
**TACTICS OF ECO-FRIENDLY PACKAGING ON MARKETING SUSTAINABILITY OF DISTILLABLE PRODUCTS
(A CASE STUDY OF INTERCONTINENTAL DISTILLERS LIMITED, IKEJA, LAGOS, NIGERIA)**

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Abstract: *Most manufacturing organization set various eco-friendly packaging for the sales of their products. In managing the eco-friendly packaging of product which is part of company's eco-friendly packaging, management must first of all decide on its eco-friendly packaging goal, policy and strategy about a given product to satisfy consumers, efficient eco-friendly packaging of goods and services which is often a critical factor in successful operation of any business enterprise. The most common mistake is that eco-friendly packaging is too cost oriented, it is not revised often enough to capitalize on market changes, it is also set independent of the rest of the eco-friendly packaging other than as an interior element of market positioning strategy and tactics of marketing is not varied enough to different product item. This research work used information or data obtained from both the primary and secondary source of data. The study population encompassed 200 which comprises of 60 Top level managers and 140 middle level manager of Intercontinental Distiller Nig. Ltd. Nigeria Plc, Ikeja branch, Lagos State .The probability sampling method were adopted in this study with the aid of Simple random sampling. The sample size in this research work was obtained using Taro Yamane formula. Based on the findings of this research work it was observed that eco-friendly packaging is the tactic that company use to increase sales and maximize profits by selling their goods and services for appropriate tactics of marketing. This strategy takes into account the cost of the product as well as labor, advertising expenses, competitive mix, trade margins, and the overall market conditions to determine the sale tactics of marketing. Eco-friendly packaging is a vital element in an organization marketing strategy. It interacts with each other variables of the eco-friendly packaging in order to dictate the effectiveness of the market mix variable.*

Key Words: *Packaging, Marketing, Tactic, Eco-friendly, Business, Economy*

Introduction

Tactics of marketing as one of the four Ps of marketing, demand good attention, because it plays a major role in the successful marketing of a company's product, customers or consumers decide either to buy or not to buy a particular product judging the nature and characteristics of the product and their purchasing power through its tactics of marketing (Hashim,2016).Eco-friendly packaging as many definitions as there are many definitions given by some tactics of marketing authors; tactics of marketing, is defined by Stanton (2016) as the amount of money charged for a product or services. Brown (2018) sees it as the amount of money which will be accepted in return for legal transfer of a product and services. Hashim (2016) described tactics of marketing as the values of a product (good and services) expressed in a monetary term. Kotler and Armstrong (2019) defined tactics of marketing as the amount of money needed to acquire some or a combination of a product and its accompanying or separate services. However, eco-friendly packaging may be defined as the set of standard procedures used by a firm to influence consumers to purchase their products or services (Brown,2018).Firm have to realize the importance of eco-friendly packaging as one of the most important element that helps to determine their sales. Most manufacturing organization set various eco-friendly packaging for the sales of their products. In managing the eco-friendly packaging of product which is part of company's eco-friendly packaging, management must first of all decide on its eco-friendly packaging goal, policy and strategy about a given product to satisfy consumers, efficient eco-friendly packaging of goods and services which is often a critical factor in successful operation of any business enterprise (Hashim,2016). Sales are activities related to selling or the amount of goods or services sold in a given time period. The seller or the provider of the goods or services completes a sale in response to an acquisition, appropriation, requisition or a direct interaction with the buyer at the point of sale. This study seeks to examine the impact and tactics of Eco-friendly packaging on marketing sustainability of distiches products with special reference to Intercontinental Distiller Nigeria Ltd. Many companies do not handle eco-friendly packaging as it should be. The most common mistake is that eco-friendly packaging is too cost oriented, it is not revised often enough to capitalize on market changes, it is also set independent of the rest of the eco-friendly packaging other than as an interior element of market positioning strategy and tactics of marketing is not varied enough to different product item (Daniel,2017).Therefore, many companies find it difficult to break even due to largely the impact of competition, hence the need to adopt appropriate eco-friendly packaging. The current decline in business activities due to the world's economic depression is drawing many industries to the extent that profit is far beyond reach for many companies. So making an effort to use sustainable packaging materials not only helps the organization but also a

way to attract customers. Intercontinental Distiller Nig Ltd Ikeja is a modern trend and a new thought in the field of alcoholic industry in general, and have become popular in many countries, and Intercontinental Distillers' efforts to implement green practices will contribute well to increasing sales, maximizing profits, and increasing customer confidence.

Background Study

Concept of Eco-friendly packaging

Tactics of marketing is an integral part of the eco-friendly packaging that produces revenue while other element represents cost. More so, it is an adjustable variable that respond to market changes and it has tremendous effect on market share of an organization (Kerin,2020). In the marketing context, tactics of marketing is said to be one of the constituents of the eco-friendly packaging, which also includes quality, design, advertising, marketing and distribution as well as tactics of marketing. Eco-friendly packaging is a vital element in an organization marketing strategy. It interacts with each other variables of the eco-friendly packaging in order to dictate the effectiveness of the market mix variables. It is a flexible tools used by organization to achieve their objectives Although, there are four basic elements or variables (product, tactics of marketing, place and promotion) of eco-friendly packaging, yet tactics of marketing remain an important and vital tool in the eco-friendly packaging used for achieving marketing objectives. Eco-friendly packaging may be defined as the set of standard procedures used by a firm to set its wholesale or retail tactics of marketing for its products or services (Brown, 2018).Firm have to realize the importance of eco-friendly packaging as one of the most important element that helps to determine their sales Most manufacturing organization set various eco-friendly packaging for the sales of their products. In managing the eco-friendly packaging of product which is part of company's eco-friendly packaging, management must first of all decide on its eco-friendly packaging goal, policy and strategy about a given product to satisfy consumers, efficient eco-friendly packaging of goods and services which is often a critical factor in successful operation of any business enterprise (Kerin, 2020), Eco-friendly packaging is the process whereby a business sets the tactics of marketing at which it will sell its products and services, and may be part of the business's marketing plan. In setting tactics of marketing, the business will take into account the tactics of marketing at which it could acquire the goods, the manufacturing cost, the market place, competition, market condition, brand, and quality of product. Eco-friendly packaging is a fundamental aspect of financial modeling and is one of the four Ps of the eco-friendly packaging. (The other three aspects are product, promotion, and place).Tactics of marketing is the only revenue generating element amongst the four Ps, the rest being cost centers. However, the other Ps of marketing will contribute to decreasing tactics of marketing elasticity and so enable tactics of marketing increases to drive greater revenue and profits (Stanton, 2016). Depending on the industry in which a firm operates, there are different eco-friendly packaging to implement, such as penetration mix, premium mix, discount eco-friendly packaging and competitive eco-friendly packaging(Armstrong, 2019). Tactics of marketing is not just the figure on the product tag. It does not have the tangible nature of the product. It is only used to generate revenue for an organization, but also used as a communicator, bargaining tool and competitive weapon (Brassington and Petit, 2020). Tactics of marketing is used in the market by customers to compare and judge the relative value of a product and its quality. The tactics of marketing place on a product will be right if the product had carefully thought out with customers' needs in mind the distribution system is appropriate for customer's convenience and supported with creative communication

Concept of Sales Volume

A sale dictates that, in exchange for a certain amount of money or particular assets, the seller will provide the buyer with aforementioned good or service. Kotlerand Armstrong (2006) defines Sales as an activity related to selling or the amount of goods or services sold in a given time period. There is a passing of title (property or ownership) of the item, and the settlement of a tactics of marketing, in which agreement is reached on a tactics of marketing for which transfer of ownership of the item will occur. Aaker (2018) posited that Sales Volume is the number of units sold within a reporting period. Weber (2018) stated that eco-friendly packaging objectives provide directions for action; to have them is to know what is expected and how the efficiency of operations is to be measured. Objectives can be short term and long term. Kotler and Armstrong (2018) described this as building a tactics of marketing structure designed to provide enough return on capital used for specific products so that the sales revenue will yield a predetermined average return for the entire firm. Another eco-friendly packaging objective could be to stabilize tactics of marketing. This is mostly found in industries where there is a market leader and tactics of marketing fluctuate frequently. Tactics of marketing leadership does not necessarily imply that the objective of stability is reached by having all firms in the industry charge the same tactics of marketing as that set by the leader. Most companies have their eco-friendly packaging objective to be to increase or maintain market share. Increased market share is a result of effective long term eco-friendly packaging. Any firm who has this as aeeco-friendly packaging must be ready to operate and plan on the long run. It is quite different from target return which might be deceptive because a firm could be earning but losing market share gradually. Lancaster(2020) stated that organizations may try to meet up with competition by reducing tactics of marketing or even prevent it by adopting what is called 'follow the leader' policy (a policy whereby companies tactics of marketing products based on competitor's tactics of marketing). This eco-friendly packaging objective is used by countless firms. The problem with this goal

is that it is often connected in the public mind with profiteering, high tactics of marketing and monopoly although there is nothing wrong with it. If the profit is high due to short supply in relation to demand new capital will be attracted into the field.

Changes in supply (plant closings, new competitors), demand (demographic shifts, emerging substitute products), and costs (new technologies) have very real effects on industry tactics of marketing levels. It is the broadest and most general level of tactics of marketing management. This will help managers to predict and exploit broad tactics of marketing trends and foresee likely impact of actions on industry tactics of marketing levels. Rogerson (2018) on a study in South Africa, tactics of marketing determines the amount of profits a company makes. Tactics of marketing is the factor attached to a product that makes larger profit for the organization. Changing the tactics of marketing of a product in relation to competitors tactics of marketing has a major influence on the marketing strategy because it affects demand of a product and hence the sales. Hence the tactics of marketing should complement the other elements of the eco-friendly packaging. Rogerson (2016) added that however attractively made and packaged a product is, its demand will not be high if the tactics of marketing are unattractive relative to competitors' tactics of marketing. Tactics of marketing attributes such as discounts, allowances, payment periods and credit terms should be considered well in advance. However a firm must know the value attached to their products by customers when setting tactics of marketing of the customer perceived value for their products because in some cases the quality of a product is attached to its tactics of marketing. Some of the measures of tactics of marketing include the tactics of marketing of standard lunch, tactics of marketing of breakfast, tactics of marketing of beverages and tactics of marketing of rooms for accommodation. The willingness to pay for the kind of meals they want to take at a hotel. For hotels targeting high end customers they should focus more on quality of the products offered because such customers associate high tactics of marketing with better quality and hence they should get value for their money. For such customers the things that attract them to products are other factors such as attractiveness and ambience of a place, free services such as free Wi-Fi, less congested places, ample parking space, security hence hotels should put such factors into consideration when deciding on the target market. The tactics of marketing for a room depends on many factors such as the time of year whether its peak season or off peak seasons, the physical specifications of the room such as room size, whether it's -suite, on the room service among others, the specification of the hotel including location, star rating, hotel brands, amenities among others, the market competitors tactics of marketing, the duration of stay, the rate of occupancy, and the number and type of guests.

Naive eco-friendly packaging theory is grounded on the assumption that tactics of marketing will stay the same. The theory states that the only thing determining tomorrow's tactics of marketing is today's tactics of marketing. Naive tactics of marketing theory is a perfect natural way of dealing with tactics of marketing if you do not understand what determines them (Friedman, 2018). The use of this theory is least plausible because forces change just as it makes very little senses to assume that as a baby grows older he/she remains the same size, it makes no more sense to assume that the tactics of marketing of a goods remains the same when you change its cost of production, its value to potential purchases, or cost one must understand the casual relations involved. Friedman (2018), although the theory may have errors, the alternatives to correct economic theory is not doing without the theory (Sometimes referred to as just using common sense) but the alternatives to correct theory is incorrect theory.

In the game theory of mix, Ode (2016), it is a collection of tools for predicting outcomes of a group of interacting agents where an action of a single agent is the study of multi-person division problems. It could also be referred to as a bag of analytical tools designed to help us understand the phenomena that we observe when decision-makers interact (Lancaster, 2020). Kotler and Armstrong (2018) define it as the study of mathematical model of conflict and cooperation between intelligent rational decision makers. Stanton (2016) game theory studies interactive decision making. There are two key assumptions underlying the theory: Each player in the market act on self-interest. They pursue well-defined exogenous objectives i.e. they are rational. They understand and seek to maximize their own pay off function. In choosing a plan of action (strategy) a player considers the potential response/reaction of other player. She takes into account her knowledge or expectations of other decision makers or behavior i.e. reasons strategically. A game describes a strategic interaction between the players where the outcome for each other player depend upon the collective actions of all players involved (Weber, 2018). The theory show the relationship between eco-friendly packaging and consumer behavior and also it direct effect on market share of an organization and the significant impact on the overall sales of an organization.

Several empirical evidences have shown a significant relationship between tactics of marketing andeco-friendly packaging and sales. A study conducted by Ode (2016) which examined the impact of eco-friendly packaging on organization sales volume. His findings revealed that eco-friendly packaging as a significant impact on organization sales volume. Lancaster (2020) empirical result reveals that when the relative tactics of marketing of a commodity goes up the quantity demanded of that commodity will go down. However, it does not necessarily means that the cheaper good will be demanded nor implies that changes in dollar tactics of marketing will change demand's attitude and sales volume of the organization. The income and tactics of marketing of goods made available to the consumers limit their choices, but within these limits the exact amounts of goods they bought are determined by taste. Friedman (2018) empirical study shows that eco-friendly packaging is a critical

factor that must be well considered in marketing as it as a significant impact on organization sales volume and it serves as a competitive strategy and a major determinant of industrial performance.

Research Methodology

The methods used in conducting this research comprises of the research design, population of study, sampling methods, sample size, source of data collection, research instrument specification and method of data analysis. The design used for this study is a quantitative descriptive survey research design. This research work used information or data obtained from both the primary and secondary source of data. The study population encompassed 200 which comprises of 60 Top level managers and 140 middle level manager of Intercontinental Distiller Nig. Ltd. Nigeria Plc, Ikeja branch, Lagos State. The probability sampling methods were adopted in this study with the aid of Simple random sampling. The sample size in this research work was obtained using Taro Yamane formula which is showed below:

$$n = \frac{N}{1 + N(e)^2}$$

Where n=sample size required

N= Number of people in the population

e=allowable error

$$n = \frac{200}{1 + 200(0.05)^2}$$

$$n = \frac{200}{1 + 200(0.0025)}$$

$$n = \frac{200}{1 + 0.5}$$

$$n = \frac{200}{1.5}$$

$$n = 133.3$$

Hence the sample size will be 133

Primary data was obtained through the administration of questionnaire to the respondents and through interview. This questionnaire was divided into two parts. For the purpose of this research work Information obtained was presented using simple percentage tables and the hypothesis formulated was analyzed and tested using chi-square test

$$\chi^2 = \frac{\sum(O-E)^2}{E} \quad \text{Equation 1}$$

$$\sum = \text{Summation}$$

$$E = \text{Expected frequency}$$

$$O = \text{observed frequency}$$

Decision Rule: Reject H₀ if Chi-square calculated value is higher than Chi-square Table Value at 5 %(0.05) level of significance and degree of freedom (R-1) (C-1). While the test re-tests reliability was adopted to determine the degree of dependability and stability of the research instrument by presenting the set of questions to the same set of respondents repeatedly under similar condition but at different time. If the same result is obtained that means the instrument is reliable. The information contained therein is limited to available data obtained from primary and secondary sources. So the analysis is only limited to the information made available.

Results and Discussion

The working in the questions and the study objectives developed and formulated in this study were tested and answers are provided. Hundred (100) questionnaire were distributed to respondents and eighty (80) were properly filled and returned. One hundred (80) questionnaires were distributed to respondents and were properly filled and returned and the results are hereby presented. The results show the Age group of the respondents which says that respondents from under 21-30yrs were 37.5%, 31-40yrs was 43.75%, 41-50yrs were 12.5% and above 50yrs were 6.25%. In addition, the results show that 47.5% of the respondents were male while the remaining 52.5% of the respondents were female. The results also shows the Marital Status of the respondents which indicates that 43.75% of the respondents were single, 47.5% of the respondents are married, 2.5% of the respondents were widowed, While 6.25% were Divorced/Separated. The results also shows the Educational Qualification of the respondents which says that 25% of the respondent has WAEC/SSCE, 37.5% has OND and 20% has HND/BSC, 10% has MSC/MBA, while 7.5% has Other Qualifications. The results indicate that 37.5% of the respondents used below 5 years, 45% of the respondents used 5-10 years and the remaining 17.5% used above 10 years. There is a significant relationship between tactics of marketing, eco-friendly packaging and sales in intercontinental distiller. The results also indicate that 80% of the respondents strongly agree with the statement, 16.25% agree, 0% undecided, 2.5% strongly disagree with the statement while the remaining 1.25% of the respondents disagree. Ineffective Eco-friendly packaging also affects sales volume of intercontinental distiller. The results indicate that 40% of the respondents strongly agree with the statement, 53.75% agree, 1.25% undecided, 2.5% strongly disagree with the statement while the remaining 2.5% of the respondents disagree. Eco-

friendly packaging has an impact on consumer patronage in intercontinental distiller. The results indicate that 55% of the respondents strongly agree with the statement, 28.75% agree, 7.5% undecided, 5% strongly disagree with the statement while the remaining 3.75% of the respondents disagree. Appropriate Eco-friendly packaging increases organization market share and profitability in intercontinental distiller. The results indicate that 37.5% of the respondents strongly agree with the statement, 43.75% agree, 8.75% undecided, 1.25% strongly disagree with the statement while the remaining 8.75% of the respondents disagree. Improper choice of eco-friendly packaging affects organization sales volume. The results indicate that 43.75% of the respondents strongly agree with the statement, 42.5% agree, 10% undecided, 3.75% strongly disagree with the statement while the remaining 0% of the respondents disagree. Wrong Eco-friendly packaging decreases level of Organization market share. The results indicate that 40% of the respondents strongly agree with the statement, 45% agree, 6.25% undecided, 3.75% strongly disagree with the statement while the remaining 5% of the respondents disagree. Ineffective Eco-friendly packaging decreases sales of organization. The results indicate that 50% of the respondents strongly agree with the statement, 22.5% agree, 16.5% undecided, 2.5% strongly disagree with the statement while the remaining 8.75% of the respondents disagree. Skimming strategy affects organization sales volume. The results indicate that 43.75% of the respondents strongly agree with the statement, 45% agree, 7.5% undecided, 2.5% strongly disagree with the statement while the remaining 1.25% of the respondents disagree. Poor implementation of penetration strategy influences organization profitability. The results indicate that 66.25% of the respondents strongly agree with the statement, 22.5% agree, 7.5% undecided, 1.25% strongly disagree with the statement while the remaining 1.25% of the respondents disagree. Ineffective Eco-friendly packaging decreases sales of organization. The results indicate that 37.5% of the respondents strongly agree with the statement, 48.75% agree, 8.75% are undecided, 3.75% strongly disagree with the statement while the remaining 1.25% of the respondents disagree. Adequate market research before setting tactics of marketing influences organization eco-friendly packaging decisions. The results indicate that 40% of the respondents strongly agree with the statement, 38.75% agree, 10% undecided, 6.25% strongly disagree with the statement while the remaining 5% of the respondents disagree. Information gathered from market research enhances setting appropriate tactics of marketing for product.

The results indicate that 27.5% of the respondents strongly agree with the statement, 51.25% agree, 12.5 undecided, 8.75% strongly disagree with the statement while the remaining 0% of the respondents disagree. Tactics of marketing markdown by competitors affect organization buying decision. The results indicate that 55% of the respondents strongly agree with the statement, 33.75% agree, 5.25% undecided, 3.75% strongly disagree with the statement while the remaining 2.25% of the respondents disagree. Eco-friendly packaging set by competitors' influence organization eco-friendly packaging. The results indicate that 45% of the respondents strongly agree with the statement, 50% agree, 3.75% undecided, 0% strongly disagree with the statement while the remaining 1.25% of the respondents disagree. Penetration eco-friendly packaging enhances customer satisfaction. The above indicates that 56.25% of the respondents strongly agree with the statement, 33.75% agree, 5% undecided, 1.25% strongly disagree with the statement while the remaining 3.75% of the respondents disagree. Hightactics of marketing on products are affected by availability of raw material. The results indicate that 41.25% of the respondents strongly agree with the statement, 26.25% agree, 5% undecided, 18.75% strongly disagree with the statement while the remaining 8.75% of the respondents disagree. High Eco-friendly packaging of competitive product affects the purchase of the product. The results indicate that 61.25% of the respondents strongly agree with the statement, 22.5% agree, 10% undecided, 5% strongly disagree with the statement while the remaining 1.25% of the respondents disagree. Tactics of marketing of a product can be reduced during inflation or market fluctuation. The results indicate that 41.25% of the respondents strongly agree with the statement, 28.75% agree, 12.5% undecided, 15% strongly disagree with the statement while the remaining 2.5% of the respondents disagree. Low Eco-friendly packaging of a product sometimes affects its purchase. The results indicate that 31.25% of the respondents strongly agree with the statement, 46.25% agree, 6.25% undecided, 7.5% strongly disagree with the statement while the remaining 8.75% of the respondents disagree. Unstable tactics of marketing of a product affects customer's loyalty. The results indicate that 31.25% of the respondents strongly agree with the statement, 46.25% agree, 6.25% undecided, 7.5% strongly disagree with the statement while the remaining 8.75% of the respondents disagree.

Test of Hypothesis

HYPOTHESIS ONE:

H0: There is no any significant relationship between Product Quality and Brand loyalty

H1: There is significant relationship between Product Quality and Brand loyalty

*Criteria for the Test of Hypothesis:*The following questions are directly related to the hypotheses shall be drawn from the questionnaires and further subjected to statistical test. Improper choice of eco-friendly packaging affects organization sales volume. Wrong Eco-friendly packaging decreases level of Organization market share. Unstable tactics of marketing of a product affects customer's loyalty.

Table 1: Contingency Table for Observed Frequency

RESPONSE	Question 10	Question 11	Question 25	Total
Strongly Agreed	35	32	25	92
Agreed	34	36	37	107
Undecided	8	5	5	18
Strongly Disagreed	0	4	7	11
Disagree	3	3	6	12
Total	80	80	80	240

Calculation of expected frequency

EF = Row total X Column total Equation 2

$$\frac{\text{Grand total}}{\text{Grand total}}$$

$$E1.1 = 92 \times 80 = 30.6$$

$$E2.1 = 107 \times 80 = 35.6$$

$$E3.1 = 18 \times 80 = 6$$

$$E4.1 = 11 \times 80 = 3.6$$

$$E5.1 = 12 \times 80 = 4$$

Table 2; Calculation of Chi-Square (X^2)

Response	OF	EF	OF-EF	(OF-EF) ²	$\frac{(OF-EF)^2}{EF}$
Strongly Agreed	35	30.6	4.4	19.36	0.63
Agreed	34	35.6	-1.6	2.56	0.07
Undecided	8	6	2	4	0.67
Strongly Disagreed	0	3.6	-3.6	12.96	3.6
Disagree	3	4	-1	1	0.25
Strongly Agreed	32	30.6	1.4	1.96	0.06
Agreed	36	35.6	0.4	0.16	0
Undecided	5	6	-1	1	0.167
Strongly Disagreed	4	3.6	0.4	0.16	0.044
Disagree	3	4	-1	0.49	0.25
Strongly Agreed	25	30.6	-5.6	31.36	1.025
Agreed	37	35.6	1.4	1.96	0.055
Undecided	5	6	-1	1	0.167
Strongly Disagreed	7	3.6	3.4	11.56	3.211
Disagree	6	4	2	4	1

$\Sigma=11.20$

SOURCE: Field Survey, 2019

At 5% level of significance

Degree of freedom = (r-1) (c-1), r = 5, c = 3

$(5 - 1) = (3 - 1) = 4 \times 2 = 8$

Df = 8

X^2_t = Degree of freedom, 0.05, 8

Chi square table value = $X^2_{0.05, 8} = 15.51$

Chi square calculated value $X^{2c} = 11.20$

Decision rule: Reject H1 if $X^{2c} < 15.51$

The decision is to reject H_0 , since X^{2c} chi square calculated value is 11.20 which is less than X^{2t} chi square table value (15.51). Hence we reject H_0 and accept H1 which states that Ineffective eco-friendly packaging does not affects sales volume of Intercontinental Distiller.

HYPOTHESIS TWO

H0: Wrong eco-friendly packaging does not affect product quality and brand patronage

H2: Wrong Eco-friendly packaging affects product quality and brand patronage. The following questions are directly related to the hypotheses shall be drawn from the questionnaires and further subjected to statistical test. Ineffective eco-friendly packaging decreases sales of organization. Skimming strategy affect organization sales volume. Poor implementation of penetration strategy influences organization profitability.

Table 3: Contingency Table for Observed Frequency

RESPONSE	Question 12	Question 13	Question 14	Total
Strongly Agreed	40	35	53	128
Agreed	18	36	18	72
Undecided	13	6	6	25
Strongly Disagreed	2	2	2	6
Disagree	7	1	1	9
Total	80	80	80	240

Calculation of expected frequency

$$EF = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}} \quad \text{Equation 3}$$

$$E1.1 = \frac{128 \times 80}{240} = 42.6$$

$$E2.1 = \frac{72 \times 80}{240} = 24$$

$$E3.1 = \frac{25 \times 80}{240} = 8.33$$

$$E4.1 = \frac{6 \times 80}{240} = 2$$

$$E5.1 = \frac{9 \times 80}{240} = 3$$

Table 4: Calculation of Chi-Square (X^2)

Response	OF	EF	OF-EF	(OF-EF) ²	$\frac{(OF-EF)^2}{EF}$
Strongly Agreed	40	42.6	-2.6	6.76	0.159
Agreed	18	24	-6	36	1.5
Undecided	13	8.33	4.67	21.81	2.62
Strongly Disagreed	2	2	0	0	0
Disagree	7	3	4	16	5.33
Strongly Agreed	35	42.6	-7.6	57.76	1.356
Agreed	36	24	12	144	6
Undecided	6	8.33	2.33	5.42	0.65
Strongly Disagreed	2	2	0	0	0
Disagree	1	3	-2	4	1.33
Strongly Agreed	53	42.6	10.4	108.2	2.53
Agreed	18	24	-6	36	1.5
Undecided	6	8.33	-2.33	5.42	0.65
Strongly Disagreed	2	2	0	0	0
Disagree	1	3	-2	4	1.33

$\Sigma = 24.96$ (SOURCE: Field Survey, 2019)

At 5% level of significance

Degree of freedom = (r-1) (c-1), r=5, c=3

Df = 8

X^2_t = Degree of freedom, 0.05,8

Chi square table value = $X^2_{0.05, 8} = 15.51$

Chi square calculated value $X^{2c} = 24.96$

Decision rule: Reject H_0 if $X^{2c} > 15.51$

The decision is to reject H_0 , since X^{2c} chi square calculated value is 24.96 which is greater than X^{2t} chi square table value (15.51). Hence we reject H_0 and accept H_1 which states that Ineffective eco-friendly packaging affects sales volume of Intercontinental Distiller.

Conclusion

This study carefully examines impact of eco-friendly packaging and product quality on brand loyalty in Nigeria a case study of Intercontinental Distiller. The hypotheses were analyzed using chi square analysis in order to establish linear relationship existing between the variables and the predictability of the dependent variables due to manipulation of the independent variables. Based on the findings of this research work it was observed that eco-friendly packaging is the tactic that company use to increase sales and maximize profits by selling their goods and services for appropriate tactics of marketing. This strategy takes into account the cost of the product as well as labor, advertising expenses, competitive mix, trade margins, and the overall market conditions to determine the sale tactics of marketing. Eco-friendly packaging is a vital element in an organization marketing strategy. It interacts with each other variables of the eco-friendly packaging in order to dictate the effectiveness of the market mix variable.

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