

PACKAGING AND BRANDING OF GARRI FOR URBAN MARKETS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Packaging and Branding of Garri for Urban Markets" 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.

PROJECT SUPERVISOR

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 packaging and branding of garri for urban markets, 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 packaging; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with packaging and branding. The study adopted a descriptive survey research design, anchored on the Resource-Based View Theory and the Theory of Planned Behaviour. A sample size of 384 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 355 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 = 3.09). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.524$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.82, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.21$, $p > 0.05$). 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 packaging.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of packaging and branding of garri for urban markets 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.

packaging continues to command considerable attention among researchers, policymakers, and practitioners in business administration. Evidence from national agencies indicates that packaging has grown considerably in recent times, underscoring the need for systematic inquiry. Research by Nwosu and Umeh (2021) using mixed methods provided particularly rich insight into the mechanisms connecting packaging and branding. These observations collectively invite a reconsideration of standard assumptions regarding branding. The aggregate picture emerging from Eze and Nnamdi (2023) points to a modest but consistent association between packaging and the outcomes of interest. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Despite these advances, notable gaps persist, particularly with respect to context-specific evidence from Nigeria.

The salience of packaging in national discourse has grown steadily, driven by changing social conditions and technological penetration. In Nigeria, the intersection of packaging and branding is conditioned by unique socio-economic, cultural, and institutional factors that differ markedly from Western settings. Research by Chukwu and Adeniyi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting packaging and branding. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Research by Adeniyi and Okonkwo (2021) using mixed methods provided particularly rich insight into the mechanisms connecting packaging and branding. The practical import of these findings extends well beyond the academic sphere into everyday institutional practice. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

A growing corpus of literature draws attention to the pivotal role of packaging in shaping developmental trajectories. Nigeria's federal structure and its diverse cultural geography ensure that the experience of packaging varies considerably from one region to another. Empirical evidence from Adeniyi and Okonkwo (2021) suggests that positive developments in branding are associated with improvements in packaging. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Adeniyi and Adigun (2020), in a survey of relevant stakeholders, concluded that the benefits of packaging are unevenly distributed across groups. Such findings reinforce the argument that packaging deserves a place of priority on the development agenda. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

The phenomenon of packaging, while not new, has acquired fresh analytical urgency in Nigeria. National policies and programmes have sought, with varying degrees of success, to respond to the realities of packaging and branding. Longitudinal research by Musa and Alade (2016) revealed that sustained attention to packaging