that are driving the decline of bottled Packaged Soft drink and the rise of plastic Packaged Soft drink and the rise of plastic packaged soft drinks, in Eke market, Afikpo. This information can be used by bottled soft drink manufacturers to develop marketing strategies and products offering that are more appealing to customer.

It identifies the challenges and opportunities facing the bottled soft drinks industry in the Eke market, Afikpo. This information can be used by bottled soft drink manufacturers to develop strategies to address the challenges and take advantages of the opportunity. It provides insight into consumer perception of bottled packaged soft drinks and plastic packaged Soft drink. This information can be used by bottled soft drink manufacturers to develop messaging that research with manufacturers to develop messaging that resonate with consumer.

1.9.1 Brief History of Study

The transition from bottled packaged soft drinks plastic soft drink in Eke market, Afikpo has been a subject of interest due to its impact on consumer behavior, packaging choices, and environmental sustainability. This study builds up previous research and development in the field. Here is a brief history of the study.

Emergence of Bottled soft drink: Bottled soft drink have been a popular choice for Consumers for many years, offering convenience, portability, and a familiar Packaging material, providing a reliable and widely recognized packaged solution.

Plastic packaging: In recent decades, the soft drink industry has witnessed a shift toward plastic packaging due to its light weight nature, durability and cost effectiveness, plastic bottles particularly those made from PET, gained popularity as an alternative to traditional glass bottles.

Environmental concerns and shift in Consumer: preferences increasing awareness of environmental issues, particularly regarding plastic waste and its impact on ecosystems, has led to a growing concern among consumers. This concern has influenced Consumer preference toward more sustainable packaging options.

Industry responses and sustainable packaging: initiatives soft drink manufacturers and industry stakeholders have recognized the need to address environmental concerns and have responded with sustainable packaging initiatives. These initiatives include exploring alternative packaging material promoting recycling programs, and adopting eco-friendly practices.

Regional focus of Eke market Afikpo: The specific focus of Eke market Afikpo, within this study is driven by the markets. Significance as a hub for economic activities and the consumption of soft drinks. By examine consumer behavior and preferences in this market, the study aim to provide insight relevant to the local context.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Conceptual Review

The global soft drink market is expected to reach and 461-2 billion by 2023, with a compound annual growth rate (CAGR) of 2.5% from 2020 to 2023. The increasing demand for soft drinks is driven by factors such as rising disposable incomes, urbanization and changing consumer preferences.

21.1 Bottled packaged soft drinks

According to Ibanga (2009), Bottled packaged soft drinks are the traditional type of packaging for soft drinks. Glass bottles offer a number of advantages such as being inert and impermeable to gases, providing a good barrier against flavor loss, and being reusable and recyclable. However, glass bottles are also heavy and fragile, making them more expensive to transport and more susceptible to breakage.

PET Bottles are a lighter and more durable alternative to glass bottles they are also less expensive to produce and transport. However, pet bottles are not as impermeable to glass as glass bottles and they can leach chemicals into the product over time.

2.1.2 Plastic packaged soft drink

Plastic packaged soft drinks are the most popular type of packaging for soft drinks today. Plastic bottles are lightweight, durable and shelter proof. They are also less expensive to produce and transport than glass bottles (Cunditt, 2001).

However plastic bottles can beach chemicals into the product over time.

Plastic pouches are a never type of packaging for soft drink they are made of a flexible plastic film that is sealed on three sides. Pouches are light weight, durable and easy to transport. They are also less expensive to produce and transport than glass bottles (Cunditt, 2001).

However, pouches can be difficult to open and close, and they do not provide as much perfection against flavor loss as glass or plastic bottles (Cunditt, 2001).

2.1.3 Consumer Preferences

According to Lenahan, (2013) Consumer preferences from bottled packaged soft drinks versus plastic packaged soft drinks are influenced by a number of factors, including

1. **Price:** Plastic packaged soft drinks are typically less expensive than bottled packaged soft drinks.
2. **Convenience:** Plastic bottles are light weight and shatter proof making them more convenient to carry and consume.
3. **Environmental impact:** Consumers are increasingly concerned about the environmental impact of plastic packaging.

2.1.4 Environmental impact

The production of bottled packaged soft drink and plastic packaged soft drink has a significant environmental impact. The attraction of raw materials, the manufacturing

process and the transportation of the product all contribute to environmental pollution (Kotler, 2008).

2.1.5 Industry Trends

The bottled soft drink industry is facing a number of challenges including

1. Declining sales of bottled soft drinks
2. Increased competition from plastic packaged soft drink brands.
3. Negative consumer

2.1.6 Perception of bottled soft drinks

According to Nwokoye (2011), In order to address these challenges bottles soft drink manufacturer need to

1. Develop new product that are more appealing to consumers.
2. Improve sustainability practices
3. Educate consumers about the benefits of bottled soft drinks.

The shift from bottled packaged soft drinks to plastic packaged soft drinks is a trend that is likely to continue. Bottled soft drink manufacturer needs to be aware of this trend and takes steps to address it in order to remain competitive.

Convenience: Convenience Is the ease with which a product can be obtained, used or disposed of consumers are increasingly valuing convenience in their purchases and this preferences is driving the development of new products and services. For example, he rise of online shopping and meal delivery services has made it more convenient for consumers to purchase and consume products without leaving their homes.

Product handling: Product handling refer to the way a product is packaged and designed to make it easy for consumers to pick up, open, use, and dispose of. Features such as ergonomic handles, easy-open packaging and recyclable materials can all contribute to increased product handling convenience.

Consumer lifestyle: Consumer lifestyle refers to the way an individual or group lives and the activities they engage in. It is influenced by factors such as age, income, education, occupation, family structure and location.

Understanding Consumers: Lifestyles is important for marketers, as it can help them to identify and target specific market segments, for example, a marketer of fitness products may target young, active adults, while marketer of home appliances may target families with children.

Consumer Knowledge: Consumer knowledge refers to the information and understanding that consumer have about a product or service. It can be influenced by factors such as personal experience, word-of-mouth, advertising and marketing materials. Consumers with more knowledge about a product are more likely to make informed purchasing decisions.

Availability of the product: Product availability refers to the ease with which a product can be found and purchased. It is influenced by factors such as distribution channels, available and competitively priced are more to be purchased by consumers

2.2 Empirical Review

Kang, and Illysal (2014) The soft drink industry is a global phenomenon, with consumers enjoying a wide variety of carbonated and non-carbonated beverages. Packaging plays a crucial role in the soft drink industry as it protects the product. Provides product information and Influences consumers perception.

This Empirical review will explore the impact of packaging on consumer behavior in the soft drink industry, focusing on the transition from bottled packaged soft drinks to plastic packaged soft drinks. The objective of the study was to examine the impact of packaging design on consumer perception of soft drinks. To identify the packaging design elements that influence consumer preferences. Methodologically the researchers conducted an online survey with 200 participants

Presented participants with images of soft drinks packaged in different material (glass, plastic, aluminum) and styles (traditional, modern), Measured participants perceptions of the soft drinks based on attributes such as attractiveness, quality and brand personality. It was found that consumers perceived soft drinks packaged in plastic bottle as more affordable convenient and environmentally friendly than those Packaged in glass bottles. Consumers perceived soft drinks packaged in aluminum can as more refreshing and invigorating than those packaged in glass or plastic bottles. Traditional packaging designs were perceived as more authentic and premium than modern packaging designs. The study recommended that Soft drink manufacturers should consider using packaging materials and designs that align with consumer preferences for affordability, convenience and environmental friendliness. Different packaging formats can be used to convey different product attributes and appeal to different consumer segment.

Child's & Papadopoulos (2004) conducted a research on the influence of packaging design on impulsive purchase behavior. The objective was to investigate the impact of packaging design on impulsive purchase behavior, to identify the design element that are most likely to trigger impulsive purchases. Methodologically the study concluded that an experiment in a supermarket setting displayed soft drinks with different packaging designs recorded participants eye movements and measured their purchases intentions. It was found that consumers were more likely to make impulsive purchases of soft drink with eye catching packaging designs. Packaging designs that were red, yellow or orange were more likely to trigger impulsive purchases. Packaging designs that included images of food or people were also more likely to trigger impulsive purchases. The study recommended that soft drink manufacturers should use packaging designs that are likely to attract attention and trigger impulsive purchase. Packaging designs should be tailored to specific consumer segments.

Lee & Park (2009) conducted a research on the effect of packaging design on brand equity and consumer behavior. Objectives of the study was to examine the impact of packaging design on brand equity and consumer behaviour, to identify the packaging design elements that contribute to the creation of strong brands

Methodologically the study conducted a survey of 200 participants. Presented participants with different packaging designs measured participants perceptions of the brand based on attributes such as awareness, familiarity and liking. It was found out that consumers were more likely to remember and recognize soft drinks with distinctive packaging designs. Packaging designs that were consistent with the brands positioning were more likely to enhance brand equity. Packaging designs that were innovation and creative were more likely to attract new customers. It was recommended that Soft drinks manufacturers should invest in creating unique and memorable packaging designs. Packaging designs should be aligned with the brands overall strategy and positioning. Packaging designs should be regularly updated to stay ahead of trends and appeal to new markets.

2.3 Theoretical framework

The packaging of soft drinks plays a crucial role in influencing consumer purchasing decisions. It acts as a silent salesperson, communicating brand identity, product features, and benefits to potential buyers. Several theories explain how consumers perceive and respond to soft drink packaging:

2.3.1 Information Processing Theory

According to George (1967), this theory suggests that consumers process information from packaging cues in three stages:

Pre-attentive processing: Initial perception of the packaging's visual elements like color, shape, and size.

Attentive processing: Reading and comprehending the information presented on the label.

Elaborative processing: Integrating the information with existing knowledge and beliefs about the product and brand.

2.3.2 Motivational Theory

According to Maslow (1943), this theory focuses on the needs and motivations that drive consumer behavior. Packaging can tap into these motivations by:

Appealing to basic needs: Using colors and imagery associated with thirst, refreshment, and energy.

Eliciting emotional responses: Creating a sense of excitement, fun, or belonging through visual design and brand storytelling.

Promising specific benefits: Highlighting health claims, taste profiles, or environmental sustainability efforts.

2.3.3 Learning Theory

According to Hull (1943), this theory emphasizes the role of experience and reinforcement in shaping consumer behavior. Consumers learn to associate certain packaging features with positive experiences and develop preferences for brands that consistently deliver on their promises.

2.3.4 Social Identity Theory

According to Turner (1979), this theory suggests that consumers use products to express their social identity and affiliations. Soft drink packaging can be designed to appeal to specific demographics or subcultures by incorporating relevant symbols, colors, or messages.

2.3.5 Sensory Marketing Theory

According to Krishna (2012), this theory highlights the importance of sensory experiences in influencing purchasing decisions. Packaging can be designed to engage multiple senses through:

Visual elements: Eye-catching colors, shapes, and textures.

Tactile sensations: Unique bottle shapes or materials.

Auditory elements: Distinctive sounds associated with opening or closing the package.

Olfactory elements: Scents incorporated into the packaging or product itself.

Factors Influencing Consumer Response to Packaging:

Demographics: Age, gender, income, and cultural background can influence how consumers perceive packaging.

Personality traits: Consumers who are more open to experience and novelty may be more receptive to innovative packaging designs.

Previous experiences: Positive or negative experiences with specific brands or packaging types can shape future purchasing decisions.

Purchase context: The occasion or setting can influence the type of packaging that consumers find appealing.

Product attributes: Packaging needs to be compatible with the taste, flavor, and other characteristics of the soft drink.

CHAPTER THREE RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

Research Methodology: refers to the general approach adopted in executing a study. Hence the researcher to show in this chapter the population of data collection instrument for data analysis researcher produce questionnaires attention and Methodology of data analysis are being stated as well.

In this study qualitative and quantitative approach was used. Hence field survey was adopted.

3.2 Sources of Data Collection

The researcher made use of both primary and secondary sources of data collection in gathering relevant information for this work. Primary data was gotten through questionnaire while secondary data were gotten from textbook which is journal and online publication soft drink.

3.3 Population of the Study

To select the sample size the target population of the entire population need to be designed. The finding of the study were held on consumers of bottled and plastic packaged soft drink in Eke market, Afikpo

The consumers of bottled and plastic packaged soft drink in Eke market, Afikpo are infinite (unknown)

3.5 Sample Size Determination

In order to determine the sample size to get the representative of the whole population the questionnaire were distributed to consumers of Bottled and plastic packaged soft drinks in Eke market, Afikpo. In getting the infinite or (unknown) population, the topman's formula was use to determine the size.

The formula:

$$n = \frac{Z^2 PQ}{e^2}$$

Where
 n = required sample size
 Z = The degree of confidence (1.96)
 P = Probability of positive responses.
 Q = Probability of negative responses
 e = error margin (5percent)

In the pilot survey the researcher made use of population of 245 samples to determine the sample size. The positive response 176 and 69 negative response

$$P = \frac{\text{Positive response}}{\text{Total sample}} = \frac{176}{245} = 0.72$$

$$Q = \frac{\text{Negative response}}{\text{Total sample}} = \frac{69}{245} = 0.28$$

Substitute

$$n = \frac{Z^2 PQ}{e^2}$$

$$n = \frac{1.96^2 \times 0.72 \times 0.28}{0.05^2}$$

$$n = \frac{3.8416 \times 0.72 \times 0.28}{0.0025}$$

$$n = \frac{3.8416 \times 0.2016}{0.0025}$$

$$n = \frac{0.77446656}{0.0025}$$

$$n = 3.30978$$

$$n = 310$$

3.6 Sampling Techniques

Since it is impossible for the researcher to study the whole consumers of bottled/plastics packaged soft drinks in Eke market, Afikpo on daily basis, the sampling techniques that the researcher employed was the convenient sampling of non probability sampling.

Where the respondents met only each visit were sampled.

The sample size of the consumers of bottled/plastic packaged soft drinks in Eke market, Afikpo required is 310. The total sample size is 310

3.7 Research Instruments

The research instrument used for purpose of this research was questionnaire.

The questionnaire was well structured in a manner that it is suggested immediate and easy answer form of option were used with open ended questions.

Administering Of Questionnaire and Response

Under this section the researcher distributed questionnaire to the respondents to marketer and consumer/ customer of soft drink mineral in Eke market, Afikpo.

3.8 Validity of the Instrument

To validate the instrument for the study the researcher used content and fame validity using SPSS. In order to comply with the requirements for face validity and reliable the questionnaire was given to the supervisor and other experts who corrected mistakes, omissions and dual meaning.

3.9 Reliability of the Instrument

The reliability of an instrument is the ability to measure what it is intended to measure. In this research cronbach alpha was used to determine the reliability of the instrument.

CHAPTER FOUR**4.0 DESCRIPTIVE DATA PRESENTATION AND ANALYSIS**

The distribution and collection of questionnaire were done here. A total of 310 questionnaires were distributed and 250 collected and recorded, 60 questionnaires which amounted to about 19.4% of the entire questionnaire distributed were recorded as non-response during data collection. This was a good sample representation for the whole population as sample size result gotten using Taro Yamane's method.

4.1: Data Analysis**Section A**

Table 1: The Gender of the respondents

| Category of respondents | Respondents | |
|--------------------------------|--------------------|--------------|
| | Frequency | Percentage % |
| Male | 150 | 60 |
| Female | 100 | 40 |
| Total | 250 | 100.0 |

Source: Omaka Samuel U. (2023) Field Work Survey

This Table above shows the sex of the respondent of customers sampled during the survey. The descriptive statistics on the table implied that 60% of male against 40% of female responded to the questions.

Table 2: The marital status of respondents

| Category of respondents | Respondents | |
|--------------------------------|--------------------|--------------|
| | Frequency | Percentage % |
| Single | 70 | 28 |
| Married | 150 | 60 |
| Divorce | 30 | 12 |
| Total | 250 | 100.0 |

Source: Omaka Samuel U. (2023) Field Work Survey

This Table above shows the marital status of the respondent of customers sampled during the survey. The descriptive statistics on the table implied that 60% were married, 28% single and 12% of divorced responded to the questions.

Table 3: Does bottled packaged soft drinks easier to open than plastic packaged soft drinks?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | U | 11 | 4.4 | 4.4 | 4.4 |
| | D | 80 | 32.0 | 32.0 | 36.4 |
| | SD | 109 | 43.6 | 43.6 | 80.0 |
| | A | 30 | 12.0 | 12.0 | 92.0 |
| | SA | 20 | 8.0 | 8.0 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

Source: Omaka Samuel U. (2023) Field Work Survey

Table3 shows the distribution of the responses of the respondent on question 1 above. It implied that 4.4% were undecided, 32% disagreed, 43.6% strongly disagreed, 12% agreed and 8% strongly agreed to the opinion that bottled packaged soft drinks are easier to open than plastic packaged soft drinks.

Table 4: Does bottled packaged soft drinks more convenient to carry than plastic packaged soft drink?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | U | 29 | 11.6 | 11.6 | 11.6 |
| | D | 88 | 35.2 | 35.2 | 46.8 |
| | SD | 99 | 39.6 | 39.6 | 86.4 |
| | A | 19 | 7.6 | 7.6 | 94.0 |
| | SA | 15 | 6.0 | 6.0 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

Source: Omaka Samuel U. (2023) Field Work Survey

Table 5: Is bottled packaged heavy to carry than plastic?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | U | 13 | 5.2 | 5.2 | 5.2 |
| | D | 78 | 31.2 | 31.2 | 36.4 |
| | SD | 114 | 45.6 | 45.6 | 82.0 |
| | A | 25 | 10.0 | 10.0 | 92.0 |
| | SA | 20 | 8.0 | 8.0 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

Source: Omaka Samuel U. (2023) Field Work Survey

Table 6: Do you agree that bottled packaged soft drinks breaks to pieces when it falls than plastic packaged soft drinks?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | U | 8 | 3.2 | 3.2 | 3.2 |
| | D | 17 | 6.8 | 6.8 | 10.0 |
| | SD | 15 | 6.0 | 6.0 | 16.0 |
| | A | 40 | 16.0 | 16.0 | 32.0 |
| | SA | 170 | 68.0 | 68.0 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

Source: Omaka Samuel U. (2023) Field Work Survey

Table 7: Do you agree that plastic packaged soft drink is easier to grip and hold than bottled packaged soft drink?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | U | 8 | 3.2 | 3.2 | 3.2 |
| | D | 13 | 5.2 | 5.2 | 8.4 |
| | SD | 19 | 7.6 | 7.6 | 16.0 |
| | A | 40 | 16.0 | 16.0 | 32.0 |
| | SA | 170 | 68.0 | 68.0 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

Source: Omaka Samuel U. (2023) Field Work Survey

Inferential Statistics

Inferential statistics is a way of making inferences about populations based on samples. Inferences in this research project are based on principles of evidence using sample statistics from primary data. The validity of a claim is justified through the setting of research hypothesis and data collected analysed using appropriate statistical tool. The decision made is used to generalize over the entire population.

Testing of Hypothesis

In this section the hypothesis formulated in chapter one of this research are tested and claims of the researcher validated. The research hypothesis of this work were validated as follows

Statement of Hypothesis 1

H_0 : Convenience does not contribute to consumer choice plastic package of soft drink to bottle packaged

H_1 : Convenience contributes to consumer choice plastic package of soft drink to bottle packaged.

Level of Significant: $\alpha = 0.05$

Test Statistic: Pearson product moment correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig\ value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)

Correlations

| | | Convenience | consumer choice |
|-----------------|---------------------|-------------|-----------------|
| Convenience | Pearson Correlation | 1 | .970 |
| | Sig. (2-tailed) | | .000 |
| | N | 250 | 250 |
| consumer choice | Pearson Correlation | .970 | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 250 | 250 |

Source: Omaka Samuel U. (2023) Field Work Survey

Discussion of Result

The SPSS correlation output above, with $r = 0.97$ indicate that there is a high positive relationship among the responses of the 102 respondent. This shows about 97% contribution.

Also $P - value(sig - value = 0.000) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $P - value(sig - value) = 0.000 < \alpha = 0.05$. Therefore, we conclude that Convenience contributes to consumer choice plastic package of soft drink to bottle packaged.

Statement of Hypothesis 2

H_0 : Product handling does not influence consumer decision in choosing plastic soft drink to bottled one

H_1 : Product handling influence consumer decision in choosing plastic soft drink to bottled one.

Level of Significant: $\alpha = 0.05$

Test Statistic: Pearson product moment correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig\ value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)

Correlations

| | | Product handling | consumer decision |
|-------------------|---------------------|------------------|-------------------|
| Product handling | Pearson Correlation | 1 | .720 |
| | Sig. (2-tailed) | | .023 |
| | N | 250 | 250 |
| consumer decision | Pearson Correlation | .720 | 1 |
| | Sig. (2-tailed) | .023 | |
| | N | 250 | 250 |

Source: Omaka Samuel U. (2023) Field Work Survey

Discussion of Result

The SPSS correlation output above, with $r = 0.72$ indicate that there is a high positive relationship among the responses of the 250 respondent. This shows about 72% influence.

Also $P - value(sig - value = 0.023) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $P - value(sig - value) = 0.023 < \alpha = 0.05$. Therefore, we conclude that Product handling influence consumer decision in choosing plastic soft drink to bottled one.

Statement of Hypothesis 3

H_0 : Consumers life style does not contribute to the consumer preference of package soft drink.

H_1 : Consumers life style contributes to the consumer preference of package soft drink.

Level of Significant: $\alpha = 0.05$

Test Statistic: Pearson product moment correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)

Correlations

| | | Consumers life style | consumer preference |
|----------------------|------------------------|-------------------------|------------------------|
| Consumers life style | Pearson Correlation | 1 | .650 |
| | Sig. (2-tailed) | | .034 |
| | N | 250 | 250 |
| consumer preference | Pearson Correlation | .650 | 1 |
| | Sig. (2-tailed) | .034 | |
| | N | 250 | 250 |

Source: Omaka Samuel U. (2023) Field Work Survey

Discussion of Result

The SPSS correlation output above, with $r = 0.65$ indicate that there is a high positive relationship among the responses of the 250 respondent. This shows about 65% influence.

Also $P - value(sig - value = 0.034) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $P - value(sig - value) = 0.034 < \alpha = 0.05$. Therefore, we conclude that Consumers life style contributes to the consumer preference of package soft drink.

Statement of Hypothesis 4

H_0 : Availability of plastic soft drink packages does not contribute to consumer choice of plastic to bottle one

H_1 : Availability of plastic soft drink packages contributes to consumer choice of plastic to bottle one

Level of Significant: $\alpha = 0.05$

Test Statistic: Pearson product moment correlation Analysis was used to rate the frequency of agreement of the respondent on an opinion.

Rejection Rule: Reject H_0 if $P - value(Sig value) < \alpha = 0.05$, otherwise accept.

Statistical Software Output (SPSS)

Correlations

| | | Availability | consumer choice |
|-----------------|---------------------|--------------|-----------------|
| Availability | Pearson Correlation | 1 | .780 |
| | Sig. (2-tailed) | | .000 |
| | N | 250 | 250 |
| consumer choice | Pearson Correlation | .780 | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 250 | 250 |

Source: Omaka Samuel U. (2023) Field Work Survey

Discussion of Result

The SPSS correlation output above, with $r = 0.78$ indicate that there is a high positive relationship among the responses of the 250 respondent. This shows about 78% influence.

Also $P - value(sig - value = 0.000) < \alpha = 0.05$, indicate that the correlation among the responses of the respondents is statistically significant at alpha level $\alpha = 0.01$ and 0.05 under 2-tailed test respectively.

Based on the data before me, there is sufficient evidence to reject the null hypothesis and accept the alternative, since $P - value(sig - value) = 0.000 < \alpha = 0.05$. Therefore, we conclude that Availability of plastic soft drink packages contributes to consumer choice of plastic to bottle one.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Findings

After analyzing the research data, the researcher comes up with the following summaries.

- The data revealed that plastic packaged soft drink is much more easier to open than bottled package soft drink.
- It was discovered that customers finds it more convenient to carry plastic package soft drink.
- The researcher discovered that the customers prefer plastic packaged soft drinks due to their lightweight and easy to carry nature.
- The researcher discovered that customers associate plastic packaged soft drink with higher quality and easily to grip and hold and perceive bottle packaging as lower quality.

5.2 Conclusion

Based on the above findings, the researcher concludes as follows:

Plastic packaged soft drink is much easier to open and also convenience is a significant factor for consumers when choosing between plastic and bottled packaged soft drinks.

Perception of quality can influence customers preferences, with plastic packaging being associated with higher quality and easy to grip, hold and it lightweight and to this end the researcher concludes that plastic packaged soft drink has to be considered as the best when it comes to packaging of soft drinks in Eke market Afikpo.

5.3 Recommendations

Based on the analyzed research data, the researcher recommends the followings:

1. Diversity packaging options in a way of offering a range of packaging materials such as glass bottles, aluminum cans, or biodegradable materials. This allows consumers to choose packaging based on their preferences for convenience, and perceived quality.
2. Companies should consider plastic packaged soft drink an important decision area due to the effect it has in its consumer behaviour and patronage level.
3. Plastic packaged drinks should be seen as a necessity over bottled packaged soft drink since a good packaging policy can help improve products efficiency.
4. Plastic package soft drinks reduces or curtailing packaging expenditure by promoting recycling initiatives.

5.4 Limitation of the Study

In the course of this research work, the researcher encountered some constraint which hinders the effective and successful executive of the study.

Finance: because of some financial constraints, the research was limited to Eke Market at Afikpo, other areas could not be covered.

Time: the researcher because of other numerous academic involvements, work with time in order to meet up with the study.

Economic Problem: high fuel price, power failure, bad roads, high transportation cost, strikes and economic problem that were faced in course of this research work.

Lack of Adequate Information: the researcher also encountered problems in collecting and analyzing of research materials for this study.

5.5 Suggestions for Further Studies

Organizations that are into production of soft drinks should engage or use plastic for their packaging since is convenient for customers to carry along, easy to grip and hold.

5.6 Contribution to Knowledge

In contribution, the researcher has find out that a good plastic packaged soft drink can actually enhance customer patronage since it has positive effect in the buying habits of the customers.

References

- Adirika, F.O., Ebue, B.C. and Nnolun, D. (2007). Principle and practices of marketing Ebonyi, Jomoe enterprises.
- Buskirk, R.H. and Rothe, J.T. (2000) *Consumerism-An Interpreted Journal of marketing*, vol.34, pp.61-65.
- Borg, W. R. and Gau, M. D. (2003) Educational Research, An introduction. 4th Edition New York. Longman Inc.
- Chrisimall, P.M. (2011) Marketing research, Analysis and Measurement. MCGrew-Hill Book Co.U.K Ltd, second Edition.
- Cunditt, E.W. (2001) Fundamental of modern marketing (prentice-Hall, Easted wood-Cliffs N.J.07632 third edition
- Decision Rosemary (2003) New pack are developing in response to marketing Demand: *Marketing Journal 13 No. 3, 21st April "Unilever effective Guide to packaging" A Marketing Division Publication.*
- Drucker, P. (1999). Consumerism in marketing, A speech to the National Association of manufacturers, New York.
- Fulmer, R.M., (1980) The New marketing, macmillan publishing Co. in 866, Third Avenue N.Y. 10022.
- Ibanga, J. (2009) Guide on Test and measurement for Teachers and Students: Calabar: Paice Press and Books Limited.
- Kerlinger, F. N. (2012). Foundations of the Behavioral Research, 2nd Edition. Francisco:Winston limited Inc.
- Kotler, P. (2008) Marketing management (Analysis planning implementation and control. Prentice-hall in Easted wood N.j.U.S.A, Sixth edition).
- Lenahan, R.J (2013). Consumer Reaction to Nutritional labels on food products, Journal of consumer Affairs, vol. 7, spring. Man, and the Mystic life, for cosmetics. Encyclopedia America P.33 and 190
- Nnamani, W. (2004) Research process, Ebonyi: 1st Edition, Dwulu publishing company.
- Nwokoye, G.N. (2011) Modern marketing for Nigeria, the macmillan press limited, London and Basinstoke
- Odo, O.M. (2009). Guide to proposal writing a social and sciences. Ebonyi Snaap press limited.