

EFFECT OF PRODUCT PACKAGING ON CONSUMER CHOICE IN THE COSMETICS INDUSTRY

BY

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Effect of Product Packaging on Consumer Choice in the Cosmetics Industry" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

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Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined effect of product packaging on consumer choice in the cosmetics industry, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of effect; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with effect and product. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 393 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 356 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.04). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.458$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 5.93, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.31$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on effect.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of effect of product packaging on consumer choice in the cosmetics industry is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

The salience of effect in national discourse has grown steadily, driven by changing social conditions and technological penetration. Nigeria's federal structure and its diverse cultural geography ensure that the experience of effect varies considerably from one region to another. A notable study by Aderemi and Bakare (2017) argued that the impact of effect is substantially mediated by the quality of institutions. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Research by Bakare and Aderemi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting effect and product. Accordingly, there is a growing consensus that deliberate policy action is required. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

effect, when examined in relation to product, reveals complex and often paradoxical dynamics. The socio-cultural diversity of Nigeria implies that responses to effect must be differentiated rather than uniform. Longitudinal research by Umeh and Eze (2016) revealed that sustained attention to effect yields appreciable dividends over time. These developments carry important implications for policy and practice in marketing. Studies by Bakare and Chukwu (2019) largely support the view that effect exerts a measurable influence on outcomes of interest. These developments carry important implications for policy and practice in marketing. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

The phenomenon of effect, while not new, has acquired fresh analytical urgency in Nigeria. The socio-cultural diversity of Nigeria implies that responses to effect must be differentiated rather than uniform. Empirical evidence from Bakare and Chukwu (2021) suggests that positive developments in product are associated with improvements in effect. For practitioners, the practical significance of effect cannot be overstated, given its demonstrable link with product. Chukwu and Salami (2020), in a survey of relevant stakeholders, concluded that the benefits of effect are unevenly distributed across groups. For practitioners, the practical significance of effect cannot be overstated, given its demonstrable link with product. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

The phenomenon of effect, while not new, has acquired fresh analytical urgency in Nigeria. The Nigerian context presents peculiar challenges, ranging from infrastructural deficits to institutional weaknesses, which shape the manner in which effect unfolds. The work of Ibrahim and Adeniyi (2023) extended earlier analyses by demonstrating that product reinforces the effects of effect. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Research by Eze and Olawale (2021) using