EEFECT OF BRAND PACKAGING POSITIONING STRATEGY ON CUSTOMERS' BEHAVIOURAL INTENTIONS TOWARDS FOOD AND BEVERAGE PRODUCTS: EVIDENCE FROM NIGERIA

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Abstract:
The study examined the effect of brand packaging positioning strategy on customers' behavioural intentions in the context of repeat purchase towards food and beverage brands in Rivers State, Nigeria.The study adopted descriptive research design. Data were drawn through a well-structured questionnaire from 384 customers of food and beverage manufacturing SMEs in Rivers State. The hypothesized relationship was tested with simple regression analysis with the aid of SPSS (version 21.0). The statistical results showed that brand packaging positioning strategy studied was critical in determining the outcome of customers' behavioural intentions in the context of repeat purchase towards food and beverage brands in Rivers State. It was found to have significant predictive capabilities on customers' behavioural intentions. In conclusion, brand packaging positioning strategies had significant statistical influence on customers' behavioural intentions in the context of repeat purchase towards food and beverage brands in Rivers State. Precisely, 63.8%, changes in customers' behavioural intentions were significantly predicted by brand packaging. Therefore, this study recommended that food and beverage SMEs should develop packaging strategy that is capable of differentiating their brands from competing brands in the marketplace and also meet customers' expectations.

INTRODUCTION

Small and Medium Enterprises (SMEs) make up a significant proportion of businesses in any nation and they play a major role in national development (Okpara& Koumbiadis, 2009; Ibeh, 2004). SMEs in Nigeria, like in other nations of the world, are seen as the backbone of all economies and are important to economic growth of nations. Besides, the increasing demand for food and beverage products is in no small measure boosting the involvement of Nigerian entrepreneurs (SMEs operators) in the food and beverages manufacturing sector. SMEs are critical in accelerating economic growth through the expansion of productive engagement. It can be said that SMEs are visible drivers of economic growth (Kropp, Lindsay & Shoham, 2006). To sustain the roles of SMEs regarding economic growth, consideration must be given to their sales performance.

The issue of how to improve sales performance and achieve competitive advantage in the marketplace constitute major challenges to SMEs in Nigeria because of the has been a major subject of discussion among entrepreneurs as well as business managers in most

management meetings. Entrepreneurs and business owners have continued to make frantic efforts aimed at improving the sales performance of their firms so as to maximize profit. Consequently, as the business terrain becomes turbulent, business operators get involved in the search for the right strategic approach to navigate to success and improve sales performance. However, in order to improve the sales performance of business firms, efforts must be made to gain sustainable differential advantage over competing firms, hence, there is need for the business operators to position their products so as to gain a competitive advantage over their rivals.

Establishing and sustaining good brand positioning strategy could help SMEs to achieve competitive advantage in the marketplace. What positioning strategy does is to develop key brand associations in the consumers' minds and other important constituents with a view to achieving differential advantage and establish competitive superiority (Shivashankar & Uma, 2017). In essence, entrepreneurs and their managers who embark on brand positioning direct their efforts trying to influence the consumer's perception of a brand

in comparison to how the same target market perceive competing brands. The set marketing goal of brand positioning in this regard is to ensure that a firm's brand is kept on a top position in the minds of the target market so as to be the first in consideration set during a purchase.

Brand positioning strategies capable helping SMEs to achieve differential advantage include quality, packaging, delivery speed, price, and benefit. For food and beverage SMEs operating in Nigeria, embarking on any of these positioning strategies could enhance their sales performance which impacts on their level of profitability. This current study was designed to investigate the predictive capability of brand packaging positioning strategy on customers' behavioural intentions in Nigeria with a focus on food and beverages manufacturing SMEs in Rivers State.

REVIEW OF RELATED LITERATURE
CONCEPTUAL FRAMEWORK
Brand Positioning Strategies

The essence of brand management is the image that the brand has in the minds of the consumer - that is, its positioning. Kotler (1988) defined positioning as the act of designing the company's image and value offer so that the customers understand and appreciate what the company stands for in relation to its competitors. It is the process by which a firm tries to create an image or identity in the minds of its target market for its product, brand, or organization (Aaker, 1991). A brand's position is the set of perceptions, impressions, ideas and feelings that consumers have for the product compared with competing products. Marketers plan positions that give their products the greatest advantage in selected target markets, and they design marketing mixes to create these planned positions.

The goal of brand positioning is to keep the brand on a top position in the minds of customers when they are considering a purchase. To be successful, a brand positioning strategy must differentiate the brand from competitors' own, address the important consumer buying criteria, and articulate the key brand attributes. Brand positioning should not be overlooked by manufacturers of food and beverage products because it is an essential ingredient in the buying process. In fact, brand positioning creates an opportunity for food manufacturers to positively influence market perception and improve brand competitiveness. Failure of a food and beverage manufacturer to embrace brand positioning strategies may lead to low sales and profit margin. Whether a food and beverage manufacturer likes it or not customers will always position his or her brand based on the information gathered from competitors which might hurt the manufacturer. Hickey (2017) argued that a good brand positioning strategy

creates meaningful difference and distinguishes the brand from competitors' offerings.

Brand positioning strategies focus on creating unique identity and position for a firm's products/services and ensure that value is created for customers beyond what competitors can offer. Kamau and Wafula (2015) defined brand positioning strategies as the collection of creative activities that manipulate the consumers' mind in favour of a brand. Hickey (2017) defined brand positioning strategies as the strategies through which a company develops and implements its offerings to create a meaningful difference in its brand and ensure that the created difference occupies a strong and distinct position in the minds of the consumers. Van Riel and Bruggen (2002) defined brand positioning strategies as those systematically planned and implemented processes of creating and maintaining a favourable reputation for an organization. Kapferer (as cited in Musau, 2012) stated that a brand position is part of the brand identity and value proposition that is actively communicated to the target audience and that demonstrates an advantage over competing brands in the market. Positioning a brand means emphasizing the distinctive or unique characteristics that make the brand different from its competitors and appealing to the consuming public (Kotler, in Musau, 2012). For this current study, the emphasis is on brand packaging positioning strategy and how it influences sales performance.

Brand Packaging Positioning Strategy: Packaging involves the activities of designing and producing the container or wrapper for a product (Kotler, in Oladele, Olowokere, Okolugbo, Adegbola, 2015). Kesinro, Ojo, and Adenugba (2015) defined packaging as the container for a product, encompassing the physical appearance of the container and including the design, colour, shape, labelling and materials used. Packaging is utilized as a tool to get the consumer's attention, to promote and convey messages about a brand to consumers whilst still on the shelf or at the point of sale (Underwood, Klein &Burkewho, in Oladele, Olowokere, Okolugbo, Adegbola, 2015). Packaging helps firms to differentiate their product from other competing brands. According to Shaw (2015), packaging differentiation uses every available option for calling attention to individual brands, including unique sizes, shapes, materials and brand hallmarks. As markets become more competitive, manufacturing companies adopt measures to package their products in a unique manner to distinguish them from other competing brands (Gangar, 2015).Most companies use their colour to design their package to ensure that consumers recognize them. Colourful graphics, for example, are now printed directly on a variety of materials, including glossy surfaces that were once difficult to print (Shaw, 2015). Shapes are also used to get the attention of the

consumers. Apart from colour and shape, custom presentation is an established standard where multiple packs items are enclose in a single package, which helps to increase visibility on the shelf (Olawepo & Ibojo, 2015). More so, packaging create an opportunity to share unique messages about brand attributes to consumers whilst still on the shelf or at the point of sale. Proper and stylish packaging can help to increase the sales of a product since it draws the attention of the consumers to the brand when arranged in shelves (Stuyck, 2003). When a company use colourful graphics, shape, custom presentations, and unique style to package its product, it will attract customers to the brand when arranged in shelves alongside with other competing brands (Shaw, 2015). Sajuyigbe, Ayanleke, and Ola (2013) stated that a better box, wrapper, can or bottle, may even enable a relatively small, unknown firm to compete successfully with the established competitors.

Customers' Behavioural Intentions

Consumers responses to organisational marketing activities constitute what defines customer behavioural intentions. However, marketers are aware that responses of customers towards brands in the marketplace could either be positive/favourable or negative/unfavourable (Ladhari, 2009). This implies that behavioural intentions demonstrate whether a customer will remain loyal to a brand/organization or switch to a competing brand (Kang, James, & Alexandris, 2002). On the positive perspective, Jhamb, Mittal and Sharma, (2020, p.363), noted that "customer behavioural intentions can be understood as their behavioural activities to promote the brand, purchase service/product, price point's comparisons, and complaints". This implies that the positive manifestation of customer behavioural intentions include purchase intention, repurchase intention, positive word of mouth communication and brand loyalty. On the other hand, unfavourable responses include negative word of mouth and brand switching behaviour. For this current study, repeat purchase is the measure used in determining customers' behavioural intentions towards food and beverage brands..

Repeat Purchase:

Repeat Purchase: Ebrahim, et al (2013, p.1244) defined the concept as "consumers' decision about repeating the action of purchasing the brand". Repeat purchase from current customers of a brand indicates that the consumers concerned must have developed a liking for the brand for reasons which they could explain when asked. Organisations are interested in consumers who are interested in repurchasing their products after the first time/trial because of its capacity to enhance market share growth and increase its revenue (Sharp & Sharp, 2008). For an organisation that is conscious of

achieving competitive advantage, repeat purchase will bring a number of benefits to the customers such as, personal recognition, preferential treatment, discount, credit facilities, and time-saving (Chin, 2014; Garga & Bambale, 2016).

THEORETICAL FRAMEWORK
Dynamic Capabilities Theory

Both marketers and consumers in the Fast Moving Consumer Goods (FMCG) market segment are aware that appropriate packaging for products by SMEs signals one of the capabilities of the firm concerned. It is possible for SMEs to achieve competitive advantage in the marketplace through appropriate packaging strategy. Teece et al (1997, 2007) are of the view that attaining competitive advantage in turbulent business situations depends on developing unique capabilities. It is based on the foregoing that Teece (1997) in his working paper propounded the theory on dynamic capability. Dynamic abilities of firms focuses on the development of distinctions in the way organisations undertake their operations within an industry (Zollo & Winter, 2002). Dynamic capability stimulates the quest for firm survival. It is therefore the duties of organisational managers to adapt to changes in the business environment by developing techniques/strategies capable of assisting them to adjust, coordinate and integrate and reconfigure the entire organizational skills and resources etc towards the changing environment, with a view to achieving set goals and to attain better competitive position.
Such competitive position will enhance positive behavioural intentions such as repeat purchase.

Empirical Review and Hypothesis Development

From the submission of scholars, importance of packaging in enhancing customers' behavioural intentions towards products cannot be overemphasized. According to Gangar (2015), packaging is used as a promotional tool to boost sales. A good packaging attracts consumers and boosts their purchase intentions. Deliya and Parmar(2015) posited that packaging will influence consumers and hence change their buying behavior towards that brand which will help company to generate revenue. Ola, Ajayi and Olaoye (2015) argued that packaging can increase sales by such promotionally-oriented moves as offering smaller or larger sizes, more multipacks, better pictures of the product itself, illustrations of the product in use and more effective use of color.Studies have shown that most consumers purchase brands with attractive packaging than those with less attraction (Breetz, 2013; Oladele et al, 2015). A study conducted by Kesinro, Ojo and Adenugba (2015) showed that 62% of the consumers visiting selected supermarkets in UK revealed that they are often attracted to purchase

brands with beautiful packaging while 38% indicated that they are less attractive to packaging.

Thomas (2015) in a study reported that buyers trust in a product or brand declines steadily when its packaging is damaged. As Dhurup, Mafini and Dumasi (2013) stated, good packaging attracts consumers to a brand and increases sales performance of firms. Before a consumer can test a product, he or she must be attracted to it first before deciding to purchase it. Packaging plays a vital role in attracting consumers towards any brand (Mazhar, Daud & Mubin, 2015). Many consumers purchase brands with more stylish and attractive packaging. Therefore, it is important for companies to use a good material and wrapper to enclose their products.

Vazquez, Bruce and Studd (2003) stated that the material and wrappers used to enclose products have significant effect on sales. According to them, if a firm uses a good packaging material and wrapper to enclose their products, it will build a strong impression in the minds of the consumers as they will believe that the product is of high quality and consequently purchase it. But where the product is packaged with low quality material or wrapper, it will send a negative message to the consumers that the product is of low quality and consequently affects the sales of the product. Mazhar, Daud, and Mubin (2015) noted that consumers purchase more quantities of products if they are attracted to the packaging. In a study conducted among consumers visiting supermarkets in the United States, it was reported that majority of consumers, about 72% purchase more quantities of brands with attractive and stylish packaging (Breetz, 2013).

Ola, Ajayi and Olaoye (2015) studied the impact of packaging on organizational sales turnover and found that packaging has significant effect on sales turnover. They further revealed that packaging and other factors such as brand name, pricing and promotion jointly predict organizational sales, which accounted for 98% variation in sales turnover. Their study concluded that a specific package must be developed for each brand because variations in packaging can make a brand saleable in various target markets (Ola, Ajayi & Olaoye, 2015). Packaging can also play a significant role in increasing repeat purchase as it influences consumer's perceptions about the brand (Olawepo & Ibojo, 2015).

A study by Ola, Ajayi and Olaoye (2015) reported that most consumers judge a brand by its packaging before buying. After purchasing the brand for the first time, they are most likely to re-patronize the brand if they feel satisfied with it. A firm that packages its brands in attractive manner will likely draw the attention of consumers to the brand and increase sales turnover and repeat patronage. Good and attractive packaging may add value to the product and attract a trial from first time customers who may do a repeat purchase (Scott,

in Oladele et al, 2015). Attractive packaging helps to increase sales because it showcases the uniqueness and originality of the brand. Packaging helps to build brand image. In the food and beverage industry, packaging plays a crucial role in increasing sales. It serves as an advertisement to the brand and helps to boost sales and customer loyalty (Olawepo & Ibojo, 2015). Gangar (2015) noted that packaging is a crucial factor in stimulating and boosting sales performance. According to him, when brands with similar functions are arranged in shelves, it is the uniqueness of the individual brand packaging that first attracts consumers to the brand and thereafter command patronage which will increase sales level.

Packaging is a crucial business strategy to increase patronage because good packaging communicates certain quality image to consumers (Oladele et al, 2015). Sajuyigbe, Ayanleke and Ola (2013) posited that packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company to consumers. A better and unique packaging will induce consumer to make repeat purchases and increase the sales performance of the brand. Kotler and Armstrong, in Dhurup et al (2014) noted that with rising consumer affluence, consumers are often willing to pay a little more for the convenience, appearance, dependability and prestige of better packaging. Oladele et al (2015) argued that packaging influences consumers' perception for a particular product brand and consumers most times are attracted at first sight to the packaging style of a product.

Zain and Saidu (2016) carried out an empirical study on customer satisfaction and retailers brand positioning. Their study focused on how retail brand positioning impacts on customer satisfaction.Their study employed the survey research design where structured questionnaires were used to elicit data from 250 customers. The data collected were analyzed using descriptive and inferential statistics such as correlation and regression analysis. The result showed that retail brand positioning significantly correlates with customer satisfaction. The previous and current studies employed the survey research design where structured questionnaires were used to elicit data from the study subjects. The data collected were analyzed using a combination of descriptive and inferential statistics.

Spencer, Joiner and Salmon (2009) carried out an empirical study on brand positioning strategy, performance measurement systems and organizational performance using evidence from Australia. They sampled 300 entrepreneurs and managers in Australia and used the data collected to analyze the relationship between brand positioning dimensions (brand quality, brand design, unique product and packaging) and performance indicators (sales volume, sales turnover, sales growth, market share and profit margin). The

result of their analysis indicated that brand quality significantly correlated with sales volume. The study also found out that brand design and unique product features are positively and significantly related to sales turnover and profit margin while changes in brand package is significantly correlated to sales growth and sales turnover. In conclusion, it was accepted that differentiation strategy enhances organizational performance. The previous and current studies investigated the relationship between brand positioning strategies and performance using primary data collected through questionnaire. Their area of study differs.

Nazmul, Islam, Hossain and Chowdhury (2012) carried out an empirical study on brand positioning in the soap industry. They studied six different brands of soap in Dhaka city namely, Tibet, Keya, Lux, Sandaline, Lifebuoy and Camelia with a view to determine their current positions in the minds of consumers. The researchers conducted a pilot survey to obtain data from traders regarding six attributes of the different soap brands, namely size, packaging, price, quality, smell and freshness. After a thorough analysis which was conducted with Spearman Rank Correlation, it was found that the most demanded brands in the market were LUX, Sandalina, Meril, Keya, Tibet and Camelia. Lux occupies the best position in respect of all the attributes except the attribute "price." Sandalina and Lifebouy were in 2nd and 3rd position with respect to the six attributes. Although the previous study was conducted on a different industry (soap industry) and different location, it was related to the current study in the sense that both studies were relational studies designed to ascertain the relationship between the study variables.

From the foregoing, we predict that;
H1: Brand packaging has significant predictive capability on the customers' behavioural intentions of food and beverage manufacturing SMEs in Rivers State.

RESEARCH METHODOLOGY

Research Design: The descriptive survey research design was adopted for the study because of its ability to generate the opinion of the respondents. The survey was designed to examine the relationship between brand packaging positioning strategy customers' behavioural intentions towards food and beverages manufacturing SMEs in Rivers State.

Area of The Study: The geographical area of this study is Rivers State, South-South geopolitical zone of Nigeria.

Population of The Study: The target population of this study comprised of customers of food and beverages manufacturing SMEs in Rivers State. The firms covered are registered with Rivers State Ministry

of commerce and industry as at the time of the study. The official records shows that as of March, 2019, 125 food and beverages manufacturing SMEs (Small Scale operators (80) and Medium Scale Operators (45) respectively) were registered with the ministry.

Sample and Sampling Techniques: With the unknown population of the customers, the sample size was determined based on the application of Krejice and Morgan's (1970) Table for determining the sample size of a given population as adopted by Sekaran (2003). Accordingly, Krejice and Morgan's Table suggest that for a population that is estimated to be up to 1,000,000 and above, the appropriate sample size is 384.   The sampling methodology adopted for the study was purposive sampling technique.

Instrument for Data Collection: A well-structured questionnaire was the main instrument for data collection. The questionnaire for this study was divided into two: Section A dealt with the demographics (5 items) of the respondents, while section B dealt with the study variables.   The questions were designed in a simple format to ease response. The questions in section B were structured in a closed-ended format using five-point rating scale which were rated 1 to 5 respectively. Section B contained a total of 4 items which addressed the predictor variable(brand packaging) and 4 items for customers' behavioural intentions.

Validation and Reliability of the Research Instrument: Validity of the research instrument was confirmed by senior academics. To confirm the reliability of this study, Cronbach's Alpha test was conducted with a value of 0.791 on the measurement items. This was considered appropriate based on the threshold value of .7 as suggested by Nunnally and Bernstein (1994).

Method of Data Collection: The instrument was administered to the customers of the various food and beverage manufacturing firms to get first-hand information with the help of research assistants. They were targeted at shops in Port Harcourt Metropolis. Only customers who understood the items were allowed to fill the questionnaires.

Data Analysis Techniques: The hypotheses were subjected to bivariate data analyses which were carried out through one inferential statistical tools –Simple Regression Analysis.

RESULTS AND DISCUSSION
DATA PRESENTATION AND ANALYSIS
Questionnaire Distribution and Retrieval: A total of 384 copies of questionnaire were distributed to the food and beverage customers in Rivers State. From the distributed questionnaires, 370 copies of the questionnaire distributed in this study were returned and all were useful for statistical analysis. This represented 96.35% rate of return.

Demographic Profile of respondents: The percentage distributions of customers who responded showed that they had patronised the companies as follows: 39(11%) between 1-5 years, 147(40%) between 6-10 years, 184(49%) between 10 years and above.

BIVARIATE DATA ANALYSIS
Testing of Hypothesis 1
H1: Brand packaging has significant predictive capability on customers' behavioural intentions of food and beverages manufacturing SMEs in Rivers State.
To ascertain the effect of brand packaging positioning strategy on customers' behavioural intentions, simple regression analysis was conducted.

Hypothesis 1 Brand Packaging Positioning Strategy and Customers' Behavioural Intentions
Table 1-3 Simple Regression analysis showing the effect of brand packaging positioning strategy on customers' behavioural intentions.

Table 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798[a]	.636	.633	.39182

a. Predictors: (Constant), Brand Packaging Positioning Strategy

Table 2 ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	34.357	1	34.357	223.794	.000[b]
	Residual	19.651	128	.154		
	Total	54.008	129			

a. Dependent Variable: Customers' Behavioural Intentions
b. Predictors: (Constant), Brand Packaging Positioning Strategy

Table 3 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.018	.173		11.636	.000
	Brand Packaging Positioning Strategy	.601	.040	.798	14.960	.000

a. Dependent Variable: Customers' Behavioural Intentions

Table 1 shows that R is .798, and represents the simple correlation which is considered to be strong. R^2 value ("R" Square) is .638 and adjusted R square is .633. The implication is that 63.8% of the variance in customers' behavioural intention can be explained by the changes in independent variables of brand packaging positioning strategy. This model has proven to be a 'good fit' as the linear regression model is able to explain a little above 60% (threshold) of variance in the dependent variable: customers' behavioural intention in the context of customers' behavioural intentions (Moosa & Hassan, 2015).

The p value .000 is <0.05 in Table 2 which is the ANOVA analysis shows that the regression model statistically significantly predicts customers' behavioural intention which is the outcome variable. This indicates that the hypothesis is supported.

Table 3 provides the required information to predict customers' behavioural intention in the regression equation. With $\beta = 0.601$, p=0.000 < 0.05) the degree of contribution of brand packaging positional strategy to customers' behavioural intention is high and significant. This result implies that brand packaging positional strategy made significant unique contribution to the equation.

Therefore, the model can be written as:
Customers' Behavioural Intention = 2.018 +0.601 (BPPS)

Based on that, the hypothesis was supported. Therefore, brand packaging has a significant predictive capability on the customers' behavioural intentions of food and beverages manufacturing SMEs in Rivers State.

DISCUSSION OF THE FINDINGS
The findings concerning the test of hypothesis one (r = 0.798; r^2 = 0.638 ; β = 0.601, p=0.000 < 0.05) revealed that brand packaging has a significant predictive capability on the customers' behavioural intentions in the context of repeat purchase of food and beverages manufacturing SMEs in Rivers State.Hence the respondents agreed that the packaging strategy of the firm they buy from is aimed at differentiating their brand from competing brands in the market, ensure that necessary information relating to usage, function,

nutritional facts etc form integral part of their packaging, zero-tolerance for damages drives their choice of packaging materials, they monitor and change their packages as the need arises to ensure continuous appeal to their target market and their packaging prevents chemical, physical and microbial contamination. Deliyaand Parmar (2015) posited that packaging will influence consumers and hence change their buying behaviour towards that brand which will help the company to generate revenue. Furthermore, a study conducted by Kesinro, Ojo and Adenugba (2015) showed that 62% of the consumers visiting selected supermarkets in UK revealed that they are often attracted to purchase brands with beautiful packaging while 38% indicated that they are less attractive to packaging. This validates the findings of the present study. This implies that most consumers purchase brands with attractive packaging than those with less attraction. Good packaging attracts consumers to a brand and enhances positive customers' behavioural intentions which translates to increased sales performance of firms.

CONCLUSIONS

From the Findings of the study, the conclusion is reached. In this case, the study has filled the gap in literature by providing the knowledge base that when the brand packaging positioning strategy is improved in food and beverage manufacturing companies, it increases customers' behavioural intentions and by implication enhances sales performance. Furthermore, good packaging attracts consumers to a brand and increases sales performance of firms. Therefore, when companies embrace brand packaging positioning strategy and endeavour to position the brands they offer in terms of packaging, they stand chances of achieving better sales performance within the shortest possible time. Drawing from the findings above, the following conclusions are made: Brand packaging has a significant predictive capability on the customers' behavioural intentions of food and beverages manufacturing SMEs in Rivers State. This implies that most consumers purchase brands with attractive packaging than those with less attraction.

RECOMMENDATIONS

Based on the conclusions of this study, the following recommendations are made:

1. Manufacturing companies should aim at better packaging strategy so that it will differentiate their brand from competing brands in the market and attract more patronage.
2. Packaging should be developed in line with customers' expectations.
3. Government should ensure that enabling environment that will boost manufacturing operations of entrepreneurs in SMEs sector are created and sustained.

LIMITATIONS AND SUGGESTIONS FOR FURTHER STUDIES

The generalization of our findings may not be possible. It should be kept in mind that the findings of this study are limited the effect of brand packaging positioning strategy on customers' behavioural intentions in food and beverage manufacturing SMEs operating in Rivers State. Therefore, further research should be conducted to include other types of brand positioning strategies such as brand quality, brand benefit and brand price strategies.

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