

The Role of Branding and Packaging in Creating Customer Loyalty in the Toothpaste Market: The Case of Ghana

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Abstract

Branding and packaging are communicable marketing tools that marketers use through their efforts to disseminate information to the general public. It can be inferred that branding and packaging play a vital role in the consumer's decision to purchase a particular product of their choice, since they are able to identify the products through its branding and packaging.

This paper sought to investigate into how branding and packaging influences consumers' decision and how it influences them to be loyal to a particular brand of product (toothpaste).

Data was collected by administering questionnaires to a sample size of 130 out of which 100 were consumers of the various tooth paste and 30 were toothpaste retailers in the Techiman Municipality. Accidental or convenient sampling method, under the non-random sampling technique was used.

The study revealed that branding and packaging is an essential tool that influences consumers purchasing behavior in their decision to purchase a particular brand of toothpaste. It was also realized that toothpaste manufacturers use branding and packaging to differentiate their products from that of their competitors.

Keywords: Branding, Innovation, Packaging, Loyalty

1. Introduction

In the past, customers did not have several options to choose from different goods or services which made them to take any product or service they laid their hands on. This attitude cuts across the various markets of which the toothpaste market was no exception.

Toothpaste is a paste or gel dentifrice used with a toothbrush, an accessory to clean and maintain the aesthetics and health of the teeth (www.answers.com).

Toothpaste is not a relatively modern phenomenon. In fact, as long ago as 3000-5000 BC Egyptians made a dental cream by mixing powdered ashes of oxen hooves with myrrh, burned egg shells, pumice and water. Unfortunately, these early Egyptians did not have toothbrushes but used chewing sticks to apply their dental cream. (www.saveyoursmile.com)

In 1000 AD Persians added burnt shells of snails and oysters along with gypsum. Unfortunately at this point, toothpaste was still reserved for the rich. In the 18th century in England, a tooth cleaning "powder" containing borax was sold in ceramic pots. One of the problems, which lasted well into the twentieth century, was that they were often very abrasive, causing damage to teeth (www.saveyoursmile.com)

Apparently, today, there have been recent product innovations and specifications which have contributed to competition in recent times; the toothpaste market is embarking on Unique Selling Proposition (U.S.P) to differentiate their product from each other which has resulted in the use of branding and packaging. Branding and packaging seems to be the heart and soul of most products.

Once consumers find the brand they like most, they tend to be loyal and turn down any marketing effort to change their mind-set towards a brand.

According to Perreault and McCarthy (1993), branding is a symbol, a name, signs, designs or a combination of this that identifies the maker or seller's product.

According to Agyemang (2009), consumers view a brand as an important part of a product and so branding can add value to a product. That is why most consumers perceive toothpaste in a marked tube as high-quality but the same toothpaste in a different and unmarked tube as lower quality.

Branding has become so important in recent years which as a result have prompted many buyers to be loyal in the purchase of a particular brand of toothpaste.

Nevertheless, packaging is another force to reckon with in the toothpaste market. According to Kotler (1999), packaging is all the activities of designing and producing the container or wrapper for a product. The package may have a primary package (e.g. the tube holding the close up toothpaste) and the shipping package for identification, description, protection, promotion and other wise make the product marketable and keep it clean. In recent years, many factors have made packaging an important marketing tool.

Packaging creates a connection with the consumers at the point of purchase as it can very well change the perceptions they have for a particular brand. A product has to draw the attention of the consumers through an

exceptional packaging design.

In the past years companies did not take much interest in the branding and packaging of their product since the toothpaste companies were not many but with the emergence of several manufacturers, it has presented consumers with several options to choose from. Now, with the intense competition in the toothpaste market, it has triggered toothpaste manufacturing companies to pay attention to the branding and packaging of their products. This paper therefore focuses on the role branding and packaging play in the creation of consumer loyalty.

The motive that has called for the research into the toothpaste market has been that today in Ghana, there are several foreign brands of toothpaste (e.g. Colgate, Aqua fresh) to locally manufactured toothpaste (Close-Up, Pepsodent, Choice, Yazz) which are almost of similar chemical content and consumers are likely to switch from one brand to another easily and this has made the competition very intense.

With the increase of competition due to improved brands and packaging, customers are faced with infinite choices to satisfy their needs and wants. Retailers must therefore critically understand the effects of branding and packaging of toothpaste products and their influence upon customer satisfaction in order to improve and meet customer's expectation.

This paper therefore seeks to investigate into how branding and packaging of the various toothpaste products affect consumers' decision to purchase toothpaste and whether such brands have compelled them to be loyal to it.

The main objective of this study was to discover the role that branding and packaging play in the creation of customer loyalty specifically to determine how branding and packaging influence the choice of customers of tooth paste; to discover how branding and packaging helps to distinguish one product from another in the Techiman Municipality.

2. Definition of Branding

The word "brand" has its origin from a Scandinavian term "*branna*" which means to burn, in the English language. Therefore it refers to when a manufacturer puts some kind of mark or symbol to its product; it serves the purpose of product identification and differentiation from competitors, so qualifying the prerequisites of a brand (Nilson 1998). Actually, it was mainly through burning that ancient men stamped ownership on their cattle, and then the customers used it for differentiating the cattle of one seller from others. As a result sellers with better quality of livestock would find many customers readily as compared with sellers of lesser reputation (ibid).

According to Blois (2000), "a brand is a name sign, symbol, or design or a combination of manufacturer and to differentiate them from competitors".

Baker (1994) stated that "a successful brand is a name, symbol, design or some combination which identify a product or a particular organization as having a sustainable differential advantage". Churchill and Peter (1995) also defined branding as a name, design, term, symbol or any other feature that identifies one seller's goods or services as distinct of those of other sellers. Branding identifies and helps differentiate the goods and services of one seller from those of another. It consists of a name, sign symbol, or some combination thereof.

From the definitions above, it can be deduced that the idea of branding is to select a unique term for a product so that customers will be able to identify the item and find it in the marketplace. Also, a brand name is attached to products to help sell them to consumers and it also includes summation of consumer's perceptions and feelings about a product attribute. In addition, the definitions also suggest that branding have the power to influence consumers in marketing activities. Lastly, a powerful brand has high brand equity. Brand equity is the commanding differential effect that knowing the brand name has on customer response to the product or service.

2.1 Concepts of Branding

There are several concepts of branding which aid a brand to be successful in the industry it finds itself. These features in a more serious minded brand management must be associated with a particular product to enable it to achieve its ambition within the market it finds itself. Below are the various concepts:

2.1.1 Brand Name

According to Kotler (1997), "a brand name is the element of a brand that can be vocalized, including letter, words or number". For example pepsodent, aqua fresh, close up, choice etc. Many branded goods rely heavily on some symbol for identification. He further explained that products with a powerful brand name usually succeed since it carries its identity along the ranks of competing brands found within the industry the product thrived.

2.1.2 Brand Mark

According to Bovée and Thill (1992), "a brand mark is the portion of brand that cannot be expressed verbally". For instance packaging, design or symbols are used to identify a product easily when it finds itself in the midst of similar products. The symbol should be unique from other products. The brand mark must be protected legally in order to become the company's property and hence companies that will try to use it to sell their product can be sued at any legal court of law.

2.1.3 Brand Image

Brand image is the present view of the customers about a brand. It can be said to be a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for.

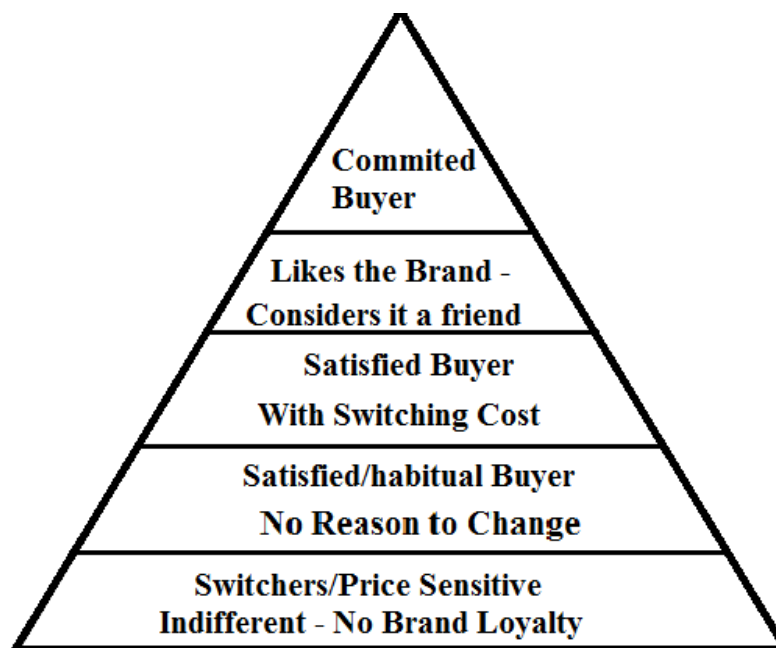
The way customer's perceive a product can sell a little more than the anticipated volume of sales. This is because the belief that customers place on a product tells the extent to which they are willing to stick to the product and this comes as results of the image it portrays in the market place. For example, the image of Colgate and Aqua fresh let most customers go for it even at a higher price than the rest of the toothpaste on the market.

2.1.4 Brand Loyalty

Brand loyalty has risen in spite of the continuous entry of new products hitting the market. This phenomenon can be accredited to the consumer becoming more aware of the advantages of well-known brands, like the benefits of saving time searching for products. Yet there is a difference in brand loyalty between age groups. While 65 percent of over 65 – year olds stay loyal to their brands, only 27 percent of the 20 to 24 year olds do the same thing (Catlin, 2004).

Brand loyalty is closely connected to brand equity because all the more loyal the consumers are to the brand, the higher the value of the brand can be estimated. Since brand loyalty can be considered the core of a brand's equity, extra emphasis is to be put on this point. Brand loyalty can qualitatively be distinguished from the other dimensions of brand equity because it is attached closer to the experience factor. Although purchase and use experience are basic factors in brand loyalty, the loyalty of a customer is also influenced by the other dimensions of brand equity (Aaker, 1991). The market place consists of brands with different amounts of power and value, depending on the customer's attitude towards the brand.

Aaker categorizes the loyalty of the consumer in five different levels, which are illustrated in the following pyramid:



Source: Aaker 1991.

Figure 2.0

Different methods of measuring brand loyalty exists that are either based upon the actual purchasing behaviour of the consumer or upon the loyalty constructs of switching costs, satisfaction, liking, and commitment.

If brand loyalty is properly managed, it represents a strategic asset for the company and can be used in several ways to provide a certain value for the company. Aaker states that the most important effects of brand loyalty are: reduced marketing costs, trade leverage, the attracting of new customers through created brand awareness and reassurance to new customers, as well as the gained time to respond to threats by the competition.

2.1.5 Brand Familiarity

It is how well customers recognize and accept a company's brand. The degree of brand familiarity affects the planning of how the product should be offered and what promotion is needed, (McCarthy and Perreault, 1993).

They further suggested five levels of brand familiarity which are useful for strategic planning;

Brand rejection which means that potential customers will not buy a brand when its image is changed.

Rejection may suggest a change in the product or perhaps only a shift to target customers who have a better image of the brand. Overcoming a negative image is difficult and can be very expensive.

Brand non-recognition; this means final consumers don't recognize a brand at all even though

middlemen use the brand name for identification and inventory control. Examples include school supplies, pencils, and inexpensive dinnerware.

Brand recognition means customers remember the brand. Even if consumers can't recall the brand without help, they may be reminded when they see it in a store among other less familiar brands.

Brand preference means that target customers usually choose the brand over other brands because of habit or a favorable past experience.

Brand insistence means customers insist on firms branded product and willingly search for it. This is an objective for many target marketers. A good brand name can help build brand familiarity because it can help tell something important about the company or its products.

2.1.6 Brand Evaluation

Kotler (1997) regards brands as key assets for businesses which are protected by copy right, design, registration and trade mark. Registration therefore enables them to be sold and bought by businesses.

Brand value is generally referred to as brand equity although this term is also applied to the extent to which a brand has gained recognition and trust in the market. In essence the two meanings are similar as they both represent the practical worth of brand as a means of securing a security sales revenue margin. Further, they said the value brand would depend mainly on the strength and extent of awareness of brand in the market.

2.1.7 Brand Equity

Brand equity can be defined as "a set of assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service and/or to that firm's customers" (Aaker, 1991). The effects of brand equity can be seen in the customer's response, for example showing a certain preference for one product over another that are basically identical or being willing to pay more for one particular brand (Kotler, 2003). Brand equity is likely to be higher if many satisfied customers insist on buying the brand and if retailers are eager to stock it. That almost guarantees ongoing profits from the brand and increases brand's value.

Measurement of brand equity is the extent to which customers are willing to pay more for a brand. A brand with strong equity is very valuable asset and high brand equity provides a company with many competitive advantages.

A powerful brand enjoys a high level of consumer brand awareness and loyalty:-

Because consumers expect stores to carry the brand, the company has more leverage in bargaining with retailers.

Because the brand name carries high credibility, the company can easily launch line and extensions.

Above all, a powerful brand forms the basis for building strong and profitable customer relationships. Therefore fundamental asset underlying brand equity is customer equity.

2.2 Conditions Favourable to Branding

Most marketing managers accept branding as desirable and are primarily concerned with assuring the success of the brand name of the product(s) they are marketing. The following conditions would be favorable to successful branding:

These conditions are favorable for successful branding (Chaneta, 2010).

- The demand for the general product class or in the selected target market(s) should be large enough to support a profitable marketing plan.
- The demand should be sufficiently strong so that the market price will offer a large enough margin over additional promotion cost to make the effort worthwhile.
- Constant and wide-spread availability is necessary. When customers start using a brand, they should be able to continue finding it in their stores.
- There are economies of scale. If branding is really successful, cost should drop and profit should increase.
- Brand promotion will be more successful if the brander can be assured of favorable positioning in stores. For some manufacturers, this is just a hope or a goal for their sales people. But when wholesalers and retailers brand their own products, this is something they can control.

2.3 Branding Strategies

Some manufacturers and retailers use a marketing mix strategy to sell their products. A mixed brand strategy is one based on the simultaneous of national, private and generic product. A mixed brand strategy allows businesses to reach several target markets, maintain brand loyalty and increase the overall product mix offered by the producers. A product for which a consumer has developed a brand loyalty falls into category when brand loyalty is strong, consumers see the product as different from its competitors and therefore will not accept a substitute and vice versa. Agyemang (2009).

2.4 Brand Extensions

According to Aaker (1991), "Brand extension is using an established name of one product category for entering another product category." While according to Kotler (1997), "Brand extension is the strategy of using a successful brand name for introducing a new product." Hartman, Price and Duncan (1990) calls it franchising strategy and define it as "utilizing a popular brand name to launch new products or services into a product class

that is new for the company’.

According to Kotler (1997), successful brands are regarded as the most valuable intangible asset of a firm as they represent the space occupied by a firm’s products or services in a consumer’s mind and retail shelf space. The strength of brand name offers a company opportunity to enter new product categories through brand extensions (Chernatony, 2005).

2.5 Brand Development

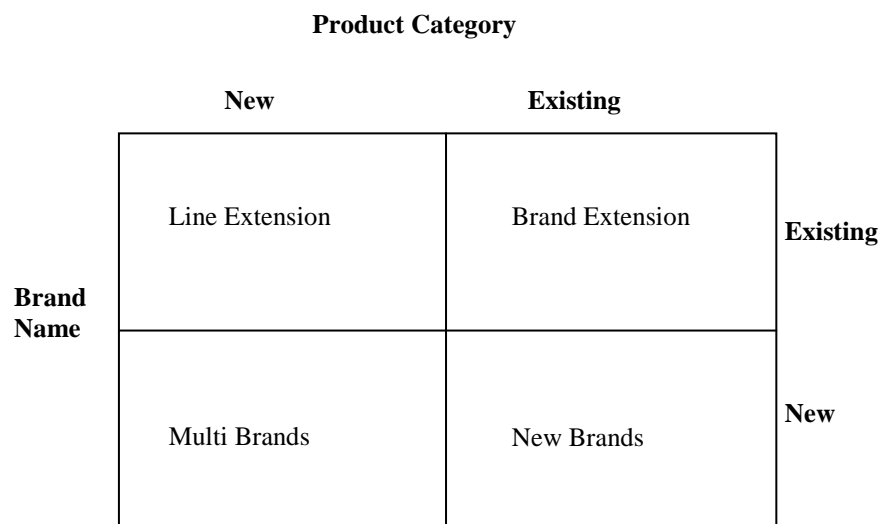
According to Armstrong and Kotler (1996), a company has four (4) choices when it comes to developing brands. It can introduce line extension, brand extension, multi brands and new brands. The figure below illustrates different stages of brand development.

Line extension- Line extension is when a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients or packaged sizes.

Brand extension- A brand extension involves the use of a successful brand name to launch new or modified product in a new category.

Multi brands- Companies often introduce additional brands in the same category.

New brands- A company might believe the power of its exiting brand name is fading and a new brand name is needed.



Source: Kotler and Armstrong 1996 figure 1.0

2.6 Brand Decisions

In coming out with brand decision, the first thing that comes to mind is whether the company should develop a brand name for its product. In the past, most products were not branded. Today branding is a strong force; hardly does anything go unbranded. Even though branding a product is costly, if the product is able to satisfy the user it has its advantages. Brand names provide legal protection to unique product features which can be imitated by competitors.

Brand name makes it possible for sellers to process, order and track down problem.

2.7 The Four Cs of Branding

In their book “strategic marketing communication”, Smith, Berry and Pulford (1998), said branding decisions are made based on the four Cs of branding. These four Cs will help the organization to make a brand successful within the industry.

2.7.1 Clarity

Brand value must be easily understood. Smith et al. (1998) explained that consumers of a product had to get the clear meaning of the value they are heading to achieve in order to satisfy their needs that has prompted them to choose that particular brand over other competing brands. Because of technology firms are able to copy or imitate easily hence has been contributing to the short life cycle of most brands in the market. In avoiding these obstacles, managers need to put particular emphasis on trade properties.

- Trademarks must be recognized easily by customers.
- Brand value should highlight consumer benefits.

2.7.2 Concise

Simple messaging of brand, this explains the ability of the product to sell itself without much promotion. The brand activity of a product conveys the message one needs to offer to the market which will tend to yield positive results by way of increasing the sales volume, hence making customers loyal to the product. This also influences consumers by way of helping them to understand the information the product intends to convey to the

consumers

- The brand should have a meaning to specific target group.
- Brand value should be able to stand out against other competing brands.

These are likely to show the conciseness of a product.

2.7.3 Consistent

The emotional benefit of the brand must be reliable and constant as the rational benefits.

Because customers are abreast with up to date information, they seem to seek and expect more of the benefits that they could derive from consuming a product (toothpaste). This means if consumers notice a slight change in the product in question, they will turn from patronizing the product. In order to ensure consistency in the benefits derived from the product, the company should constantly backup the perception of the brand. Also continuous advertising and other forms of promotion should be a way to ensure consistency.

2.7.4 Competitive

A brand should be distinctly positioned in order to be able to compete with other brands. It should possess certain features that will stand out among other competing brands in the market place.

In an industry with intense competition, brand design and Trademarks should be protected in the present and potential market and brand value should be developed to make the imitation of products difficult.

2.8 Choosing a Brand Name

Choosing an effective brand name is an important decision for both manufacturer and distributors. The brand name contributes a great deal in affecting brand awareness and image. An effective brand should suggest something about the product benefits, pronounceable in only one way, easy to recognize and remember, adaptable to packaging or labeling requirements and Pronounceable in all languages. Ideally, a brand name should help to communicate to consumers the major benefits of the product. If this is achieved, the brand name will help to create brand awareness with the brand image as consumers become aware of the brand name; then they begin to associate it with specific benefits (Bearden, Ingram and Laforge, 1995).

2.9 The Role of Branding

The process of branding is the heart of the organization's efforts to remove themselves from fierce competition between generic products.

Summarizing previous research, Doyle (1989), describes brand building as the only way for a firm to build a stable long term demand at profitable margins. Though adding values that will attract customers, firms are able to provide a base for expansion and product development and to protect themselves against the strength of intermediaries and competitors (Palmer and Hartley, 1999). Branding simplifies the decision making process by providing buyers with a sense of security and consistency which distinguishes a brand from generic commodity. The traditional role of branding has been to differentiate products, but brands have been increasingly applied to organizational images too. This has occurred particularly with services where the intangibility of the product causes the credentials of the provider to be an important choice.

2.10 Reasons for Branding

Branding has assumed a great importance in the practice of marketing. With many authors of this discipline believing that brand knowledge has some differential effect on the consumer's response to the marketing of brands (Aaker, 1991, Churchill and Peter 1995 and Keller, 1993).

- They aid shoppers in moving quickly through a supermarket, discount house or other retail stores and in making purchasing decision.
- Brands also help assure consumers that they will get consistent quality when they re-order.
- For sellers, brand can be promoted, that is they are easily recognized when displayed in a store or included in advertising
- Branding helps customers to make branding decision.
- Brand reduces price comparison. This is because brands are considered during the purchase decision when it is based solely on price.

The reputation of brand also influences customer loyalty among buyers of services as well as business and consumer's goods (Etzel, Walker and Stanton, 1997).

2.11 Consumer Behavior

Consumer behavior has always been of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers.

In recent times consumers have cultivated the habit of finding information about most products before they decide to purchase. This makes them behave in a sophisticated way. And in this sense producers of the various

products must follow their dynamics to produce to suit the changing trend of consumer.

Brand manufacturers and retailers will be affected by changing consumer behavior which will better explain consumer dynamics in other for them to make better choices. (Kumar, 2009).

This means that the theory of consumer behavior provides the foundation for the study of consumer demand.

According to Peter and Olson (1996), consumer behavior could be defined as the dynamic interaction of affection and cognition behavior and environmental event by which human beings conduct the exchange aspect of their lives.

2.12 Factors Influencing Buyer Behavior on Branding and Packaging

According to Kotler (1996), consumers face a number of brand choices which is influenced by the following:

2.12.1 Cultivated Factors:

These pose the broadest and deepest influence on consumers. It includes sub culture and culture. Some societies are cultivated with the habit of too much cultural sentiment which has made them more attached to their primitive ways of thinking and hence has led them to live the formal ways according to the traditions of their fore fathers. They may rather prefer using plantain stem with charcoal to brush their teeth rather than using tooth paste and tooth brush.

2.12.2 Personal Factors:

Buyer decisions to purchase are also affected by the personal characteristics, especially the buyer's age, occupation, lifestyle, life cycle stage, economic circumstance and self-concept. Some people within the Ghanaian society consider some brands to be for privileged people hence if the need arises for them to choose a product; they become a little skeptical about the kind of choice to be made to fulfill their personal ego and desire.

2.12.3 Social Factors:

Consumer behavior is influenced by the social factors which include family and status. The family can influence the consumer's behavior towards the decision to choose a certain type of product or service. The social status of the consumer can prevent him/her from patronizing certain products. For instance, it is believed that people of low class go in for toothpastes like pepsodent, choice etc. and aqua fresh, coalgate are reserved for the privileged class in the Ghanaian society.

2.12.4 Environmental Factors:

Consumer behavior towards the package of a product is also influenced by the environmental attributes. Since human beings do not live in isolation but rather live in a society they need to consider the various aspects of the environment and consider whether the packaging of the product will be friendly to the environment.

2.12.5 Psychological Factors:

A consumer purchasing decision is also affected by four psychological factors such as motivation, perception, learning and beliefs and attitudes.

2.13 Definition of Packaging

The wrapping material around a product that contains, identifies, describes, protects, displays, promotes and makes the product marketable and keeps it free from contamination.

Packaging is more than just your product's pretty face. The package design may affect everything from the rate at which it gets damaged during shipment to whether stores will be willing to stock it.

Perreault and McCarthy(1993), also defined packaging as "involving the promotion and protecting the product". This tells that in the era where consumers have access to information regarding their choice of product, it has become essential that; in order to over ride other competing brands the company has to take a critical look at the packing of the product of which tooth paste is no exception.

Turkson (1997), said, packaging is regarded as a vehicle in which a product is to be carried and sold.

Kotler further said that rising consumer influence means that consumers are willing to pay a little or more for convenience, appearance, dependability and prestige and better packaging.

In addition, Saunders, Kotler, Wong and Armstrong (1996) said that innovative packaging can give a company advantage over its competitors.

2.14 Types of Packaging

According to Turkson, (1997), types of packaging refer to the three levels of materials used to package products. The following are three main types of packaging: Primary, Secondary, and Shipping packaging.

2.14.1 Primary Package

Primary package refers to the immediate container or wrapper in which a product is carried. For example, the milk tin, the small box containing sticks of matches and the close up tube that holds the core product are examples of primary package.

2.14.2 Secondary Package

Secondary package refers to the container which protects the primary package. The rubber that covers the packed boxes of matches, the carton containing bottles of beer and the box that contains the tube which holds the tooth paste are examples of secondary package.

2.14.3 Shipping Package

The shipping package is a type of package necessary for storage identification, and transportation. Egg crate is a shipping package because it assists to transport eggs over a long distance with minimum damage if properly handled.

2.15 Packaging Strategies

There should be a strategy in place when managing executives are strategizing on the best way to package their product for sale since it will yield results if the right methods are adopted. Below are some of the decisions managers should embark on when packaging a product.

2.15.1 Packaging the Product Line.

Sales executives must decide whether to develop a family form of packaging. This family packaging uses either similar packages for all products or packages with common and clearly noticeable features. Family packaging will be favorable, when the products are of similar quality and have a similar use.

2.15.2 Multiple Packaging.

The practice of placing several units of a product (toothpaste, tooth brush, soap, shampoo, etc) in one container when offering them for sale in order to increase total sales, to help introduce a new product or to win consumer acceptance

Tests have proved that multiple packaging increases the total sales of an organization.

2.15.3 Changing the Package.

For competitive reasons packaging strategies and tactics are reviewed on annual basis. This means that a firm needs to monitor and consider continuing development which will ensure their packaging surpasses that of its competitors. For instance, new package development, innovative closures and other new features.

2.16 Packaging Decision

Research has proved that, after selecting a new form of package, launching and introducing it to the market, there is the need to check on it on regular bases to ensure the product is updated and meets the changing taste of consumers and technological changes.

Maintaining a particular package of a product for a long time without changing it can drive the consumer away to purchase that of your competitor's product that they believe to be fascinating because of its packaging, without considering the benefits they are seeking from the product thus the satisfaction derived from consuming a product.

Keeping the package of a product (toothpaste) up to date usually requires only minor but regular changes. The changes may be subtle that they go unnoticed by most consumers. It is noted however that some packaging changes involve complex decisions, drastic actions, high costs and risks.

Based on the views and researches done by numerous researchers and academicians, it can be said that packaging and branding can create a new total product. Variations in packaging can make a product saleable in various target markets. Branding can be used by the marketer in creating and building a customer franchise for a given product.

A specific package must be developed for each product. Both under-packaging and over packaging can be expensive. Although the final customer remains the ultimate factor, the packager also must remember the needs of wholesalers and retailers. A small retailer might prefer smaller package units that a supermarket operator would resist. Both promotional and protective packaging can cut total distribution costs. To customers, the main significance of brands is an assurance of quality. This confidence leads to repeat purchasing. For marketers, such "routine" buying means reduced promotion costs and increased sales.

A thorough examination of the basic aim of finding solutions to the relationships that exist between branding and packaging in creating customer loyalty underpinning this particular research study depicts clearly that it is a causal research design.

As confirmed by Dillon, Madden and Firtle (1993), causal research design generally involves the attempt to determine the extent to which changes in one variable can cause changes in some other variables.

The population of the study consists of consumers and retailers of tooth paste within the Techiman Municipality. The study considered males and females in the Techiman Municipality, aged from 18 years and above, both literates and illiterates, because they are people who are able to make their own decisions. These were considered in order to obtain accurate and applicable information for the study.

Respondents were selected out of the numerous consumers of tooth paste in the Techiman Municipality to constitute the sample size of the study. A sample of 130 units were chosen, consisting of 30 retailers and 100 consumers of tooth paste in the Techiman Municipality

In order to obtain correct and appropriate information for the study, the non-random sampling method was appropriate. Under the non-random sampling, accidental or convenient sample was the basis to select the target units for the study. The technique used in gathering the data was personal structured interview

3. Data Presentation and Analysis

3.1 Branding and Packaging Influence

A table illustrating the number of respondents who were influenced by the branding and packaging of the various brands of toothpaste.

Table 1 : Branding and Packaging Influence

Branding and Packaging	No. of Respondents	Percentage (%)
Branding and packaging influence	60	60
Non-branding and packaging influence	5	5
Branding influence	25	25
Packaging influence	10	10
Total	100	100

Source: Research field work September, 2013

Reference to the table 1 above, branding and packaging seems to have greater influence on the purchasing behavior of customers. The above table 4.5 shows that, a greater section of the consumers were influenced by the packaging and branding of the toothpaste. 60 of the respondents representing 60% admitted that they were influenced by the packaging and branding of the toothpaste before they make the decision to purchase and 5 of the respondents constituting 5% said they were not influenced by the branding and packaging of a particular toothpaste when making a purchase since what they are really after is the toothpaste.

In the same way, 10 respondents representing 10% indicated that they were influenced only by the packaging of the toothpaste and 25 respondents also said the brand name alone influenced them to purchase the toothpaste representing 25% out of the 100%.

3.2 Brand Loyalty

An analysis of respondents who are loyal to their brand of toothpaste and those who are not loyal is shown on table 2 below.

Table 2: Brand Loyalty in Relation to Gender

Indicators	Male	Female	Total	Percentage (%)
Brand and Package Loyalty	34	53	87	87
Non-brand Package Loyalty	6	7	13	13
Total	40	60	100	100

Source: Research field work September, 2013

Considering table 2 above, it can be interpreted that 87 respondents are loyal to their brand of toothpaste. Out of the 87 respondents, 53 of them were females and the remaining 34 respondents were males which represent 87% in the table above as compared to the 13 respondents who were not loyal to the brand which comprises of 6 males and 7 females as indicated in the table above representing 13% out of 100%.

3.3 Brand Awareness

Below is the table of the number of respondents and the means through which they were made aware of their brands of toothpaste.

Table 3: Brand Awareness

Indicators	No. of Respondents	Percentages (%)
Television	78	78
Radio	10	10
Bill board	5	5
Newspaper	0	0
Others	7	7
Total	100	100

Source: Research field work September, 2013

With reference to the table 3, it can be seen clearly that out of the 100 respondents who took part in answering the questionnaires 78 respondents got to know their brands through television advertisement which is being represented by 78%. 10 respondents became aware of their brand of toothpaste through radio advertisements which represents 10%. Respondents who stated that they came to know of their brand through bill boards were 5 which represent 5%. From the table 3 it is obvious that no respondent selected newspaper. The remaining 7% of the respondents stated that they got to know about their various brands through recommendations from others.

3.4 Price Sensitivity

The price sensitivity of respondents towards their brand of toothpaste is shown in table 4 below.

Table 4: Price Sensitivity

Indicators	No. of Respondents	Percentage (%)
Price sensitivity	13	13
Non- Price sensitivity	87	87
Total	100	100

Source: Research field work September, 2013

Table 4 reveals that 87 respondents which represent 87% were not price sensitive, which means that if the brand manufactures were to increase the price of their product they would still buy it. The remaining 13 representing 13% were price sensitive that is; they would switch from their current brand of toothpaste, if there is an increase in price.

3.4 Why Consumers Choose a Particular Brand of Toothpaste.

The 100 respondents were made to give reasons for choosing their brand of toothpaste. This is shown on the table 5.

Table 5: Why Consumers Choose a Particular Brand of Toothpaste

Indicator	No. of respondents	Percentage (%)
Toothpaste Quality	42	42
Fresh Breath	18	18
Protection of their Gum and Teeth	12	12
Brand Name	10	10
Past Experience and Recommendations	5	5
Satisfaction derived from using the toothpaste	13	13
Total	100	100

Source: Research field work September, 2013

The analysis showed that, 42 respondents (42%) use their brand of toothpaste because of its quality. 18 respondents (18%) chose their brand of toothpaste due to the freshness of their breath after brushing their teeth. 12 respondents (12%) out of the 100 respondents prefer to use a particular brand of toothpaste because of the protection it gives to their gum and teeth.

10 of the respondents (10%) also declared that, the design and how the product is being packaged attracted them to purchase the toothpaste. 5 respondents (5%) stated that they decided to patronize their brand of toothpaste as a result of their past experience and also recommendations made by their friends and relatives.

Lastly, the analysis showed that 13 respondents (13%) decided to purchase the brand because of the satisfaction they derived from the toothpaste after using it for the first time and its availability on the market.

3.6 How Consumers Identify their Brand of Toothpaste

Table 6 shows how consumers identify their brand of toothpaste.

Table 6: How Consumers Identify their Brand of Toothpaste

Indicator	No. of Respondents	Percentages (%)
Brand Name	38	38
Brand Name and Packaging	35	35
Quality of Toothpaste	3	3
Packaging	22	22
Undecided	2	2
Total	100	100

Source: Research field work September, 2013

Table 6 indicates that 38 respondents (38%) purchase their toothpaste by using the brand name of the toothpaste. 35 respondents (35%) also search for their brand of tooth paste by identifying brand name and packaging of the toothpaste. 3 respondents (3%) stated that they search their brand of toothpaste by its quality. 22 respondents (22%) purchase their toothpaste brand by identifying the packaging. 2 of the respondents (2%) did not indicate how they identified their brand of toothpaste.

3.7 How Consumers Identify their Brand of Toothpaste at the Retail Shop

Table 7 shows the number of respondents who identify their brand of toothpaste.

Table 7: How Consumers Identify their Brand of Toothpaste

Indicator	No. of Respondents	Percentage (%)
Brand name	22	73.3
Packaging	8	26.7
Total	30	100

Source: Research field work September, 2013

As indicated in table 7, it can be seen that 22 retailers said customers most often identify their brand of toothpaste by its brand name and 8 retailers claimed customers mostly identify their toothpaste brand by its

package.

3.8 Degree of Consumer Loyalty

The degree of loyalty consumers have towards the brands of toothpaste has been illustrated in the table 8 below.

Table 8: Degree of Consumer Loyalty towards the Product

Toothpaste Brand	Degree of Loyalty
Pepsodent	High
Close up	High
Yazz	Average
Choice	Low

Source: Research field work September, 2013

Based on what was observed at the various retail shops and stands it can be said that the degree of loyalty for both Pepsodent and Close up were very high. Whereas Yazz and Choice had average and low degree of loyalty from the consumers respectively.

4. Discussion of Research Findings

4.1 To know how branding and packaging influence the choice of customers of tooth paste.

One of the objectives of the research was to find out whether branding and packaging had an influence in the customer's choice of toothpaste. It became evident that, a greater portion of the respondents indicated that they were influenced by the branding and packaging of the toothpaste before making a decision to purchase it, whereas smaller portion of the respondents were not influenced by the branding and packaging of the toothpaste they purchase. This was made possible because of the good perception branding and packaging of the product had created and thus, had successfully pulled consumers to patronize it.

Berkowitz, et al (1994), asserted that a good packaging helps to position a product in the minds of consumers. This boosts their impressions about the product in question. The legacy created by the brand fosters their decisions to choose the brand over competing brands. This statement is seen to be true given that majority of the respondents indicated that they were influenced by the branding and packaging of their brand of toothpaste.

4.2 To identify how branding and packaging help retailers to sell their products.

The research has revealed that majority of the toothpaste consumers identify their brand of toothpaste by its brand name. And other consumers identify their brand of toothpaste by its packaging. Kotler (1997) also stated that a product with a powerful brand name usually succeeds since it carries its identity along the ranks of competing brands found within the industry the product thrived. And this has proven to be right since most of the consumers of toothpaste were identifying their brand of toothpaste by its brand name.

4.3 To discover how packaging and branding helps to distinguish one product from another.

A personal interview with consumers as well as retailers revealed that branding and packaging play a major role in differentiating the various brands of toothpaste on the market. Since it helps them identify their brand of toothpaste from the lot.

Apart from the core benefit derived from consuming the toothpaste, consumers look further to get augmented attributes that makes the toothpaste stand out among its competitors. These attributes such as branding and packaging become the basis for producers to differentiate their products and make them unique in the industry.

5. Conclusion

In conclusion the research discovered that majority of the respondents in the study confirmed that they were influenced by the brand name and packaging of their brand of toothpaste.

It was also verified that a greater number of the respondents were not price sensitive meaning they are willing to buy their brand of toothpaste regardless of price increase.

The main conclusion drawn from the study was that indeed branding and packaging influence the consumer's choice of toothpaste as well as their price insensitivity towards their brand of toothpaste leads to customer loyalty.

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