

PRODUCT PACKAGING AND SALES VOLUME OF BAKERY INDUSTRY

A CASE STUDY OF KIDDAWALIME BAKERY

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ABSTRACT

The study was carried the role of product packaging towards the sales volume of Baking Industry Company Uganda limited. The study was guided by the following objectives; to identify the forms of product packaging used by dairy products company Uganda limited in promoting their sales, to examine the role played by product packaging towards the sales volume of the Baking Industry company Uganda limited, to identify the challenges faced in product packaging their products towards improving success of their business and to find the relationship between product packaging and the sales volume Baking Industry. The researcher used descriptive, cross-sectional and explanatory research designs. Data was collected using questionnaires, interview guide. Data was collected from two sources; primary and secondary source using a sample size of 50 respondents. It was found that Kiddawalime bakery company 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, Kiddawalime bakery filling & pouch sealing machines with a printing provision. The study concluded that 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. The researcher recommended that Kiddawalime bakery need to understand the product packaging towards the sales volume and which media to communicate to consumers. It should put a lot of emphasize in planning promotional programs and set promotional goals and strategies

and should ensure to carryout evaluations and control of packaging and make adjustments where possible.

Key words: product packaging, sales volume and bakery industry

Background of the study.

The term “packaging” encompasses a variety of characteristics. Characteristics that influence packaging design such as package shape, product type, size, whether or not it is environmentally friendly, legal requirements, color, among many others (Kyle Valdillez 2012).

Packaging is a very important marketing strategy to glamorize product in order to attract the consumer’s attention. Sometimes packaging is so important that it cost more than the product itself in order to lure the consumers to buy it.

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. Today’s shoppers are more time pressured and therefore do not have 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. Although packaging has always been 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 that the main aim of packaging, during the mass-production age, was to avoid damage and deterioration of products. This type of protection is still a necessity; however, packaging should also be emphasized in promoting sales, (Kotler Philip (2013).

Problem statement

Most companies that have grown successfully have taken packaging seriously for example Sydney of Berlin, the Marian packaging company in Pennsylvania boosted sales of its brand potato chips by 20% simply by adding an attention to a package thus increasing the output Severin (2017). Every businessman today wants to increase their sales and this has led them to adopt several ways for the purposes of promoting their products and attract more customers (Nelson, Christopher, Teddy, et al., 2022). All these measures normally are done to motivate the customers to buy more of the promoted product thus; it becomes more applicable to make a company to succeed in the competitive market. Despite of the increasing promotions that Bakery Businesses are putting up for their products such as wrapping products with bright colours, still there are increasingly competitive forces in the market environment and many customers have not turned up for their bakery products. Therefore, the study was on the effectiveness of product packaging on the sales volume.

Objectives of the study

- 1. To identify the forms of product packaging used by dairy products company Uganda limited in promoting their sales.*
- 2. To identify the challenges faced in product packaging their products towards improving success of their business.*
- 3. To find the relationship between product packaging and the sales volume Kiddawalime Bakery Products Company.*

Research Questions

- 1. What are the forms of product packaging used by the Kiddawalime Bakery limited in promoting their sales?*
- 2. What are the challenges faced in product packaging their products towards improving sales volume of The Kiddawalime Bakery limited?*

3. *What is the relationship between product packaging and the sales volume of The Kiddawalime Bakery Uganda limited?*

Methodology

Research Design

Descriptive research design was used to describe the characteristics of the variables; correlation research designs were used to establish the relationship between variables and cross-sectional research design because the research covered the previous two years. The qualitative research design was descriptive in nature and this enabled the researcher to meet the objectives of the study. The quantitative research design was used in form of mathematical numbers and statistics assigned to variables that may not be easily. A statement was used to assign variables that were not adequately measure using numbers and statistics.

Study population

Study population is a complete set of individuals, cases or objects with some common observable characteristics. The researcher obtained information from Sales Department of Kiddawalime Bakery Company Kampala Branch and Kiddawalime Bakery Company clients who directly order to purchase the company products from its premises. The researcher involved all these categories in the study because they possessed the necessary study information. The total number of the study population is (50) people. The study population therefore included respondents from Human resource, procurement, Marketing, production and finance departments of the company as well as direct company clients selected during the study process.

Sample Size

The area under study was visited then the sample was determined by grouping the populations in the Kiddawalime Bakery Company Uganda in categories of sales departments and the management employees. Then a sample of 50 respondents was

selected for this study. This was because these respondents gave a clear picture of the feedback of the problems under study.

Sampling Techniques

The researcher employ purposive as well as Snowball Sampling during the process of selecting study respondents. The researcher used purposive sampling method during the selection of consumers of Kiddawalime Bakery Company within the study area. Purposive sampling method was used because it allows the selection of a sample with experience and knowledge about the study variables.

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

Data Analysis

Data analysis is the process of bring order, structure and meaning to the mass of information gathered. The instruments that were yield both qualitative and quantitative data (Mugenda & Mugenda, 2003). Data collected from the field with the use of study instruments will be classified into meaningful categories. This enabled the researcher to bring out essential patterns from the data that would organize the presentation. Data were entered into a computer and analyzed with the use of statistical packages for social scientists (SPSS), which help to summarize the coded data and this was facilitate quick interpretation (Nelson, Christopher, & Milton, 2022).

RESULTS

Gender distribution the respondents

Table 1: Distribution of Respondents according to gender

<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
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Male	17	66
Female	33	34
Total	50	100

Source: Field data, 2015

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

Marital status of the respondents

Figure 1: Showing marital status of the respondents



Source: Field data, 2015

The study showed that Kiddawalime bakery 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 Kiddawalime bakery 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 can make informed decisions because of the management experience and consumers increase the sales volume because they can buy what can satisfy their families.

Forms of Product Package in Kiddawalime Bakery Company Ltd

Table 2: Showing various type of packages

Types of packages	Frequency	Valid Percent
<i>Plastic</i>	<i>50</i>	<i>100.0</i>
<i>Plastic pouches</i>	<i>50</i>	<i>100.0</i>
<i>Automatic pouch making.</i>	<i>50</i>	<i>100.0</i>
<i>Plastic Bottles.</i>	<i>50</i>	<i>100.0</i>
<i>Cakes filling & pouch sealing machines with a printing provision</i>	<i>50</i>	<i>100.0</i>

Source: Primary Data 2015

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

Table 3: Roles of packaging in the sales volume

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

Source: Field data, 2015

It was shown by the respondents that packaging in the Organization has attracted consumers and packing in Kiddawalime Bakery 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 were identical, consumers perceived the one with circles to be of better quality than the one with triangles.

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

Table 4: Challenges faced in packaging their products towards improving success of their business

<i>Challenge</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Customers respond for a short period</i>	<i>17</i>	<i>34</i>
<i>Debtors</i>	<i>2</i>	<i>4</i>
<i>Lack of information on the products</i>	<i>11</i>	<i>22</i>
<i>Stiff competition</i>	<i>12</i>	<i>24</i>
<i>High costs</i>	<i>8</i>	<i>16</i>
<i>Total</i>	<i>50</i>	<i>100</i>

Source: Field data, 2015

It was found out that various challenges in 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 bakery products preferably bread and cakes 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 food 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 Kiddawalime bakery Company in packaging. It was found out that due to increased bakery 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.

The relationship between packaging and the sales volume of Kiddawalime Bakery

Table 5: When the company experience high volume of sales

Response	Frequency	Percentage
Prices are high	0	0
Relatively high	2	4
Prices are relatively low	32	64
Prices are low	16	32
Total	50	100

Source: Field data, 2015

It was found out by the study findings that the Kiddawalime business company 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 wedding cakes among others.

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

Table 6: The extent whether good product packaging attracts customers and enhances their willingness to buy a particular product?

Response	Frequency	Percentage
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<i>To a very large extent</i>	<i>17</i>	<i>34</i>
<i>To a large extent</i>	<i>11</i>	<i>22</i>
<i>To some extent</i>	<i>15</i>	<i>30</i>
<i>Not at all</i>	<i>7</i>	<i>14</i>
Total	50	100

Source: Field data, 2015

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.

Conclusion

It was found out that packaging has contributed to the sales volume this is through; packaging is significant in making the bakery 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 Bakery businesses in Kampala district.

Recommendations

Kiddawalime management should adopt the wide use of Radio advertising strategy because they are mostly used by people, they could be their clients for Bakery 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.

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