

The Visual Typicality of Non-Alcoholic Beverage (NAB) Package Forms in Akure, Nigeria

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Abstract

This study identified the popularity of Non-Alcoholic Beverages (NAB) package forms in Akure for the purpose of exploring the possibility of creating visual code for easy product categorization and nomenclature in the non-alcoholic beverage product category. The research methodology involved collection, observation, and recording of the selected NAB through purposive sampling. A total of 218 product names of NABs were collected from the Akure Shopping Mall. By using Microsoft excel and SPSS 17 for analysis, the findings show that there is increase in multiple uses of NAB package forms.

Keywords: NAB, Visual code, typicality, product identification, nomenclature, form, Package Design

1. Introduction

Attractiveness as well as visual typicality is probably influential for product acceptance. When a product is difficult to be identified based on its appearance, consumers may not regard the product as a purchase alternative. It is not doubtful to assume that package forms that are initially get acquainted with earlier in life will be much more identifiable than those currently and more recently or newly exposed in the market. In this type of situation, consumers will not have to go through the onerous mental task of thinking whether they are seeing the right product or about to select the appropriate product. Thus, present study examines the visual typicality of NAB package form by identifying the popularity of NAB (Non-alcoholic beverages) package.

By assumption, thousands of new products are introduced every year in which a lot of them may not be accepted if consumers find it difficult to identify their preferred product (Fasolo, Hertwig, Huber, Ludwig, 2009). An example could be a situation whereby intending consumers experience reluctance or inability to spend time and effort on the processing of the uncertainty in such NAB package; thus, reducing favorability of their evaluations. Creusen & Schoormans (2005) suggest that future research may give more insight into this issue especially in food products. Example of research already giving insight to such issue is the predictive packaging design by Velasco, Salgado-montejo, A., Marmolejo-ramos, F., & Spence, C. (2014). Thus, present study build on this already existing body of knowledge by identifying the popularity of NAB Package Design's Form in Akure so as to contribute to knowledge in terms of package design specification for new product development, especially for the purpose of exploring the possibility of creating visual code for easy product categorization and nomenclature in the NAB product category.

2. Literature Review

Present study considers Non Alcoholic Beverage (NAB) as a popular product that has utilized multifarious packaging forms. Velasco, et al (2014) embarked on predictive package design by using form, sound, taste, typeface, and product name as elements that identify the characteristics of beverage product. Fishel (2003) in Celhay, Folcher, & Cohen (2013) report that product designers and marketing managers agree that there are visual codes, in terms of package design, that typify certain product categories. These are design elements (specific form, shapes, colors, materials, typefaces, layouts, and illustrations) most frequently seen in a given product category. Garber (1995) in Creusen & Schoormans (2005) Celhay & Trinquencoste, (2014) defines visual typicality as "the look or appearance that most consumers would associate with a product category, and by which they identify brands that belong to the category".

According to Schueneman (2010), typical early packages are animal skins or clay pots which are only delivery devices to get product from one place to another. Today, we are living in a consumption-driven society where branding of a product through the use of distinctive package form are now common. For example, in Europe and developing countries consumers are accustomed to finding their dairy products packaged in Tetra Paks®, an aseptic package system that provides ambient storage conditions for liquid products (Tetra Pak® Group, 2013). In the United States consumers find their dairy products packaged in cartons or high-density polyethylene bottles (Abdullahi & Yakubu, 2013; Lal, Yambrach, & Mcproud, 2015). reported that there are

four different types of packaging in which juice and soda are commonly sold in Sokoto metropolis, namely, Tetra Pak, bottles, cans and plastic pets. Based on aforementioned, what are Non-Alcoholic Beverages (NAB) product packages locally available within Akure, Nigeria?

3. Methodology

This study adopts purposive sampling and naturalistic observation method to explore the different forms of package design peculiar to a particular NAB type common in Akure. The research entails visitation to the Akure shopping mall for the observation of the displayed NAB package design (Figures 2, 3 4 and 5). After collection, observation, and recording of the selected NAB, a quantitative analysis follows. Below is a chart showing the order of the methodology (Figure 1).

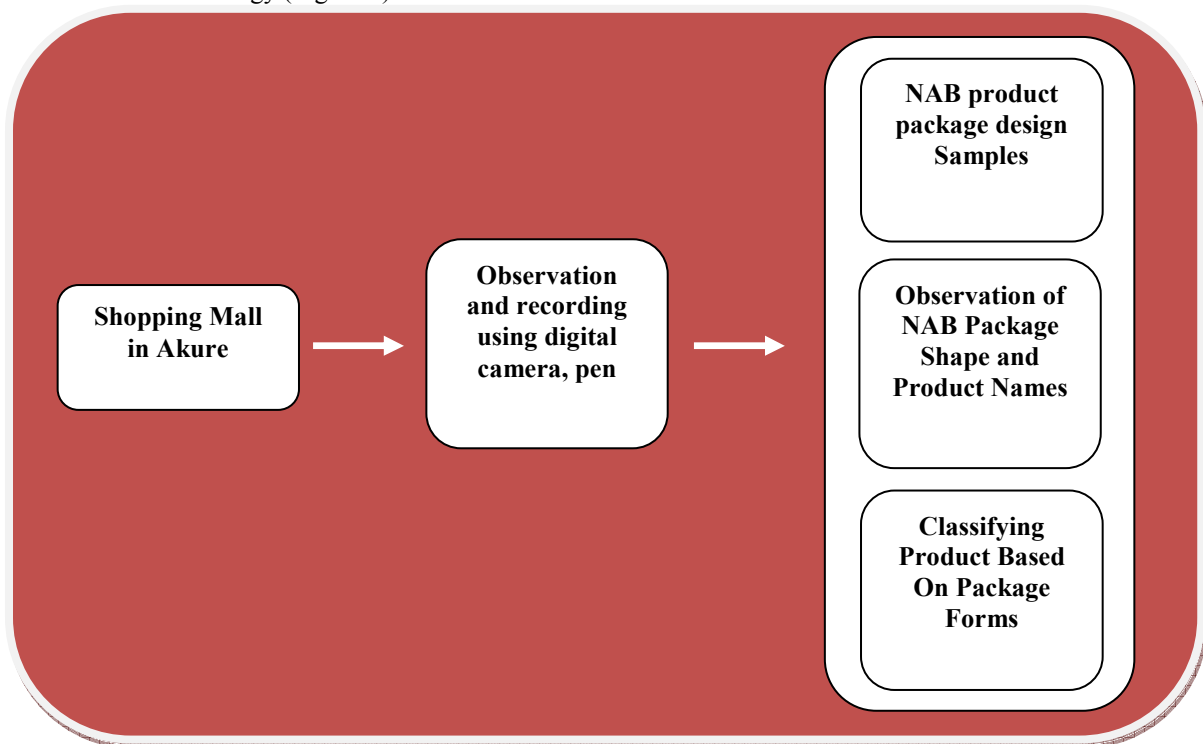


Figure 1. Chart showing the order of the study.

Source: Researchers' Field Work, 2018.

The research objective adopts Microsoft Excel 2010 for sorting the categories according to package form. Hence, the frequencies and percentages of the variation are pictorially and statistically represented with the aid of bar chart and cross-tabulation by using SPSS 17.0.

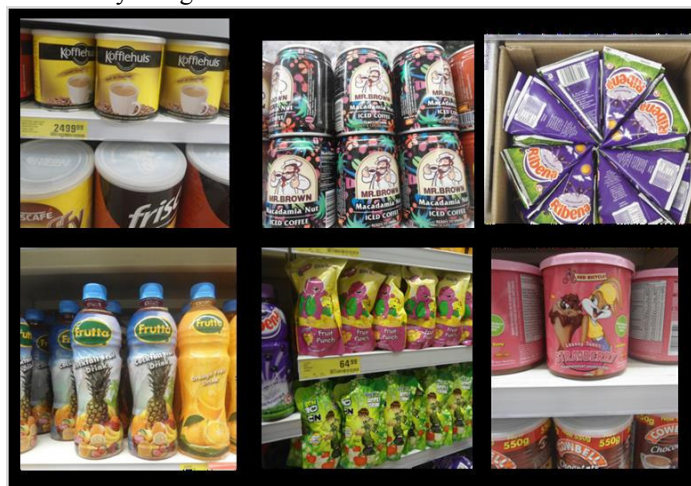


Figure 2. Examples of Displayed NAB Package Design at the Akure Shopping Mall.

Source: Researchers' Field Work, 2018.



Figure 3. Examples of Displayed NAB Package Design at the Akure Shopping Mall.
Source: Researchers' Field Work, 2018.



Figure 4. Examples of Displayed NAB Package Design at the Akure Shopping Mall.
Source: Researchers' Field Work, 2018.



Figure 5. Examples of Displayed NAB Package Design at the Akure Shopping Mall.
Source: Researchers' Field Work, 2018.

4. Result and Discussion



From the result in Table 1 various package forms are used for branding a particular beverage. Package forms identified are PB (Plastic Bottle), CWO (Can With Opener at its lid), GB (Glass Bottle), FC (Folding Carton),

TWRL (Tin With Replaceable Lid), PPSP (Primary Pillow Shaped Pouch), SP (Spout Pouch), TCA (Tetra Classic Aseptic), TBA (Tetra Brik Aseptic), TWFL (Tin With Fixed Lid), FTFP (Flexible Thin Film Polyethylene Pouch), TPA (Tetra Prisma Aseptic).

Table 1: Package Forms Used For Branding a Particular NAB

<p>FTFP (Flexible Thin Film Polyethylene Pouch)</p> 	<p>Bisco Flavoured Fruit Drink Feotamy Flavoured Fruit Drink Tisco Flavoured Fruit Drink Fanvanille Vanilla Flavoured Piko Flavoured Milk Drink</p>	<p>Fruit Drink Fruit Drink Fruit Drink Milk Based Milk Based</p>
<p>Cup / Tub</p> 	<p>Mr. Fruts Flavoured Milk Drink Nutriday Yoghurt Glova Sweetened Yoghurt Dannon All Natural Yoghurt Dolait Yoghurt</p>	<p>Milk Based Milk Based Milk Based Milk Based Milk Based</p>
	<p>Fanice</p>	<p>Milk Based</p>
<p>TWFL (Tin With Fixed Lid)</p> 	<p>Three Crowns Evaporated Milk Nestle Dessert Cream Ideal Evaporated Milk Popular Filled Evaporated Milk Peak Evaporated Milk Lunar Full Cream Evaporated Olympic Evaporated Milk Coast Full Cream Evaporated Nunu Filled Evaporated Milk</p>	<p>Milk Based Milk Based Milk Based Milk Based Milk Based Milk Based Milk Based Milk Based Milk Based</p>
<p>Secondary and Primary PSP (Pillow-Shaped Pouch)</p> 	<p>Nescafe 3-In-1 Peak456 Eve Flavoured Drink Kaldi African Coffee Cadbury Chocolate Real Milk Soya Plus Trinco Tea Bournvita Cowbell Chocolate Jago D Lite Instant Filled Milk Powder Activa Choco Drink Good Morning Choco Miksi Instant Filled Milk Powder Citrus Orange Flavour Instant Drink Dano Milk Instant Full Cream Powder Tang Instant Fruit Flavoured Drink Milo Activgo</p>	<p>Coffee Milk Based Soft Drink Coffee Cocoa Based Milk Based Milk Based Tea Cocoa Based Cocoa Based Milk Based Cocoa Based Cocoa Based Milk Based Fruit Drink Milk Based Fruit Drink Cocoa Based</p>
	<p>Ritebrand Tagless Teabags Glen Tea Nutri-C Instant Fruit Flavoured Drink</p>	<p>Tea Tea Fruit Drink</p>
<p>TBA (Tetra Brik Aseptic)</p>	<p>Emborg Skimmed Milk Alpro Soya Soy Good Apple Drink Chi Exotic Pineapple And Coconut Nectar Crystal Valley Low Fat Milk</p>	<p>Milk Based Milk Based Fruit Drink Fruit Drink Milk Based</p>

	Tropicana 100% Dansa Fruit Juice Happy Delight Juice Drink Happy Hour Chivita 100% Fruit Juice	Fruit Drink Fruit Drink Fruit Drink Fruit Drink Fruit Drink
<p>TPA(Tetra Prisma Aseptic)</p> 	5alive Pineapple Punch Fruit Nectar Chi Soya Milk Fumman Apple Fruit Juice	Fruit Drink Milk Based Fruit Drink
<p>TR(Tetra Rex)</p> 	Maccaw Cocktail Fruit Drink Frutta Natural Orange Juice Farmfresh Vanilla Yoghurt Drink	Fruit Drink Fruit Drink Milk Based
<p>TCA (Tetra Classic Aseptic)</p> 	Fantastic Yoghurt Drink Hollandia Evaporated Full Cream Ribena Blackcurrant Frumil Fruit Milk Drink Lucosade Boost Energy Superyogo Sweetened Yoghurt Fanchoco Chocolate Drink Freshyo Drinking Yoghurt Fandango Citrus Drink	Milk Based Milk Based Fruit Drink Milk Based Soft Drink Milk Based Cocoa Drink Milk Based Fruit Drink
<p>Box /FC (Folding Carton)</p> 	Oldenburger Full Cream Milk Ricchoco Nescafe Classic Colcafe Cappuccino Classic Blue Boat Full Cream Milk Powder	Milk Based Cocoa Coffee Coffee Milk Based
	3 Ballerina Herbal Tea Five Roses Superior Ceylon Blend Loyd Blackcurrant and Blueberry Tea Typhoo Earl Grey Tea Lipton Clear Green My Choco Alkaline Chocolate Drink Top Tea Hot Chocolate Drink Natural Ceylon Green Tea Liven Alkaline Coffee Cappuccino	Tea Tea Tea Tea Tea Cocoa Based Tea Cocoa Based Tea Coffee

		Hot Cocoa	Cocoa Based
		Hillway Golden Label Fresh Ceylon Tea	Tea
		Richmond Tea	Tea
		Dilmah Flavoured Ceylon Black Tea	Tea
		Passion Energy Drink	Soft Drink
		Vital Chinese Green Tea	Tea
		Green Tea	Tea
		Moringa Tea	Tea
		Joko Strong Quality Tea	Tea
GB	(Glass Bottle)	Four Cousins Sweet Sparkling Wine	Wine
		Don Simon Sparkling Red Grape	Wine
		St. Eve Nonalcoholic Cocktail	Wine
		Don Vino Nonalcoholic Sparkling Drink	Wine
		Damas Wine	Wine
		Chamdor Sparkling Red Grape	Wine
		Don Morris	Wine
		Robby Rubble Apple Cherry	Wine
		Saint Celine Natural Sweet Red	Wine
		Andries Family Wine	Wine
		St.Lauren White Grape	Wine
		J.C. Leroux Naturally Elegant Rose	Wine
		Eva Nonalcoholic Sparkling Grape Fruit	Wine
		Just Shiraz Natural Sweet	Wine
		Just Rose Natural Sweet	Wine
		Red Grape Juice	Wine
		Vitamilk	Milk Based
		Glamour	Wine
		Senac Sparkling Red Grape	Wine
		Flemish Cocktail Wine	Wine
		Maracana Sparkling Red Grape	Wine
		Welch's Red Grape	Wine
		Glace-X Sparking Fruit Drink	Wine
		Festillant Sans Alcool	Wine
		Devalin Apple Fruit Drink	Wine
		Venel Pineapple Fruit Drink	Wine
		Veleta Sparking Fruit Drink	Wine
		Bonne Nouvelle Sans Alcohol	Wine
		Vini Vici Alcohol Free Sparkling Wine	Wine
		Ginger Wine	Wine
		J&W Sparkling Red Grape	Wine
SP (Spout Pouch)		Ben 10 Baniaz Apple Drink	Fruit Drink
		La Casera Apple Drink	Soft Drink
		Barney Baniaz Fruit Punch	Fruit Drink
		California Sun Fruit Drink	Fruit Drink
		Caprisonne Pineapple Drink	Fruit Drink
		Yojus Natural Fruit Drink	Fruit Drink
		Yugovy Fruit Shoot Orange Flavoured Drink	Fruit Drink
		Popcy Flavoured Drink	Fruit Drink
		Frootzy Fruit Drink	Fruit Drink
		Frootz Fruit Nectar	Fruit Drink
		Fruit Drink	Fruit Drink
		Supami Banana Milk Drink	Milk Based
PB (Plastic Bottle)		H2oh!	Soft Drink
		Don Finest Yoghurt	Milk Based
		Wilson's Lemonade	Fruit Drink
		Rapha Yoghurt	Yoghurt
		Kally Apple Bite	Fruit Drink
		Tonny Time Orange Flavour Cordial	Fruit Juice
		Big Orange	Soft Drink



Farm Pride Guava	Fruit Drink
Mirinda Orange	Soft Drink
Nirvana Bitter Lemon Bold	Soft Drink
Savana Lemon Drink	Soft Drink
Moon Orange Squash	Fruit Drink
Schweppes Soda Water	Soft Drink
Popcy Flavoured Drink	Fruit Drink
Basako Yoghurt	Yoghurt
Pepsi	Soft Drink
Vimto Flavoured Drink	Soft Drink
Smoov Chapman	Soft Drink
Incolac Chocolate Drink	Cocoa Based
Cedaa Yoghurt	Yoghurt
Teem Soda	Soft Drink
Supershake Yoghurt	Yoghurt
Pops Pineapple Drink	Fruit Drink
Climax Energy Drink	Soft Drink
Yugo Plain Milk Drink	Milk Based
Nutri-Milk	Milk Based
Swan Orange	Soft Drink
Bigi Cola	Soft Drink
Cici Orange Fruit Drink	Fruit Juice
Vilko Cola Drink	Soft Drink
Malta Guinness Herbs	Soft Drink
Bien Banana Lime Flavoured Drink	Fruit Drink
Bobo Flavoured Milk Drink	Milk Based
Auki Yoghurt	Milk Based
L&Z Yoghurt	Milk Based
Gbb Juice	Fruit Juice
Deep Crest Cream Soda	Soft Drink

CWO (Can With Opener At Its Lid)



7 Up	Soft Drink
Grand Malt Zero	Soft Drink
Orijinzero	Soft Drink
Zero Coke	Soft Drink
7 Stars Energy Drink	Soft Drink
Vekro Chapman Health Drink	Soft Drink
Mr. Brown Iced Coffee	Coffee
Reinforce Energy	Soft Drink
Powermalt Energy	Soft Drink
Maltina Sip-It	Soft Drink
Amstel Malta	Soft Drink
Fanta Orange Flavoured Drink	Soft Drink
Limca	Soft Drink
Mountain Dew	Soft Drink
Golden Choco Drink	Cocoa Based
Powerhorse Energy Drink	Soft Drink
Red Bull Energy Drink	Soft Drink
Monster Energy	Soft Drink
Bullet Energy Drink	Soft Drink
Cocacola	Soft Drink
Golden Choco Drink	Soft Drink
Pure Heaven Sparkling Health Drink	Wine
Environ Health Drink	Soft Drink
Beta Malt	Soft Drink
Papillon Sparkling White Grape	Wine
Dubic Mallt	Soft Drink
Fayrous	Soft Drink
Sanz Crème De Soda	Soft Drink
FAB Forever Active Boost Energy	Soft Drink

	Tiger Spices Health Drink	Soft Drink
	Sprite	Soft Drink
TWRL (Tin With Replaceable Lid)	Lactogen 2	Milk Based
	Peak 123	Milk Based
	Holicks Food Drink	Cocoa Based
	Marvel Original Skimmed Milk	Milk Based
	Thrive	Milk Based
	Oluji Pure Cocoa Powder	Cocoa Based
	Frisco	Coffee
	Ricoffy Decaf	Coffee
	Ovaltine Food Drink	Cocoa Based
	Lactel	Milk Based
	Bournvita	Cocoa Based
	Koffienhuis	Coffee
	Prey	Cocoa Based
	Cocoa Powder	Cocoa Based
	Strawberry Flavoured Instant Powdered	Fruit Drink
	Nido	Milk Based
	Kerrygold Instant Full Cream Milk Powder	Milk Based
	Loyal Instant Full Cream Milk Powder	Milk Based



Source: Researchers' Field Work, 2018

Table 2: Percentage Distribution of the Package Form in respect of the Identified NAB

Package Form	Soft Drink	Fruit Drink	Wine	Coffee	Tea	Cocoa Based	Milk Based	Total
PB	7.4%	4.6%	0.0%	0.0%	0.0%	0.5%	4.1%	16.6%
CWO	12.9%	0.0%	0.9%	0.5%	0.0%	0.5%	0.5%	15.3%
GB	0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.5%	13.4%
FC	0.5%	0.0%	0.0%	0.5%	6.5%	1.4%	0.0%	8.8%
TWRL	0.0%	0.5%	0.0%	1.4%	0.0%	2.8%	3.7%	8.3%
PPSP	0.0%	1.40%	0.0%	0.9%	0.5%	3.2%	1.8%	7.8%
SP	0.5%	4.6%	0.0%	0.0%	0.0%	0.0%	0.5%	5.5%
TCA	0.5%	0.9%	0.0%	0.0%	0.0%	0.5%	2.3%	4.1%
TBA	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	1.4%	4.1%
TWFL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	4.1%
FTFPP	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.9%	2.3%
Box	0.0%	0.0%	0.0%	0.9%	0.0%	0.5%	0.9%	2.3%
Cup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	2.3%
TPA	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	1.9%
SPSP	0.0%	0.5%	0.0%	0.0%	0.9%	0.0%	0.0%	1.4%
TR	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%
Tub	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%
others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Total%	21.8%	18.4%	13.8%	4.1%	7.8%	9.2%	24.7%	100.0%

Source: Researchers' Field Work, 2018

From Table 2, 16.6% of the identified NAB is packed in plastic bottles; in which 7.4% are found to be more peculiar to soft drink. For soft drink, 12.9% of the identified NAB is packed in CWO. Fruit drink and tea are 0.0% in terms of use of CWO while wine, coffee, and tea are 0.0% in terms of plastic bottles. Wine is peculiar to glass bottle with 13%. Fruit drink is peculiar to SP with 4.6% of the identified NAB. 4.1% of the identified NAB is packed in TCA; in which only milk base drink represents 2.3%. TBA is peculiar to fruit drink with 2.8% while TWFL is entirely peculiar to milk based drink. Out of 8.3% of the identified NAB 3.7% milk based drink are packed in TWRL. Only wine and tea are 0.0% in terms of use of TWRL. 8.8% of the identified NAB is packed in FC; in which only tea represents 6.5%. The summary of the Table 2 can be more understood with reference to Figure 6.

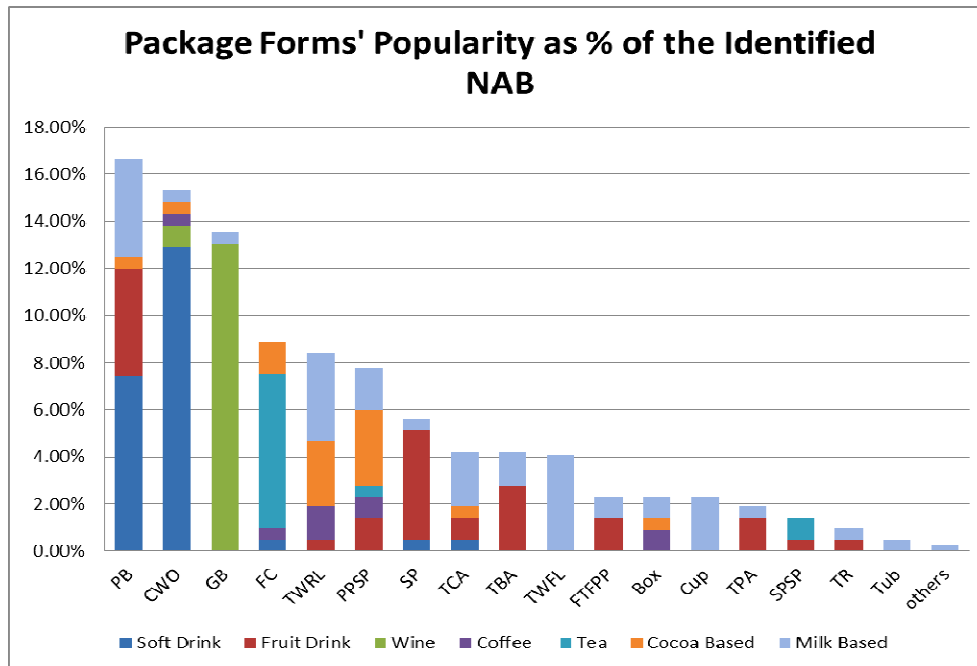


Figure 6. Bar chart showing the percentage distribution of available package form common to the identified NAB.

Source: Researchers' Field Work, 2018.

There is increase in multiple uses of these package forms. It seems reasonable to assume that they are not fixed categorically or stereotyped for particular NAB. However, TWFL and cup package forms seem to be strictly peculiar to the packaging of milk based products. Though GB is highly peculiar to wine, some milk based product also uses it. TBA, FTFP, and TPA, are peculiar to fruit drink and milk drink respectively. It is interesting to identify that multifarious package forms are found to be used for the packaging of NAB. This findings reiterate Khadse (2010) in a paradoxically similar way that one come to only one conclusion that food drink industries has a great scope in future because they utilize more of multifarious package form.

5. Conclusion

The focus of this paper is to identify the popularity of NAB package design's form in Akure so as to contribute to knowledge in terms of package design specification for new product development, especially for new product development, especially for the purpose of creating visual code for easy product categorization and nomenclature in the NAB product category. From the findings, it seems there are visual codes that typify the NAB product categories. However, it becomes humanly difficult to separately categorize the package form for a single NAB type. The findings support that, there is still need for improvement of product package system for the purpose of creating visual code for easy product categorization and nomenclature in the NAB product type. This is will go a long way in improving predictive package design as examined in the study of Velasco, Salgado-montejo, Marmolejo-ramos & Spence, (2014) .

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