

INFLUENCE OF PACKAGING DESIGN AND MATERIAL SELECTION ON CONSUMER CHOICE, SAFETY AND QUALITY PRESERVATION OF FUGU PRODUCTS

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ABSTRACT

This study examines the influence of packaging design and material selection on consumer choice, safety, and quality preservation of Fugu products in the Upper East Region of Ghana. As Fugu gains recognition in both local and international markets, effective packaging has become essential not only for product protection but also for enhancing its marketing value and consumer appeal. The study employed a mixed-methods approach using a sequential explanatory design. Quantitative data were collected from 140 respondents through structured questionnaires, while qualitative data were obtained from 17 participants using semi-structured interviews. The quantitative data were analyzed using descriptive statistics, and the qualitative data were analyzed thematically to provide deeper insights. The findings revealed that packaging design significantly influences consumer choice, with elements such as color, branding, cultural symbols, and visual appeal playing a key role in attracting customers and shaping purchasing decisions. Additionally, packaging materials were found to be critical in ensuring product safety and preserving the quality of Fugu garments during storage and transportation. The study also identified a growing preference for eco-friendly packaging materials due to increasing environmental awareness among consumers. However, challenges such as high cost, limited availability of quality materials, and supply inconsistencies were found to hinder effective packaging practices. The study concludes that packaging is a vital tool in fashion marketing and recommends the adoption of innovative, durable, and sustainable packaging solutions to enhance the competitiveness of Fugu products.

Keywords: Packaging design, packaging materials, consumer choice, Fugu, quality preservation.