
Product Packaging And Sales Volume Of Bakery Industry: A Case Study Of Hot Loaf Bakery Mbarara

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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 Hot loaf 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, Hot loaf 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 Hot loaf 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 and bakery.

Background of the study.

The term "wrapper" includes various properties. Features that affect packaging design such as packaging shape, product type, size, whether it is environmentally friendly or not, legal requirements, color and many more (Julius & Sarah, 2023). Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale and use (Grace et al., 2023; Lydia et al., 2023). Packaging also refers to the process of

designing, evaluating and producing packaging (Faridah et al., 2023). Packaging can be described as a coordinated system of preparing goods for transport, storage, logistics, sale and final use (Phiona & William, 2023). According to Rita, the package attracts the consumer's attention to a particular brand, improves its image and influences the consumer's perception of the product (Irumba, Mugabi, & Akankwasa, 2023). Packaging also adds unique value

Received: 16.12.2023

Accepted: 22.12.2023

Published on: 30.12.2023

to products, acts as a differentiation tool, i.e. helps consumers choose a product from a wide range of similar products, stimulates customer purchasing behavior (Bank et al., 2023). Thus, the package plays an important role in marketing communication and could be considered as one of the most important factors influencing the purchase of a consumer package, its elements and their impact on consumer purchasing behavior have become a relevant issue (Akampurira et al., 2023). Based on a theoretical analysis of packaging elements and their impact on consumer purchase decisions, it empirically reveals the elements that have the ultimate influence on consumer choice (Christopher et al., 2022). Packaging is a very important marketing strategy to highlight the product to attract the attention of the consumer. Sometimes the packaging is so important that it costs more than the product itself to entice consumers to buy. Packaging should definitely be included among the 4 main P's of marketing (product, place, promotion and price) (Agnes et al., 2023). (Irumba, Mugabi, & Nelson, 2023) believe that most consumers judge a product by its packaging before

Problem statement

Most companies that have grown successfully take packaging seriously, for example Sydney of Berlin, Marian packaging company in Pennsylvania increased sales of their branded potato chips by 20% simply by adding attention to packaging and thereby increasing production (Jowin et al., n.d.; Loyce, 2023). Every marketer today wants to increase their sales and this has led them to adopt several ways to promote their products and attract more customers (Shadijah et al., n.d.). All these measures are usually done to motivate customers to buy more of the promoted product; it becomes more applicable for a company to succeed in a competitive market (Christopher & Nelson, 2023; Turyatamba et al., 2022). Despite the increasing promotions that bakery businesses offer for their products, such as packaging products with bright colors, there are still more and more competitive forces in the

purchasing. So it's logical to say that attractive packaging is essential to get your products bought by first-time buyers. Without attractive packaging, who would buy it to try it? Your first step to market entry is wasted if the packaging is ugly (Patrick et al., n.d.). The primary function of packaging is to "maintain product integrity" by protecting the actual food product from potential damage from "climatic, bacteriological and transit hazards". Recent research shows that two-thirds of consumer purchase decisions are made at the actual point of purchase (Charles et al., 2023; David & Alex, 2023), making products stand out has become a common goal for marketers and packaging designers. . "Packaging" plays an important role as a "silent seller", it is a self-promotional marketing tool that attracts consumer attention (Patrick et al., n.d.) and has been shown to stimulate sales volume. An example can be the shampoo Dr. Bronner's, which has not undergone any advertising, yet its sales volume and market share continue to grow, all because of its packaging (Judith et al., 2023).

Received: 16.12.2023**Accepted: 22.12.2023****Published on: 30.12.2023**

market environment, and many customers have not found their bakery products (Julius & Sarah, 2023). . The study therefore looked at the effectiveness of product packaging on 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 Hot loaf Bakery Products Company.

Research Questions

This research was set to answer the following research questions:

1. What are the forms of product packaging used by the Hot loaf Bakery limited in promoting their sales?
2. What are the challenges faced in product packaging their products towards improving sales volume of The Hot loaf Bakery limited?
3. What is the relationship between product packaging and the sales volume of The Hot loaf Bakery Uganda limited?

Methodology.

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. The researcher obtained information from Sales Department of Hot Loaf Bakery Company Mbarara Branch and Hot Loaf 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. Since no significant better results was to be obtained through a census of the entire study population of 350, a representative sample size of 50 respondents was selected to save both time and money. The researcher employed purposive as well as Snowball Sampling during the process of selecting study respondents. Primary data was

Received: 16.12.2023

Accepted: 22.12.2023

Published on: 30.12.2023

obtained through personal interviews with respondents, observations and self-administered questionnaires. Secondary data was obtained through the company brochures, statistical report and bulletins, annuals marketing reports on general consumers survey, textbooks and other student's research. 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. Data were entered into a computer and analyzed with the use of statistical packages for social scientists (SPSS) (Nelson et al., 2022), which help to summarize the coded data and this was facilitate quick interpretation. The analysis included frequencies and percentages at univariate level, correlations and regressions for further analysis.

Results.**Forms of Product Package in Hot Loaf Bakery Company Ltd****Table 1: Showing various type of packages**

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

Source: Primary Data 2022

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

Table 2: 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 performs promotional function when it is designed safer and or convenient to use	32(64)	4(8%)	7(14%)	9(18%)
Packaging communicates 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%)	15(30%)	17(34%)	5(10%)

Received: 16.12.2023**Accepted: 22.12.2023****Published on: 30.12.2023**

Source: Field data, 2022

It was shown by the respondents that packaging in the Organization has attracted consumers and packing in hot loaf 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 3: Challenges faced in packaging their products towards improving success of their business**

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

Source: Field data, 2022

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. Stiff competition 12 (24 %) was mentioned among the challenges faced by Hot Loaf 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 Hot loaf Bakery**Table 4: When the company experience high volume of sales**

		Packaging	Sales volume
Packaging	Pearson Correlation	1.000	.393**
	Sig. (2-tailed)		.000
	N	50	50

Received: 16.12.2023**Accepted: 22.12.2023****Published on: 30.12.2023**

Sales volume	Pearson Correlation	.393**	1.000
	Sig. (2-tailed)	.000	
	N	50	50

Source: Primary data, 2021

Findings from the correlation analysis indicated that there was a strong positive correlation ($r = 0.393$) packaging and sales volume. The relationship was statistically significant since the associated P - Value (0.00) was less than 0.05 at 95% level of significance (Nelson et al., 2023)

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

Table 5: The extent whether good product packaging attracts customers and enhances their willingness to buy a particular product?

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

Source: Field data, 2022

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.

Discussion of major findings

Research findings indicated that Hot loaf 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, Hot loaf bakery 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. A close examination revealed that has the role played by packaging activities had really increased sales volume for Hot loaf bakery limited. It was further shown by the findings that packaging provides information on how to use the product, for example the Hot loaf bakery products 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. 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 drinks 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 Hot loaf bakery 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. The study findings also concluded that indeed packaging significantly impacts on the sales volume of a product. The research found out that packaging greatly influenced sales volume of products. Customers were said to be attracted to purchase a product if its packaging is very attractive, convenient to carry, user friendly say to open and close, among other regards. Thus, the relationship was passed as a largely positive one.

Conclusion

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 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 Mbarara district.

Received: 16.12.2023**Accepted: 22.12.2023****Published on: 30.12.2023**

Recommendations

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

Hoat loaf 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.

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

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