



DIRE-DAWA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MASTER OF BUSINESS ADMINISTRATION PROGRAM

**EFFECT OF PRODUCT PACKAGING ON CONSUMER'S BRAND
PREFERENCE: THE CASE OF SELECTED BOTTLED WATER PRODUCTS
IN CHIRO TOWN**

By: ANDINET TIBABU WORKINEH

June, 2023

DIRE DAWA

**EFFECT OF PACKAGING ON CONSUMER'S BRAND PREFERENCE: THE
CASE OF SELECTED BOTTLED WATER PRODUCTS IN CHIRO TOWN**

BY:

ANDINET TIBABU

**A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES OF
DIRE DAWA UNIVERSITY IN PARTIAL FULFILLMENT FOR THE AWARD
OF THE DEGREE OF MASTER OF BUSINESS MANAGEMENT**

ADVISOR: BIRHANE K. (ASST. PRO)

DIRE-DAWA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MASTER OF BUSINESS ADMINISTRATION PROGRAM

EFFECT OF PRODUCT PACKAGING ON CONSUMER'S BRAND PREFERENCE:
THE CASE OF SELECTED BOTTLED WATER PRODUCTS IN CHIRO TOWN

BY:

ANDINET TIBABU

Approved by Board of Examiners

Advisor Signature Date

Internal Examiner Signature Date

External Examiner Signature Date

DECLARATION

I, Andinet Tibabu, hereby declare that this thesis titled, ‘The Effects of Product Packaging on Consumer’s Brand Preference: The Case of Selected Bottled Water Products in Chiro Town. I have carried out the present study independently with the guidance and support of the research advisor, Brehan K (Ass. Prof.) Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

Andinet Tibabu _____
Signature Date

Confirmation by Advisor _____
Brehan K. (Ass. Prof..) Signature Date

TABLE OF CONTENTS

DECLARATION	iv
ACKNOWLEDGMENTS	viii
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xi
ABSTRACT	xii
CHAPTER ONE	1
INTRODUCTION	1
1.1. Background of the Study	1
1.2. Statement of the Problem	3
1.3. Research Questions	6
1.4. Objectives of the Study	6
1.4.1. General Objective	6
1.4.2. Specific Objectives	6
1.5. Significance of the Study	7
1.6. Delimitation of the Study	7
1.7. Organization of the Thesis	8
1.8. Definition of Key Terms	8
CHAPTER TWO	9
REVIEW OF RELATED LITERATURE	9
2.1. Theoretical Literature Review	9
2.1.1. The Concept of Packaging	9
2.1.2. Contemporary packaging	9
2.1.3. Functions of Packaging	11
2.2. Consumer Perception	12
2.3. The Packaging Elements	12

2.3.1 Visual Elements	13
2.3.2 Informational Elements.....	13
2.4. Purchase Intention	14
2.5. Packaging Elements and Purchase Intentions	15
2.5.1. Packaging Color and Consumer Purchase Intentions	15
2.5.2. Packaging Typography and Consumer Purchase Intentions.....	16
2.5.3. Packaging Photography and Consumer Purchase Intentions.....	17
2.5.4. Packaging Innovation and Consumer Purchase Intentions	17
2.5.5. Packaging Size and Shape and Consumer Purchase Intentions.....	18
2.5.6. Packaging Information and Consumer Purchase Intentions	19
2.5.7. Packaging Material and Consumer Purchase Intentions.....	20
2.6. Empirical Literature.....	21
2.7. Conceptual Framework.....	24
2.8. The Hypothesis of the Study	25
CHAPTER THREE	26
RESEARCH DESIGN AND METHODOLOGY.....	26
3.1. Research Design	26
3.2. Type and Sources of Data.....	26
3.3. Data Collection Instruments	27
3.4. Sample Size and Sampling Techniques.....	27
3.5. Procedures of Data Collection.....	28
3.6. Data Analysis Methods.....	28
3.7. Reliability and Validity	29
3.7.1. Reliability Test.....	29
3.7.2. Validity Test.....	29
3.8. Ethical Considerations.....	30
CHAPTER FOUR.....	31
DATA PRESENTATION, ANALYSIS AND INTERPRETATION.....	31
4.1. Introduction	31
4.2. Demographic Characteristics of the Samples.....	31
4.3. Descriptive Statistical Results.....	33
4.4. Tests for the Assumption of Regression Analysis	34

4.4.1. Normality Test	34
4.4.2. Multicollinearity Test	35
4.4.3. Auto Correlation Test.....	36
4.4.4. Homoscedasticity Test.....	37
4.5. Correlation Analysis	37
4.6. Multiple Regression Analysis	39
4.7. Model Specification	41
CHAPTER FIVE	45
SUMMARY, CONCLUSION AND RECOMMENDATION	45
5.1. Summary of Findings	45
5.2. Conclusion.....	45
5.3. Recommendations.....	46
BIBLIOGRAPHY	48
APPENDIX.....	56

ACKNOWLEDGMENTS

I would like to thank everyone who helped me throughout the study. I thank God for giving me the courage to undertake this study against all odds. I also like to thank my Advisor, Ass. Professor Brehan K for the patience he has showed and supports he has given me through the process of doing this thesis. I would like to thank my family and friends for their unconditional love and all rounded support they have given me through the years.

LIST OF TABLES

Table 3.1 Cronbach's Alpha Reliability Test.....	20
Table 4.1 Demographic Characteristics and Soft Drink Consumption Habits of the Respondents.....	23
Table 4.2 Brand usage and preference.....	24
Table 4.3 Mean and Standard Deviation for Packaging Attributes and Brand Preference.....	24
Table 4.4 Skewness and Kurtosis.....	25
Table 4.5 VIF Values of Predictors.....	26
Table 4.6 Autocorrelation Test.....	27
Table 4.7 The Relationship Between Packaging Characteristics and Consumer Brand Preference.....	29
Table 4.8 Model Summary.....	30
Table 4.9 ANOVA Results	31
Table 4.10 Multiple Regression Analysis.....	32
Table 4.11 Hypothesis Testing Summary	33

LIST OF FIGURES

Figure 2.1: Proposed Conceptual Framework.....	16
Figure 3.1: Statistical Formula to Determine the Sample Size.....	19
Figure 4.1 Homoscedasticity Test	28

LIST OF ABBREVIATIONS

ANOVA - Analysis of variance

ELM - Elaboration Likelihood Model

SPSS - Statistical Package for the Social Sciences

TOL - Tolerance

VIF - Variable Inflation Factor

ABSTRACT

The purpose of this study was to investigate the effects of packaging elements (Packaging graphics and color, packaging size and shape, packaging innovation, and printed product information) on consumer brand preference for packed natural mineral water product in Chiro city. This study included brands of mineral water such as: Yes mineral water, Aqu Addis mineral water, Sheger Mineral water, Africa and Top Mineral water. By taking the research objectives in to considerations, only quantitative research approach and descriptive research design was used. The study was delimited to non- probability convenience sampling techniques. Quantitative data was collected using a structured questionnaire which was developed and distributed to sampled consumers of packed natural mineral water products in study area. In addressing the research questions the study considered the total consumers of bottled drinking water as respondents and determined sample size of 384 respondents for this study. Data collected from offices, shops, kiosks, mini-markets, and super markets, using questionnaires that were distributed to randomly selected respondents. The collected data was analyzed using descriptive analysis, correlation, and multiple regressions, methods of analysis. The study found out that there is a positive and significant correlation between packaging printed product information and consumer brand preference. However, the rest of the packaging characteristics have no significant correlation with consumer brand preference. Therefore, the regression analysis showed that printed product information has significant effect on consumer brand preference of packed water product. Based on the result of the study it is recommended that natural mineral water product companies should pay much attention specifically for product information and innovation packaging. The researcher also recommends that management of the companies has to improve sourcing strategies of the companies.

Key Words: Packaging, Brand, Brand preference, Consumers, Shape, Color, Graphics, Innovation, Product, and Information

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Packaged food is considered as an indispensable component in the modern lifestyle as a result of the greater demand for convenient, portable, easily prepared meal solutions that reduce the hassles of grocery shopping and preparing a meal (Charlene Li, Miranda Mirose & Phil Bremer, 2020). However, various local food products (such as cookies, popcorn, Kollo etc.) in Ethiopia lack adequate packaging. In such conditions, innovation in packaging becomes a basic strategy for competitive success and survival within a competitive market (Feven, 2017). It is believed that an innovative packaging design can change product perception and create a new market position (Rundh, 2005). A better packaging design is considered as an important part of successful business practice. The reason why many companies invest huge amount of money on packaging is that they are well informed of a stunning packaging will hold consumer's attention and is able of turning the buyer on or off.

As Kotler and Armstrong, (2008) explained, how people act is prejudiced by his or her own perception of the condition. All of us learn by the stream of data through our five faculties: locate, hearing, scent, touch, and taste.. However, each of us receives, organizes, and interprets this sensory information in an individual way.

Organizations are moving away from production-oriented marketing toward customer-oriented marketing, and they are more focused on the demands of the customer. The market's variation in products based on color, packing, details, name of brand, sizes, pricing, reusability of the products, or items that have invaded the market and put consumers at risk, leads to consumer choice. According to Ogbuji Anyanwu and Onah (2011), the majority of clients base their decisions on brand attributes, which breeds brand loyalty and encourages buyers to buy related products. In many different civilizations all around the world, the adage "water is life" is demonstrated. It is obviously intended to convey the idea that access to clean water is a necessity for good health (Zeyede K etal, 1998). Because it is more convenient, healthier, regarded as being pure, better tasting, and of greater quality, tap water has become much more popular as a replacement for tap water (Doria, 2006).

Currently, people can find bottled drinking water almost everywhere. However, bottled water varies in terms of brand name, packaging design, ingredient content, and taste. Competition is inevitable for beverage indispensable to deal with the competitors, changing product industry, especially bottled water market (Ferrier, customer tastes, and preferences. Human beings as living organisms depend on water survival, as it is major constituent of body cells, tissue, and fluids (Gleick, 2004).

Companies with superior information can choose their markets better, develop better offerings, and execute better marketing planning (Kotler and Keller, 2012). Companies with superior information can choose their markets better, develop better offerings, and execute better marketing planning (Kotler and Keller, 2012). Since customers are, the start and end of marketing, marketers should collect information about their customers 'preference and act in a way that can satisfy their needs. A marketing program could not be successful without considering and understanding of customers 'needs.

Moreover, as Keller (2004) explained, the strength of a brand depends on how consumers think, feel and act with respect to that brand. In particular, the strongest brands will be those brands for which consumers become so attached and passionate that they, in effect, become missionaries and attempt to share their belief and spread the word about the brand. Although, marketers must take responsibility for designing and implementing the most effective and efficient brand building marketing programs possible, the success of those marketing efforts ultimately depends on how consumer respond. Sredl and Soukup (2011) argue that consumers need quality brands, and they value branded products more than unbranded ones. Consumers associate quality with advertisement, product warranties, price and brand names.

Bett (2013) argued that the right marketing strategies is should be linked with appropriate technology to create a competitive edge in an organization. Innovativeness and use of technology is then crucial in branding process. However, this can only be achieved if a company has put in place branding strategies that will enable them differentiate their product as well as create awareness in the mind of the consumer. Globally branding has a high power of attracting customer and retaining them, especially when they are loyal to the specific brand. Competitiveness in the market has made many companies realize the need to use branding strategies as an indispensable beacon for them to survive in the market.

In Ethiopia, overall consumption of packed water drinks remains limited per capita, with very low incomes and the widespread popularity of fresh juice and hot drinks continuing to curb sales.

Nevertheless, the sector offers good growth potential and overall optimistic outlook because of rapid population development, continuing urbanization, higher disposable incomes and a general change to Western consumption trends (Euro monitor International, 2018).

There are many multinational water drink firms in Ethiopia, with different range of products and varying sizes. Packaging has now become an appropriate selling proposal, although Ethiopia's water drink market is very competitive in terms of sales promotion, sponsorship, advertising and distribution to gain market share and innovative product propositions by innovating new products every year. Therefore, the marketing team of all companies needs to optimize their product packaging to win in their consumer's minds and hearts at the point of sale to break through the clutter.

1.2. Statement of the Problem

Within the past few years the number of bottled water companies and the demand for bottled water is highly increasing. As a result, immediately after the emergence of the bottled water industry in Ethiopia, a number of firms came up with different brands of the product in order to exploit this market opportunity. The growing number of companies provides customers with a set of alternative brands from which to choose.

The growing number of bottled water companies provides customers with a set of alternative brands from which to choose. On the other hand, to be the winner the competition requires producers/marketers to differentiate their products and/or brands. As stated by Kapferer (2008), branding is one of the very few ways of achieving a sustainable advantage over competition and it started from the customer, asking what does customers value? Furthermore, according to this researcher, the necessary first step for differentiation is creation of customer value. To become number one in any market it is necessary to understand what the market values are (Kapfer, 2008).

The aggressive competition in terms of product similarity in the market have led marketers to study factors that are influential in consumers' brand choice decisions and its essential to deal with the competitors, changing customer tastes and preferences (Das, 2012) .

To improve the bottled water market share, the marketers need to understand customer insight. In today's marketing environment, consumer preference is continuously changing and becoming highly diversified, buyers were exhibiting diversified, unanticipated and surprising purchase behaviour (Nakmongkol, 2009), cited in Dr. Mulugeta, (2018). In these circumstances' it becomes

necessary for firms to ascertain diversified needs, desires of consumers and produce product accordingly (Batra, 2015).

According to Njuguma (2014), marketer's ability to create strong brand depends on thoroughly understanding customers profile about why they prefer one brand over competitors. In this new marketing era, consumers are the leaders of the market and co-creators. Because of this, their perception towards an industry's product strongly affects their purchase intention. A company which is aware of the factors that consumers perceive to be important for their purchase decision becomes the market gains and profitable because of its consumer focused insight (Gedamnesh, 2013). Consumers' choice may be limited to only a few brands among from a range of brands available in the market due to a number of reasons. Various studies indicated that brand preference of consumers might be affected by firm's marketing strategies. Moreover, consumers may have their own choice criteria in selection of a particular brand from a set of brands in a given product category (Gedamnesh.T, 2013).

A number of studies have been examined the factors influencing customer choice of bottled water brands in different countries of the world. For instance, Mentari and et al (2014) in India; Zeyu Yao (2011) in USA; Fidelis and et al (2015) Ghana; Grace. M. (2011) in Kenya; are among others who have examined the factors influencing customer choice of bottled water brands in the respective countries. In spite of the accessibilities of plenty of studies across different parts of the world, different countries have different economic, social, and cultural values; the findings are also varied accordingly. To indicate few of them, Fidelis Quansah and et al (2015) examined factors affecting Ghanaian consumers' purchasing decision of bottled water. The result shows that there is a relationship between age categories, income groups, educational levels and bottled water usage.

As per study of Ogbuji et al. (2011), brand name has a significant effect on consumer purchase for regulated bottled water. The easily accessibility of a product has a great influence on the customer buying behavior (Boadu, 2012). Brand availability is key brand performance driver and distribution strength is certainly a major factor that drives brand preference and ultimately brand loyalty (Srinivasan and Park, 2005). So far a few studies have also been done on factors influencing customer choice of bottled water brands in Ethiopia. They include Legese Lema and Dr. Mulugeta Negash (2018); Feysel Fikru (2017); Ibrahim Fedlurahman (2015); Yalew Mamo (2014); Gedamnesh T. (2013).

Legese Lema and Mulugeta Negash (2018) examined the determinant factors of consumers brand choice on bottled water products. The study was adopted descriptive and explanatory research design with cross sectional survey strategy. The study revealed that brand image, name, packaging and price were highly contributed on consumers brand choice decision than other variables such as product quality, advertisement, and brand availability.

Yalew (2014), asserted that packaging colour, graphic design, size and shape of packaging significantly influence consumers purchase decision for water. On the contrary to this, Feysel Fikru (2017), in his study, found that product packaging features including brand's colour, image, and uniqueness of packaging were found to be insignificant in choice of bottled drinking water.

Gedamnesh T. (2013) studied factors underlying brand choice of consumers in the case of bottled water brands in Addis Ababa. The result of the study indicated that advertisement, product quality, packaging, brand availability and price make a significant contribution to bottled water brand choice of consumers in the study area.

These days, Companies are working in stiff competition to win and sustain in the market spending a lot of money, time, energy, and human and material resource to promote and advertise what they produce and supply to the consumers. As discussed above packaging elements contributes to a lot in promoting the product and attracting consumers' attention. However, packaging in general and packaging elements in particular has given low emphasis from the companies. Hence, this study is an attempt to add uncover key elements of packaging, examine the relationship of packaging elements with consumer brand preference and which packaging element has the greatest impact on consumer brand preference for packed water products. Where such a study is still lacking in developing countries in general and particularly in Ethiopia, more specifically, in packed water products.

The available literature shows that there has been researched in this area of food. However, little has been done in this area about bottled water products and in the context of developing countries in general and particularly in Ethiopia.

To the best knowledge of the researcher, no research has ever been done on the subject of the effects of packaging on customer's brand preference of bottled drinking water in Chiro town. Moreover, the factors influencing customer brand choice of bottled water are dynamic through time to time, differ with the nature of operating of the firms from place to place, and the buying ability or income of the people, there are no universally accepted findings. Similarly, most of the

studies were also conducted in different area, at different periods of time, used different methodologies, and the findings were also varied, as indicated above, hence there is a need to update these studies with current economic situations and technological trends to further develop the literature.

1.3. Research Questions

1. What is the effect of packaging color and graphics on consumer brand preference?
2. What is the effect of size and shape on consumer brand preference?
3. What is the effect of product innovation on consumer brand preference?
4. What is the effect of packaging typography information on consumer brand preference?
5. Which of these packaging characteristics influence consumer brand preference the most in the case water drink products?

1.4. Objectives of the Study

1.4.1. General Objective

The general objective of this study was to assess packaging and consumer's packaging preference of different brands of bottled mineral water.

1.4.2. Specific Objectives

The following specific objectives were designed to achieve the above stated problems related to the study

- To determine the effect of packaging color and graphics on consumer brand preference
- To identify the effect of size and shape on consumer brand preference
- To identify the effect of product innovation on consumer brand preference
- To determine the effect of packaging typography information on consumer brand preference
- To analyze the relationship between packaging characteristics and consumer brand preference in the case of water products
- To investigate the most influencing packaging characteristics towards consumer brand preference of water products.

1.5. Significance of the Study

The findings of the study was provide information for managers of the firms already in the bottled water industry as an input for developing strategy which helped them enhance the performance of their package with respect to design so as to be preferred by the customers which leads to the enhancement of companies profit as well as high satisfaction of customers. For newly coming bottled water company avail the necessary information on what influences customer's brand choice in Chiro Town and work on it ahead of time. It was provided with a base line to other interested researchers on similar topics for covering the gaps that was not surveyed in this research paper.

1.6. Delimitation of the Study

The scope of the study was comprised of four different dimensions. The dimensions include conceptual scope, time scope, geographical scope, and methodological scopes. The effect of packaging elements on consumer brand preference for bottled water products might have been influenced by many other factors like brand image, name, packaging and price, product quality, advertisement, and brand availability, but the study focused on only on as (Visual elements of packaging such as; Color, size, shape, Graphic design, and as verbal elements such as; print information and innovation).

The study was delimited to Chiro city specifically selected supermarkets (Shops) which base their market at bus stop, market places ('chat Tera') and shops that are available around residences was considered as a population of the study. For this study six bottled waters were selected which are; Yes bottled mineral water, Aqu Addis, Sheger, Africa, Top and Origin. It was conducted from Sep to Oct 20, 2022. Finally, Methodological scope, the study applies quantitative and descriptive research designed and was used descriptive approach.

In studying packaging and customer brand preference so many issues could be incorporated like shape, size, texture, style, environmental perspective, and brand perspective. However, this research paper was focused mainly on the packaging in relation to customer brand preference through the packaging characteristics like packaging graphics and color, packaging innovation, packaging shape and size, packaging information.

The study was addressed final consumers who visit to purchase a certain item from the selected supermarkets (Shops) which base their market at bus stop, market places ('chat Tera') and shops that are available around residences was considered as a population of the study.

For this study six bottled waters was selected which are; Yes bottled mineral water, Aqua Addis, Sheger, Top , Africa and Origin

1.7. Organization of the Thesis

This research was organized into five chapters. The first chapter provided a general introduction of the study including background of the study, statement of the problem, the research questions, and objectives of the study, significance of the study, scope of the study and delimitation of the Study. Chapter two covered the literature reviews which are relevant to the study including theoretical and conceptual frameworks. Chapter three presented the research methodologies that were employed to collect and analyze the data. Chapter four contained presentation, analyses, and interpretation of the data collected. Finally, chapter five concluded and summarized the complete work of the research findings and offered some relevant recommendations to the water packaging companies.

1.8. Definition of Key Terms

Some of the terminologies used herein and what they refer to is presented below;

Brand Preference: the degree to which a consumer is inclined to use a particular brand's product instead of a competitor's products.

Analysis: detailed examination of the elements or structure of package

Brand: is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers.

Color: Aspects of the appearance of the package or container and light source that may be specified in terms of hue, lightness, and saturation.

Consumers: are persons or a group who intends to order, orders, or uses purchased goods, products, or services primarily for personal or social purpose.

Graphics: a graphic representation such as a picture, map, or graph used especially for illustration on the container.

Information: facts provided or learned about the packed water.

Packaging: *is the process of providing a protective and informative covering to the product in such a way that it protects the product.*

Product: A water or packed water that is manufactured or refined for sale.

Shape: the external form, contours, or outline of the container or the package.

Size: the relative extent of the package; the packages overall dimensions or magnitude.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Theoretical Literature Review

2.1.1. The Concept of Packaging

It is observed that advancement in packaging technologies has helped extend product shelf life beyond limits previously considered unattainable. Food engineer have been recognized to use preservatives and ingredient to extend the shelf life of perishable products. This results in loss of tastes and natural flavors' of merchandise to the displeasure of customers (Peter Texeria and Badrie, 2007) When faced with buying decision, consumers use data on product packaging for deciding on a product over competing products. This certainly is true of packing with vivid hues and pictures to deliver attraction to consumers. The ever growing competition in today's computerized advertising and marketing has made firms to showcase different competitiveness in nearly all aspects of their merchandise and sales via the usage of true and desirable packaging (Lifu, 2003). Product packaging tasks firms brand image, which is occasionally designed to carry pix of high quality, while at other time signaling lower priced fee (Ulrich et al, 2009).

Product packaging is the closing stage of authentic production; it is a very important element of manufacturing activities. Packaging establishes a direct link with the buyers at the point of purchase as it can have an impact on the perceptions they have for a specific brand. According to Vani, Babu and Panchanatham, (2010), early packaging regarded solely a container to put a product in, however today, lookup focuses on packaging at the opening of the product to the development stage itself. A precise packaging every now and then offers a firm extra merchandising impact than it should get with advertising. A protective packaging is very necessary to manufacturers and wholesalers. They on occasion have to pay the value of goods damages in shipment. Retailers need protective packaging too. It can decrease storing prices by way of slicing breakage, spoilage and theft. Good packaging also keep house and are easier to cope with and show (Perrault and Mccarthy, 2005). Branding and packaging can create new and greater pleasant product. Packaging affords exceptional opportunities to promote the product and inform customers. Variations in packaging can make a product appealing to specific market.

2.1.2. Contemporary packaging

Packaging is the most vital point-of-purchase merchandising device in the advertising and marketing mix, it can also be used to talk a brand's message and values. Not solely can the

product deploy infinite cover messages, but the graph of the bundle additionally enables the purchaser to perceive positive symbolic cues that differentiate the product from competitors. It is arguably that customer, “buy the package deal and use the product” (Nickels and Jolson, 1977, p.14).As it was indicated by these writers the common time it takes for a product to be seen on the supermarket shelf is about one-seventeenth of a second. A package deal has to stand out rapidly and be fascinating sufficient for the purchaser to grasp it and put the product in their cart. A splendid bundle sketch ought to entice attention, describe the product and subsequently make the sale (Kotler, 2008). Therefore, it is handy to say, packaging is more than a container. The first two simple elements of a bundle are that it ought to shield the product and it have to be possible cost-wise. After that, the package deal needs to be adaptable for the shelf house in the store.

A package deal ought to be easy to handle, store and stack. Evaluating these steps, the design team can determine how to create the authentic package, the place sensible and appealing options are perfect (Lane, 2010).In our competitive customer driven society, the features of bundle innovation ought to be able to sell the company and product at the same time, whilst creating photo and purchaser perception. The pronouncing “you solely get one danger to make a suitable first impression” suits nicely in to the package deal innovation market. The customer will analyze the package, select it up, and buy it, all whilst confirming in their minds that this life up to the company promise and then continue to purchase it over once more another time. When a product finally meets client expectations, shoppers will not solely be loyal, but they will additionally most probable spread the word and create a buzz for the manufacturer without any additional marketing efforts. As word of month in today’s society capacity exposure in conversations, on blogs, and message boards, etcetera (Mininni, 2008).

As we mentioned in our introduction, identification amongst containment and safety is one of the most important aspects of package design. Other entrepreneurs are also calling functionality, character and navigation vital elements (Capsule, 2008).Identification units are the foundation for proper packaging.

Another aspect, which is specifically significant, is the persona of the company itself. The brand's character without a doubt comes to existence as quickly as consumer alternatives up the product and analyzes it in the store. The package deal would possibly want to speak to millions of people, and there has to be a sturdy connection between the manufacturer and the package. It is no longer so tons about having the first-class personality, but staying genuine to your brand's personality.

The purchaser will finally decide if the company is persevering with to carry their message and personality. Consistency is where strength is built (Capsule, 2008).Benefit's Cosmetics is an example of a strong non-public company and innovative package. The unique packaging is energetic and non-public which provides some fun and lightheartedness to the splendor business, which once in a while can be filled with doubts and insecurities. The packaging creates a friendship form of vibe and catches the customer with their personality. One of their mascara merchandise is referred to as "They're real". The package matches the name, with a movienoir experience and gives the total product a story (Karsh, 2011).

2.1.3. Functions of Packaging

It is well described as food packaging is vital and pervasive: essential due to the fact besides n packaging the safety and satisfactory of food would be compromised, and pervasive due to the fact almost all meals is packaged in some way. Food packaging performs a wide variety of disparate tasks: it protects the food from illness and spoilage; it makes it easier to transport and save foods; and it provides uniform size of contents (Gordon, 2010).The simple feature of packaging isto "preserve product integrity" with the aid of defending the proper food product against potential damage from "climatic, bacteriological and transit hazards" (L.E. Wells et.al, 2007).The basic function of packaging is to "preserve product integrity" by protecting the actual food product against potential damage from "climatic, bacteriological and transit hazards" (L.E. Wells et.al, 2007). Additionally, He Qing et.al, (2012) strengthen the above paragraph saying; function of packaging is to protect the goods, to convey product information, easy to use, easy to transport, to promote sales, increase value-added products. Packaging functions as a comprehensive discipline, with a combination of goods and artistic duality.

Brody, (2000) stated that, packaging's roles depend mostly, but not totally, on the food product contained. The main functions of packaging are protection; the protection is both from manmade and/or from that of natural. Manmade problems that could be caused by tampering, over loading, and from natural causes which includes water, moisture and volatile matters, oxygen, foreign odor and flavor, and microbial organisms especially bacteria and fungus (eg. Pongrácz, (2007), Brody, (2000), and Morris, (2011)), Containment; stated as it is containing or holding a product for the portable usage of products. This help for the easy transportation and consumption of products far from where it is produced (eg. Lee, (2008), and Brody, (2000)), Communication; the ability to provide a full information about the product how to use it, how to dispose it after usage, how to store it, what the product is made of, what nutritional value does it have and other important issues (Morris, (2011), and Cakim, (2010)) Unitization; grouping of a number of individual items

of products into a single entity that can be more easily distributed, Sanitation; keeping the product as healthy, safe to be used, and sanitary of the product, Dispensing, Product use, Convenience, deterrence of pilfering, and deterrence from different human intrusions such as tampering.

2.2.Consumer Perception

A customer in American supermarket ordinary faces the 20,000 product selections (Belch & Belch, 1999; Keller, 2008) before to practice the final decision. So, appealing product layout can also help to differentiate the competitive company and to make ultimate selection primarily based on product design (Klimchuk & Krasovec, 2007). A study indicates that 60% to 70% decision of last purchase is additionally made on the groundwork of product package. Mostly shoppers face the meeting point, so packaging play their function as meeting point, so packaging play their function as assembly factor (Dhar, 2007). Simply packaging work as conversation device to deliver the product associated message. Product helps to make identification of company (Klimchuk & Krasovec, 2007) and assist to highlighting and promotion the products. Packaging sketch refers to as ultimate advertisement device to inform, persuade and persuade the purchaser before ultimate purchase selection (Well, Moriarty & Burnett, 2006). A find out about shows that 2/3 purchases are also held spontaneous (Impulsive) which is based totally on product format (Belch & Belch, 1999).

Mostly new product is purchased based on un-planned choice (Impulsive buying). It is well addressed that the product packaging and product layout are positively correlated (Klimchuk & Krasovec, 2007). According to (Nilsson & Ostrom, 2005; Ampuero & Vila, 2006; Klimchuk & Krasovec, 2007) on the other side, packaging plan have three dimensions, picture design, structure format and product information. In photo sketch there are four sub dimensions; manufacturer name, typography, photo and color. In shape image there are three sub-dimensions; shape, dimension and material. Colors in the package deal design on merchandise but also have an effect on customers. Different colors have distinct themes. Mostly humans like the merchandise who likes products with suit personality.

2.3.The Packaging Elements

From a advertising perspective, Silayoi and Speece (2004), kingdom that packaging can be analyzed and divided in accordance to two distinct categories: visible and informational elements. Visual factors refer to photos such as colors, innovation, typography, and product photography, which combined create an image, however additionally to sizes and shapes. These factors usually

relate more to the affective facet of decision making. Informational elements, on the other hand, refer to packaging information such as product, brand, and nutritional statistics and to applied sciences used in the improvement of packaging, which relate greater to the cognitive facet of choice making. Moreover; Ampuero & Vila (2006), Underwood (2003) and Ranjbarian et al. (2010) pointed out that third class referred to as structural elements in which shape, size, elongation, and cloth can also be included, but for the sake of this learn about we will be following terminology from Silayoi and Speece (2004).

2.3.1 Visual Elements

For consumers, the bundle can be frequently considered as the product itself, especially for low involvement products, where first impressions fashioned at some stage in preliminary contact can have long-lasting impact (Silayoi and Speece, 2004). Grossman and Wisenblit (1999) kingdom that, usually, for low involvement decisions, product attributes are of much less importance, so images and shades become necessary in the method of choice making due to consumers forming attitudes primarily based on very little information. Conversely, when it comes to high involvement products, consumers' conduct is much less influenced via visible elements, on account that usually, in such cases, buyers are trying to find greater information to make their choices (Silayoi and Speece, 2004).

Time strain is some other variable associated to the importance of visual packaging elements. Herrington and Cappela (1995) kingdom that in modern times shoppers keep under greater tiers of perceived time stress and Hausman (2000) mentions that often, merchandise seem to be chosen except prior planning, as a form of impulse buying. In line with these thought, Silayoi and Speece (2004) addressed that the affect of seen factors on wish is, more ideal when consumers have a great deal, much less time in which make the product choice, and weaker when they do not have time pressure, proving want for seen elements to make a product stand out from exceptional offerings, considering a bundle that greater without problems attracts buyers at the POS will assist them make faster decisions.

2.3.2 Informational Elements

Ranjbarian et al. (2010) argue that “in contrast to buyers who count on visible information, some rely on label data pretty heavily” and that “many customers feel that it is vital to reflect on consideration on information on the bundle in order to examine exceptional and value”. Written facts on the bundle whether or not that is nutritional, company or technology facts – serves. Therefore, to aid shoppers in making their choices cautiously, they reflect on consideration of product characteristics. The influence of statistics varies in accordance to the stage of involvement

of customers – when customers ride excessive stages of involvement with the product due to ample time in hand, information's impact appears to be higher, whereas when they ride decrease ranges of involvement, and information's influence appears to be decrease (Ahmed et al., 2005). Time strain also reduces the customer's ability to pay interest to informational elements, minimizing their impact on typical buy intentions and proving they want for high-quality communication via packaging (Silayoi and Speece, 2004). The influence of informational elements is, therefore, greater when consumers have extra time to consider their choices, consider the data and count on it to construct a purchase intention.

2.4. Purchase Intention

An attention taking pictures shade helps to patron to visually see and differentiate the competitive brand (Nilsson & Ostrom, 2005). Now a day, customer is experiencing a lot of merchandise when he visits the grocery store but he only purchases those products whose colorings attract his attention. Color of packaging has exceptional which means such as an inexperienced color show the natural, impervious cozy or convenient going. In addition, red colors indicate the human excitement, hot, passionate and strong. Orange colors signify the power, affordable and informal. Brown hues show the informal and relaxed masculine nature whereas white coloration indicates goodness, purity, cleanliness, refinement and formality. Black color energy authority and mystery. Consumer regularly perceived the quality by the usage of or bearing on the color (Leichtling, 2002). Consumer take distinctive meanings of exclusive color and it relate the coloration with their beliefs and preferences (Lichtle, 2002). Coloration turns in to motive to impact the patron understanding towards the price. For occasion an orange shade is perceived greater unsuitable twice than blue color of cloths in save (Babin et al., 2003).

Different studies by Rouillet (2004) showed that the effect of special color over consumer grasp towards the quality, price and consumer attraction. His essential studies had been over drug treatments products, the use of brown, purple or orange color require one-of-a-kind security tips on the opposite side. The former characterize the therapy of sophisticated diseases, shortly in motion and excessive fee than blue, green and yellow. On the other hand, a photo folder / icon, exercise lesson and symbols over the packaging which result in the appetite of food like products (Klimchuck & Krasovec, 2007). All that cloths which are often used in bundle graph and shape have effect on the customer emotions, grasp to exceptional and buying behavior while Consumer like the cloth of bundle which is surroundings pleasant (Smith, 1993; Shimp

2000). Information about benefits, key inputs used in product and its results over fitness and surroundings is also printed over packaging (Shimp, 2000). It helps to create believe and construct the relationship amongst the buyers (Klimchuck & Krasovec, 2007). In the advertising packing is most necessary thing for any product due to the fact some time only packaging appeal to the consumer and they purchase product due to fascinating packaging (Sauvage 2006). Underwood etal (2001) mentioned that packaging picture is vital to examine the verbal communication because they grant more growing and also appeal to the customers. Underwood (2003) advice that some time patron purchases the product due to their color due to the fact they provide some meaning to the one-of-a-kind color.

2.5. Packaging Elements and Purchase Intentions

Although, many research have validated the relationship between packaging and consumers' buy intentions, a principal component of these research approached packaging as a holistic concept, alternatively of in addition analyzing its man or woman elements. Recent look up tasks have started to focus more on empirically grasp the relationship between precise packaging factors and client buy intentions.

Some of these studies handle this theme from a popular perspective, neither market nor product specific, however instead, studied as a ubiquitous construct, applicable to various product categories, whilst others appear to pay attention their scope on a singular market or product. In this chapter we present an overview of literature about the packaging factors we will be studying, as properly as a précis table of past studies, in the food sector, concerning the relationship between more than one packaging factors and patron purchase intentions.

2.5.1. Packaging Color and Consumer Purchase Intentions

Spence and Velasco (2019) and Ehsan and Lodhi (2015) found that among the exceptional visual elements of packaging that are on hand to consumers, color is one of the most essential as some distance as attention seize and enchantment are concerned. Grossman and Wisenblit (1999) argue that shoppers study color associations which leads them to opt for certain colors for certain product classes or even partner a specific shade with a particular brand. This explains why some of the world's largest manufacturers can be related with sure colors by way of the use of them as a major cue on packaging and branding - for instance, Coca-Cola with red or Starbucks with green. Caivano and López (2007) shield that, conversely, applying an "unusual" coloration to a package can motive it to stand out on the shelf and wreck stereotypes, imposing its

chromatic identification as a eleven powerful image – a suitable instance is Milka, a lilac chocolate company that broke the normal associations of its class with brown.

Evidence also supports that colors can signify product attributes such as white applications conveying affordability and simplicity, green and brown programs conveying that a product is natural, wholesome, and eco-friendly (Fraser, 2018) or products concentrated on higher earnings corporations being frequently related with dark-colored applications (Ampuero and Vila, 2006). That said, special cultures may additionally signify distinct meanings to the identical colors, such as gray being associated with the word less expensive in China or Japan and the opposite being true for US buyers (Grossman and Wisenblit, 1999) – because of this, marketers who desire to companion a sure which means to a package's color ought to always consider cultural context. In fact, color associations are so outstanding in peoples' minds that they have been demonstrated to go as far as to have an effect on a consumer's trip of the product itself (e.g., its perceived flavor, fragrance...).

Tijssen et al. (2017) represented this well, by discovering that altering the hue, saturation, and lightness of a package's shade resulted in buyers looking forward to different tiers of sweetness, creaminess, fattiness, or flavor depth for various meals items.

2.5.2. Packaging Typography and Consumer Purchase Intentions

Typography is some other essential factor of packages, as the textual content on a product is integral for high quality communication. Mutsikiwa & Marumbwa (2013) factors that suitable, legible, and readable font patterns with fantastic arrangement are used to make a product more visible, with the goal of reducing the time a customer spends searching for a particular brand on shelves and that “brand name, company name, vicinity of origin, organization address, and others are necessary elements of the bundle typography which are crucial in attracting buyers attention and ultimately affect their buy decisions.”. When it comes to one of a kind connotations concerning typefaces, Tantillo et. al (1995) located that Serif typefaces – fonts with “fine cross-lines at the extremities of letters” (Josephson, 2008) - were rated as greater elegant, emotional, happy, valuable, young, and less typical than Sans Serif styles, which were viewed greater manly, powerful, smart, upper-class, readable, and louder than the Serif styles.

Similarly, Rowe (1982) found that a script typeface used to be associated with antiquity and regarded as being greater stylish than non-scripted styles. Other associations have also been determined regarding precise markets, such as the Garamond font style being usually used for luxury products, Century Bold for economy products (Lupton, 2004) or italic typefaces for

health-related products (Smith & Taylor, 2004). It has additionally been argued that font styles can assist customers decode supposed messages and that shoppers have a tendency to respond greater rapidly when typefaces are aligned with said messages (Silayoi & Speece, 2007). Because of this, many 12 organizations appoint typography specialists to compose strategically relevant, attractive, and revolutionary font styles to use on their products (Deliya and Parmar, 2012).

2.5.3. Packaging Photography and Consumer Purchase Intentions

The inclusion of pictures – realistic images, illustrations, or others - on packages is a common tactic, used to visually characterize products or brands in a wonderful manner and to enhance visibility in the structure of vivid stimuli. According to VanHurley (2007) programs with snapshots are usually desired over packages besides pictures. Underwood et al. (2001) propose that consumers are extra probable to spontaneously think about how a product looks, tastes, feels, smells, or sounds when searching at a product photo on its packaging, presenting a cue to the products first-rate and regularly influencing company beliefs and product choice.

This was later tested in a find out about by Wells et al. (2007), in which over 43% of customers claimed to use the bundle images as an indication of product pleasant and in which one customer also referred using the pictures to “assist as a serving suggestion”. It is feasible consequently to say that packaging photography is one of the fundamental ways customers use to compare and differentiate between brands. Ranjbarian et al. (2010) mention that any other benefits of the usage of images on packaging is “their capability to decorate incidental learning” and that “research has tested that human

beings study greater quickly and effectively when statistics is presented in photo instead than words”. Underwood et al. (2001) corroborate this idea, by means of arguing that pictorial content represents concrete data that tends to be extra influential in the decision-making method than extra abstract verbal information. Ampuero and Vila (2006) also located that non-selective merchandise marketed to middle instructions are commonly associated with each illustrations and photographs, higher classification merchandise and products primarily based on guarantees are related with pictures and pictures of the product and on hand products are related with illustrations and with images of people

2.5.4. Packaging Innovation and Consumer Purchase Intentions

The of packaging in marketing communications has been further advanced by recent technological developments (McNeal and Ji, 2003). Silayoi & Speece (2004) emphasize that the

technologies developed for packaging stem from current product trends and consumer behavior. Packaging innovation in this vibrant environment must be consumer centric, compliant with green marketing agendas, meet the nutritional needs of the general public, efficiently manufactured, have a long shelf, and focus on beverage safety must meet the need of the people.

Silayoi & Speece (2004) see packaging as playing a major role and therefore as a special form of information elements. Deliya & Parmar (2012) believe that innovative packaging adds value to a product when it meets consumer needs. In most cases, customers accept products whose packaging is innovative, so product innovation plays a key role in how consumers make FMCG product decisions.

Product innovation and font style are also important. Deliya & Parmar (2012) confirm that font style on packaging attracts customers. Therefore, bringing innovation to packaging design increases the value of the product in the mind of consumers. Original packaging can attract consumers, but practically it is just as important. Innovative packaging can really add value to your product if it meets consumers' need. But practically it is also very important to create benefits such as ease of opening, ease of storage and recycling. Manufacturers now seek to design packaging that maintains the most important brand attributes to appeal to customer needs and preferences.

2.5.5. Packaging Size and Shape and Consumer Purchase Intentions

Packaging size, form and elongation affect consumers' perceptions and decisions, as they use these variables as "simplifying visual heuristics to make volume judgments" (Ranjbarian et al., 2010). Past research has shown that, generally, customers become aware of greater elongated packages to be larger, even after buying these objects regularly and experiencing their true volume – implying that disconfirmation of the bundle size after consumption does not necessarily lead shoppers to revise their extent judgments, in particular if the discrepancy is now not very great (Raghubir and Krishna, 1999). Because of this, elongating a package's shape, within applicable bounds, might also result in shoppers associating a higher fee for money to the package, ensuing in larger sales. Preference closer to packaging sizes and shapes ought to additionally vary in accordance to family dimension and involvement level. Ampuero and Vila (2006) discovered that bigger programs typically replicate better value, and whilst this might be pleasing for higher households, consumers from smaller households might prefer smaller sizes, as large portions can speak waste. When it comes to low involvement products, such as generics, low expenditures are accomplished through reducing packaging and promotional costs.

These products are generally packaged in larger sizes, with the goal of appealing to the consumers searching for proper deals and that find the low prices mixed with bigger size, an incredible cost for cash proposition (Prendergast and Marr, 1997). This should also advocate that, when excellent is harder to determine, as with established products, the impact of packaging dimension is stronger. The shape of a bundle may additionally also characterize a vital component in the creation of manufacturer identities - some special packaging shapes have reached iconic statuses due to familiarity and consistency in package design, such as Coca-Cola's hourglass-shaped glass bottle or Mrs. Butterworth's grandmother-like figurine. These shapes purpose the brands to gain from "visual equity", a term that describes "durable manufacturers that build fairness in their visual photograph as an end result of continuity of imagery in packaging design" (Underwood, 2003).

2.5.6. Packaging Information and Consumer Purchase Intentions

When it comes to packaging information, Coulson (2000) highlights its importance the usage of a meals labeling case and proving that the trend toward healthy eating has emphasized the magnitude of food labeling, giving customers the opportunity to reflect on consideration on choice products and to make better knowledgeable meals decisions. Similarly, Wells et al. (2007) discovered that 21% of buyers used the product descriptor as a tool for judging quality, a behavior that was once particularly noticeable in indulgent searching for consumers, which "appeared to be without difficulty persuaded via the use of sensory descriptor phrases to enchantment to their senses" - one consumer even reporting to appear for a product that made "their stomach rumble and mouth water" when reading the descriptor.

Consumer sophistication is any other factor leading to the current expanded importance of packaging records (Silayoi and Speece, 2004). Although records play a necessary role, Silayoi and Speece (2004) also point out that "packaging data can create confusion via conveying either too a great deal information or misleading and inaccurate information". According to the authors, "manufacturers often use very small fonts and very dense writing patterns to pack sizable records onto the label" leading to poor readability and confusion for consumers, which can lead to the rejection of a product in prefer of packages with greater efficaciously communicated information.

Mitchell and Papavassiliou (1999) argue that one way buyers commonly use to minimize confusion from records overload is lowering their scope of preference options and evaluative attributes. This approach should specifically follow to greater skilled customers when you

consider that they potentially look at fewer brand options due to their received experience, turning into more selectively perceptive (Hausman, 2000). Although printed records has emerge as greater vital for customers in latest times, it looks many are still now not cozy with the formats they are presented in. Mitchell and Papavassiliou (1999), for instance, located that ninety percent of respondents agreed that dietary statistics panels be laid out in the equal way for all meals products so that they are easy to recognize quickly. UK survey records also shows that nearly two-thirds of consumers now read meals labels, however one-third want to see clearer labeling (IGD, 2003).

2.5.7. Packaging Material and Consumer Purchase Intentions

Packaging cloth refers to the physical depend used in an item's container such as cardboard, glass, aluminum, or plastic, and it can hold, protect, and keep the product inner of it. Khan et al. (2018) nation that packaging fabric can reflect the fantastic and photograph of a product and Underwood et al. (2001) state that when consumers think about a certain package's material to be of decrease quality, they can also expect the best of the product itself is lower. The perceived quality of packaging cloth has some necessary outcomes – for instance, a learn about by way of Holt et al. (2004) proved that packaging cloth has a direct relationship with client buy intentions, as properly as an indirect relationship with purchase intentions thru the mediation of perceived quality. This capacity that shoppers perceive a positive package's material as being low-quality, this may want to strongly have an effect on consumers' purchase behaviors (Holt et al., 2004). Moreover, Silayoi and Speece (2004) observed that consumers consider the function of packaging cloth essential when it comes to convenience in the cooking process, easiness to open, allotting an adequate quantity of product and prolonging foods' existence whilst stored.

Preferences related to packaging material can additionally vary among buyers and products. For instance, Holt et al. (2004) observed that shoppers desired glass packaging for milk and juice, rather of cardboard or plastic packaging, Ribeiro et al. (2018) located that whilst some buyers desired glass packaging for Requeijão cheese others favored plastic packaging as they felt glass was once too heavy to raise and Kobayashi and Benassi (2015) located that standards influencing buy intention should differ relying on the cloth used in espresso packages.

Most recently, due to a common heightening in environmental awareness, businesses have commenced to use environmentally pleasant packaging substances to enchantment to shoppers and expand buy intentions (Lau & Wong, 2000). According to a 2021 article with the aid

of Marketer, Portuguese consumers are now making greater sustainable buy selections than ever, and not focusing exclusively on rate and product ingredients, but also on packaging material. Approximately 70% of Portuguese consumers purchase glass packaging considering the fact that they think about it to be the material option with greater best and the healthiest of them all. Meanwhile, solely 66% of them purchase cardboard/paper packaging, 13% buy aluminum/can packaging and, finally, 12% buy plastic packaging.

2.6. Empirical Literature

Chaudhary (2011) conducted a research learn about to determine the persona of the packaging, packaging diagram and pulse charge in term of the product attributes. This research finds out the relationship between packaging and graphics, coloration of packing and customer shopping for decisions. According to this find out about packaging is an important part of the product and serves as sales promotion. These researches have goals to look at the packaging position in Jordan at the point of purchase. The study finds the relationship between unbiased variable (protection of products, advertising of product, facilitating of reuse and storage facilities) and based variable patron understanding at point of buy in Jordan (Gaafar, 2013). The researcher conducts a lookup study to determine the relationship among the brand loyalty, pricing, packaging and brand cognizance in South Africa in paint industry. This learns about concluded that brand attributes has significant have an effect on on brand loyalty (Dhurup, 2014).

Packaging is a vital medium to save, shield and switch of the product and it is additionally assist to preserve the product comfortable and comfort source of advertising (Chandler, 2010). The researcher carried out a research and has learnt about objectives to determine the relationship between product packaging and company loyalty in Nigeria. The study also argue that pleasant packaging enhances pleasure and stimulation and learn about revealed that packaging innovation has a substantial have an impact on on purchaser involvement in phrases of company (Rasheed, 2015). Packaging according to this find out about a source of advertising that help to build relationship via utilization and possession. Packaging -design use to promote product and differentiate the product from their competitors (Khurram, 2012).

The researcher aims to find out about the relationship among the packaging and brand loyalty in Pakistan and researcher argue that corporations center of attention on packaging due to this they gain a manufacturer experience. Packaging presents variety of features for product such as brand identification expression, relation building, communication, promoting and protection.

Packaging is a necessary component which no longer only to guard product but it also the source of communication for consumer (Kleimenova, 2015).

Packaging is the medium of, to furnish market records which assist to customer to differentiate the product from their opponents and study performed in United Kingdom and have a look at the relationship amongst price, advertising, brand name, packaging and product on end person preferences. The purpose of this learn about to decide the influence on brand relationship and brand choice and the researcher find the relationship packaging and company experience. Packaging sketch is a product attributes that indicates the product personality if they are well packed design they persuade client to repurchase product (Marco & Fioretti, 2014).

A study about to discover packaging to different sorts of brand character in phrases of packaging diagram when the graph of packaging is eye-catching it have to appeal to the interest of the purchaser and they should to favorto buy once more and again. Packaging is considered the container to the product and has bodily appearance which includes the material, color, form and diagram are used. Based on these the study has found the relationship among the packaging and consumer involvement (Kessinro & Rasheed, 2015).Ibrahim (2015) also performed lookup to determine packaging and customer brand preference.

According to this lookup consumers' manufacturer preference is now not in basic terms affected with the aid of the product bundle (shape, size, color, design, and fashion) and it is not purely influenced by way of consumer's family, friends, social status, and celebrities. Rather the consumer's choice is build up on one-of-a-kind variables. However, it is clearly seen that product bundle has huge have an effect on in making buyers to preference and purchase one company over the other. It is also located that bundle is the essential standards whilst purchases a product different than self (for friends, or relatives).

Yalew, (2014) Has Studied the Influence of Bottled Water Packaging Attributes on Consumers 'Purchase Decisions. His study was focused on the influence of bottled water packaging attributes on consumers' purchase decisions. The study used color, graphic design, size, printed information, and shape of packaging as independent variables and consumers' purchase decisions as dependent variables. This empirical research was conducted using a survey through a set of questionnaires with a 5-point Likert scale and open-ended items. The questionnaire was distributed to 200 respondents and the responses from 96.5% of the respondents were analyzed using descriptive and inferential statistics such as mean, correlation, and multiple regression. The findings of the study show that color, graphic design, size, and shape of packaging significantly

influence consumers' purchase decisions for bottled water. Printed information on the package has no significant influence on consumers' purchase decisions. Hence, procedures of bottled drink water ought to deliver considerations to bundling properties and be inventive to win consumers consideration. Using attractive and easily understandable printed information may increase its influence on the purchase decision. He recommends to marketers enhance their level of insight into consumers buying decisions. However, there were no noteworthy connection between packaging color and packaging materials in the buying decision of the cereal packaged food.

Getie, (2017) Has Studied the Effect of Packaging Attributes on Consumer Buying Decision Behavior in Major Commercial Cities in Ethiopia. Due to increasing self-service and changing consumers' lifestyles, the interest in the package as a tool of sales promotion and simulator of impulsive buying behavior is growing increasingly. The objective of this study was to look at the effect of packaging attributes on consumer buying decision behavior. A total of 384 questionnaires were disseminated to standard supermarkets in Addis Ababa and other major cities in Ethiopia. Data collection was analyzed using correlation and regression. Innovation has the strongest effect on cereal food purchase decisions followed by printed information, background image, and font size. However, there were no noteworthy connections between packaging color (- and packaging materials in the buying decision of the cereal packaged food. Ethiopian buyers do not give grant weight to packaging color and the quality of the packaging material.

Legesse and Mulugata (2018): Have Studied the Factors Affecting the Brand Choice of the Consumers of Bottled Water products. A solidly competitive commerce environment uncovered buyers to a expansive number of item options within the showcase. As a result, marketers are struggling to increase their brand preferences by customers and trying to avoid competitors from grabbing these acquired customers' minds. To do this, finding determinants of consumers' brand choices is exceptionally fundamental. Their research work was conducted to identify determinant factors of consumers' brand choice of bottled water products and to examine the relationship among determinant variables. Their study adopted a descriptive and explanatory research design with a cross-sectional survey strategy. To collect data from respondents' convenience and purposive sampling techniques were used. Essential information has been collected from 400 bottled water buyers by utilizing self-administrated organized surveys.

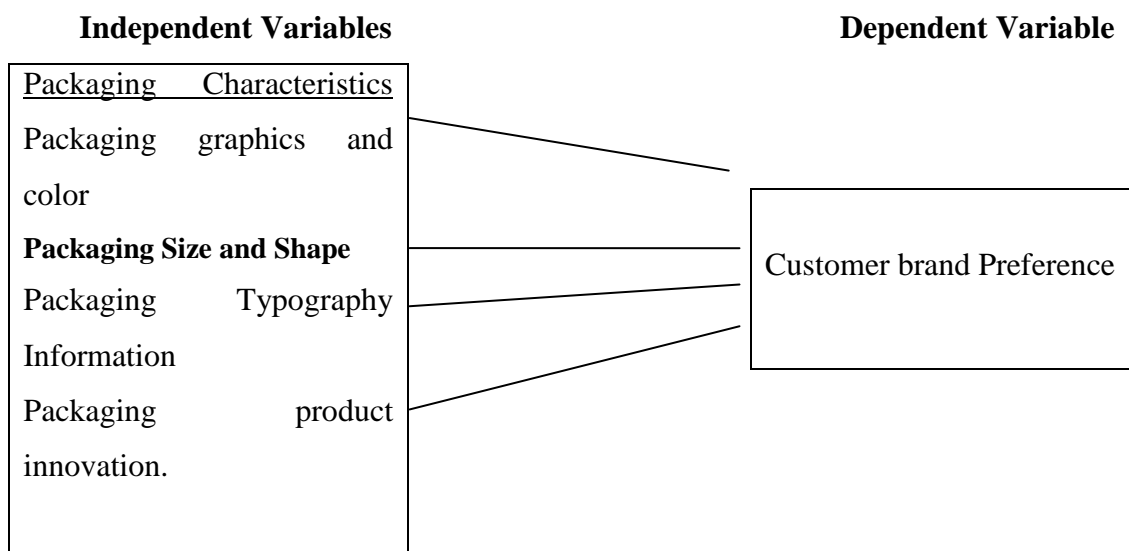
Quantitative information has been collected and analyzed by utilizing clear and numerous direct relapse models. This study found that packaging, product quality, price, brand name, brand availability, brand image, and advertisement were significantly associated with consumers' brand choice for bottled water products. However, the influences of brand image, brand name,

packaging, and price on consumers' brand choice decisions were more contributing than others. Bottled water firms are advised to create brand equity in their product that can emotionally and psychologically be connected to customers. They have to feature their packaging to make it attractive, and finally set their price based on affordability and brand accessibility at the right place and time.

2.7. Conceptual Framework

The following conceptual framework is developed for this study. As per the framework, the independent variable is packaging elements and the dependent variable is consumers brand preference; the concept derived from different literature reviews. According to the context, the following conceptual model was developed, which investigated the effect of packaging elements on consumer brand.

Figure 2.1 Conceptual Framework of the Study



Source: Adapted from packaging and purchase decisions by Silayoi & Speece (2004).

2.8. The Hypothesis of the Study

The basic purpose of this model is to measure and evaluate the effects of packaging characteristics in context with consumer brand preference in the case of water drink products.

The following hypotheses were formulated to be tested using appropriate statistical tools.

H1: The packaging graphics and color have a positive and significant influence on consumer brand preference of packed water products.

H2: The packaging size and shape have a positive and significant influence on consumer brand preference of packed water products.

H3: The printed product information has a positive and significant influence on consumer brand preference of packed water products.

H4: The packaging product innovation has a positive and significant influence on consumer brand preference of packed water products.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter discusses the research design and methodology used in the study, more specifically, research approach, sampling design, method of data collection and analysis, and variable measurement.

3.1. Research Design

The Purpose of this study is to assess factors influencing customer's brand preference of bottled water in relation of its packaging characteristics in Chiro Town. To meet this objective the study employed quantitative and descriptive research design. As it is indicated by Creswell (2009), descriptive approach is designed to obtain the current phenomenon and whenever possible to draw varied conclusions from the facts discussed. It also describes characteristics of the population of interest, estimates proportions, makes specific predictions, and tests associated relationships (Orodho, 2005). The descriptive research design was also used to identify the most significant variables that respondents considered in their brand preference. In addition, descriptive research is selected to be suitable design as it is used to describe the brand name and brand preference of respondents. In addition, the study utilized cross-sectional in the sense that all relevant data was collected at a single problem of time. The reason for preferring a cross-sectional study is due to the vast nature of the study and the limitation of time. And acquiring data from a cross-section of a population at a single factor in time is a lifelike strategy for pursuing many descriptive researches (Ruane, 2006).

3.2. Type and Sources of Data

The researcher has used both primary and secondary data. The primary data was collected from final customers who enter to the supermarket to purchase mineral water. The secondary data was obtained from the documentations, relevant books, articles and journals. In this way the research can provide both previous works of others as a reference and direct response of the customers. Therefore, the target population of this study comprised of customers of bottled drinking water in Chiro town.

3.3. Data Collection Instruments

To achieve the objectives of this survey research and effectively undertake data analysis in the later stages of the research, a structured questionnaire was used to collect information from respondents. Structured questionnaires are important as they could be aggregated into composite scales for statistical analysis (Bhattacharjee, 2012).

Questionnaires were distributed to sample respondents and found at purposely selected four. Those personnel (users of packed water) were selected as respondents because they are deemed to be knowledgeable about the case under investigation and could provide important perspective in addressing the research objectives.

The researcher adopts survey instrument used by **Gelawdewos (2020)** with some modification to fit the study under investigation. The questionnaires were structured mainly in close-ended questions by which the respondents were asked to indicate their level of agreement using a five Likert rating scale measurement where: Strongly Agree (SA) = 1; Agree (A) = 2; Neutral (N)=3, Disagree (D)

= 4; and Strongly Disagree (SD) = 5; The use of Likert scale is to make it easier for respondents to answer question in a simple way. The questionnaire have two sections where section one sought about demographic profile of the participants and that of section two sought about participants' intention towards effects of packaging. Under this section, there are two parts and at the end of each part there is one open ended question that the respondents are asked to provide open ended responses that require opinions, opinions which they feel the researcher would find useful.

The structured questionnaires had statements, which measured variables such as packaging graphics and color, packaging size and shape, printed product information, packaging innovation, and brand preference.

3.4. Sample Size and Sampling Techniques

This study employed purposive sampling to identify some selected locations to undertake the survey from offices, shops (kiosks), mini-markets, and super markets. The study applied a non-probability convenience sampling technique. This method is selected since the population size of the study (consumers of packed natural mineral water products) is unknown; it is difficult to apply probability sampling technique. A sample refers to a subset of a population selected for

Social Sciences (SPSS). The descriptive analysis was taken place to present the respondent's demographic characteristics. Descriptive statistics such as mean, percentages and frequency distributions, were prepared before a deeper analysis of data. Correlation analysis was used to determine the relationship between packaging characteristics and consumer brand preference. Regression analysis was also used to determine the predictive value of the four packaging characteristics and consumer brand preference respectively.

3.7. Reliability and Validity

3.7.1. Reliability Test

The most common measure of the reliability of a measurement scale is Cronbach's alpha, which is often considered as the lower bound estimate of reliability (Raykov, 1997). Most researchers consider a Cronbach's alpha value of more than 0.7 and above as an indicator of high internal consistency of the measurement scales (Hair, Anderson, Tatham, and Black., 1998).

In this study, Cronbach's alpha is well over 0.7 and all 48 items of the five constructs were found to be reliable and hence, internally consistent. The result of the reliability measure is presented in table 3.1 below.

Table 3.1 Cronbach's Alpha Reliability Test

Measurement Scale	Cronbach's Alpha	Number of Items
Packaging graphics and color	.682	10
Packaging Size and Shape	.839	12
Printed product Information	.878	5
Packaging Innovation	.404	5
Consumer Brand Preference	.631	6

Source: own survey finding 2022

3.7.2. Validity Test

A number of different steps were taken to ensure the validity of the study.

- First before data were collected the content validity of the instrument was ascertained via feedback from experts in academia.
- Proper detection by an advisor was taken to ensure validity of the instruments.
- A pilot test was conducted prior to the actual data collection to help to get valuable comments.

- In addition, the content validity is ascertained by adopting a data collection instrument from past researches.

3.8. Ethical Considerations

Regarding ethical issues, the researcher considered, in the first step, the respondents were fully informed about the nature of the research objectives and the activities in order to obtain their consent. Creswell (2003) stated that the rights, privacy, dignity, and sensitivity of participants shall be respected so that their integrity to research process would be achieved. Hence, the study participants were reassured of confidentiality by explaining to them that their name and other identifier of their status will not be documented in the questionnaires.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Introduction

The general objective of this research was to find out the effects of product packaging on consumer brand preference of bottled water products in Chiro town. To achieve the mentioned objective data was collected, analyzed, and interpreted from the participants. This chapter presents the demographic profile of the study samples along with their bottled water product brand awareness and preference. In addition, the chapter also presents the results of the analysis of the correlation and regression using SPSS 20.0 software. Multiple regression analysis carried out to assess the effect of independent variables on customer's brand choice of bottled drinking water, and correlation was conducted to determine the relationship between packaging characteristics and consumer brand preference.

A total of 384 questionnaires were distributed from which 372 were returned which accounts 98.35% response rate. All the responses (100%) are accepted since there were no missing values from the questionnaires.

4.2. Demographic Characteristics of the Samples

Table 4.1 below described, the majority of the respondents surveyed are young-aged consumers between the ages of 18-28 years accounting for 55.6% of the total respondents followed by consumers aged between 29-39 years and 40-50 years who are 24.2% and 17.3% of the total respondents respectively. Consumers above the age of 50 year constituted less than 1.9% of the total respondents in this survey. Most of the respondents in this survey are male (57.2%) while females account for 41.8% of the respondents.

Regarding level of education, the majority of the respondents are bachelor-degree holders (28.5%), 12th grade complete (22.6%), under 12th grade (18.6) Diploma holders (17.6%), and masters-degree holders (11.7%) of the population. With respect to the occupation of the participants were 52.4% employed, 23.7%, 15.4%, and 7.4% of the respondents were own business, students and other respectively. This implies that, the majority of the participants were employed.

Table 4.1 Demographic Characteristics and Packed water product Consumption Habits of the Respondents

Variables	Description	Frequency	Percentage
Gender	Male	215	57.2
	Female	157	41.8
Age	18-28 years	209	55.6
	29-39 years	91	24.2
	40-50 years	65	17.3
	Above 50 years	7	1.9
Education level	PhD	0	
	Master's Degree	44	11.7
	Bachelor's Degree	107	28.5
	Diploma	66	17.6
	12 th complete	85	22.6
	Under 12 grade	70	18.6
Marital status	Single	218	58
	Married	143	38
	Divorced	11	2.9
	Widowed	0	0
Occupation	Student	58	15.4
	Own business	89	23.7
	Employed	197	52.4
	Other	28	7.4
Brand familiarity	Yes	357	95.97
	Aqu addis	289	77.69
	Sheger	365	98.12
	Africa	248	66.67
	Top	304	81.72
	Origin	235	63.17
	Other	278	74.73

Source: own survey finding 2022

As indicated in the table above, Sheger is the most known brand among the respondents

(98.12%), followed by Yes (85.97%), Top (81.72%), Aqu addis(77.69%), Africa (66.67%), Origin (63.17%) and (74.73%) others. In addition, Sheger has the highest usage among the respondents (30.6%), followed by Top (22.1%), Africa (13%), Aqu addis (8%), Origin(5.9%), and others (3.7%).

Table 4.2 Brand Usage and frequency

Variables	Description	Frequency	Percentage
Brand Usage	Yes	59	15.7
	Aqu addis	30	8
	Sheger	117	30.6
	Africa	49	13
	Top	81	22.1
	Origin	22	5.9
	Other	14	3.7
Frequency you consume packed natural water product	Always	35	9.4
	Sometime	337	89.6
	Never	0	0
Occupation			

Source: own survey finding 2022

Generally, as indicated in the above table 89.6% of the respondents consume/use packed water products sometimes, 9.4% consume always and no respondents ever consumed packed water products.

4.3. Descriptive Statistical Results

To perform correlation and linear regression analysis on the data, the researcher has created an index for each of the constructs or variables that represent the value of the construct by averaging the subject responses to items (see table 4.2).

Table 4.3 Mean and Standard Deviation for Packaging Attributes and Brand Preference

Variables	N	Mean	Std. Deviation
Packaging Graphics and Color	372	3.0392	.57945
Packaging Size and Shape	372	3.0011	.74131
Printed Product Information	372	3.0011	1.07778
Product Innovation	372	3.0586	.69925
Consumer Brand Preference	372	3.1828	.71597

Source: own survey finding 2022

Table 4.3 indicates that Packaging innovation, and Packaging Graphics and Color have the highest mean value of 3.0586 and 3.0392 respectively. Packaging size and shape, and printed Product information has the least mean value of 3.0011. Therefore, it is concluded from the above table that respondents were more concerned with Packaging product innovation and Packaging Graphics and Color on packed water products. Consumers were relatively less attracted to Printed Product Information and packaging size and shape at a mean of 3.0011. On the upside, the overall consumer brand preference is recorded the third highest mean score of 3.1828 that implies consumer showed an interest to buy packed water products.

4.4. Tests for the Assumption of Regression Analysis

The very first step after building a linear regression model is to check whether your model meets the assumptions of linear regression. These assumptions are a vital part of assessing whether the model is correctly specified. As a result the following four assumptions namely normality, multicollinearity, autocorrelation, and homoscedasticity are conducted and discussed as follows.

4.4.1. Normality Test

The normality of the population distribution is the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). Most studies, which involve statistical procedure, work under the assumption that observations have normal distribution. Any violation of the normality rule may lead to overestimation or underestimation of the inference statistic (Marczyk, Geoffrey, DeMatteo, & David, 2005). In order to examine normality one has to measure each variable's skewness, which looks at lack of symmetry of distribution, and kurtosis, which looks at whether data collected, are peak or flat with relation to normal distribution (Marczyk, Geoffrey, DeMatteo, & David, 2005).

Table 4.4 below describes the level of skewness and kurtosis for the five constructs. The

general rule-of-thumb for test of normality varies depending on the nature of the research. The common one mostly suggested mentioned in literature for both kurtosis and skewness to be between -2 and +2 (George & Mallery, 2010). As indicated in the table below, skew and kurtosis measures for this study are well within that range between -2 and +2 values. Therefore, the data for this study is normally distributed.

Table 4.4 Skewness and Kurtosis

Construct	Skewness	Kurtosis
Packaging Graphics and Color	-.115	-.214
Packaging Size and Shape	-.041	-.619
Printed Product Information	-.034	-1.195
Packaging Innovation	.184	-.509
Brand Preference	-.360	-.284

Source: own survey finding 2022

4.4.2. Multicollinearity Test

Multicollinearity exists when there is a strong correlation between two or more predictors in a regression model (Saunders, 2007) there should be no perfect linear relationship between two or more predictors.

Table 4.5 VIF Values of Predictors

Coefficients^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Packaging Graphics and Color	.986	1.015
	Packaging Size and Shape	.980	1.020
	Printed Product Information	.969	1.032
	Packaging Innovation	.984	1.016

a. Dependent Variable: Consumer Brand Preference

Source: own survey finding 2022

Variable Inflation Factor (VIF) technique was used. The VIF is a measure of the reciprocal of the complement of the inter-correlation among the predictors: $VIF=1/(1-r^2)$. The decision rule is a variable with VIF value of greater than 10 indicates the possible existence of multicollinearity problem. Tolerance (TOL) defined as $1/VIF$, it also used by many researchers to check on the degree of collinearity. The decision rule for Tolerance is a

variable whose TOL value is less than 0.1 shows the possible existence of multicollinearity problem (Gujarati, 2004). The above table 4.5 showed that VIF values for all variables turn out to be less than the tolerable value, i.e. 10. And Tolerance value of all variables also became above 0.1 which indicates that this model is free from multicollinearity problem between the independent variables.

4.4.3. Auto Correlation Test

Regression analysis is based on uncorrelated error/residual terms for any two or more observations (Kothari, 2004). This assumption is tested for each regression procedure with the Durbin-Watson test, which test for correlation between variables residuals.

Table 4.6 Autocorrelation Test

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.188 ^a	0.35	0.025	0.70702	2.140

a. Predictors: (Constant), Packaging Innovation , Packaging Graphics and Color, Printed Product Information, Packaging Size and Shape

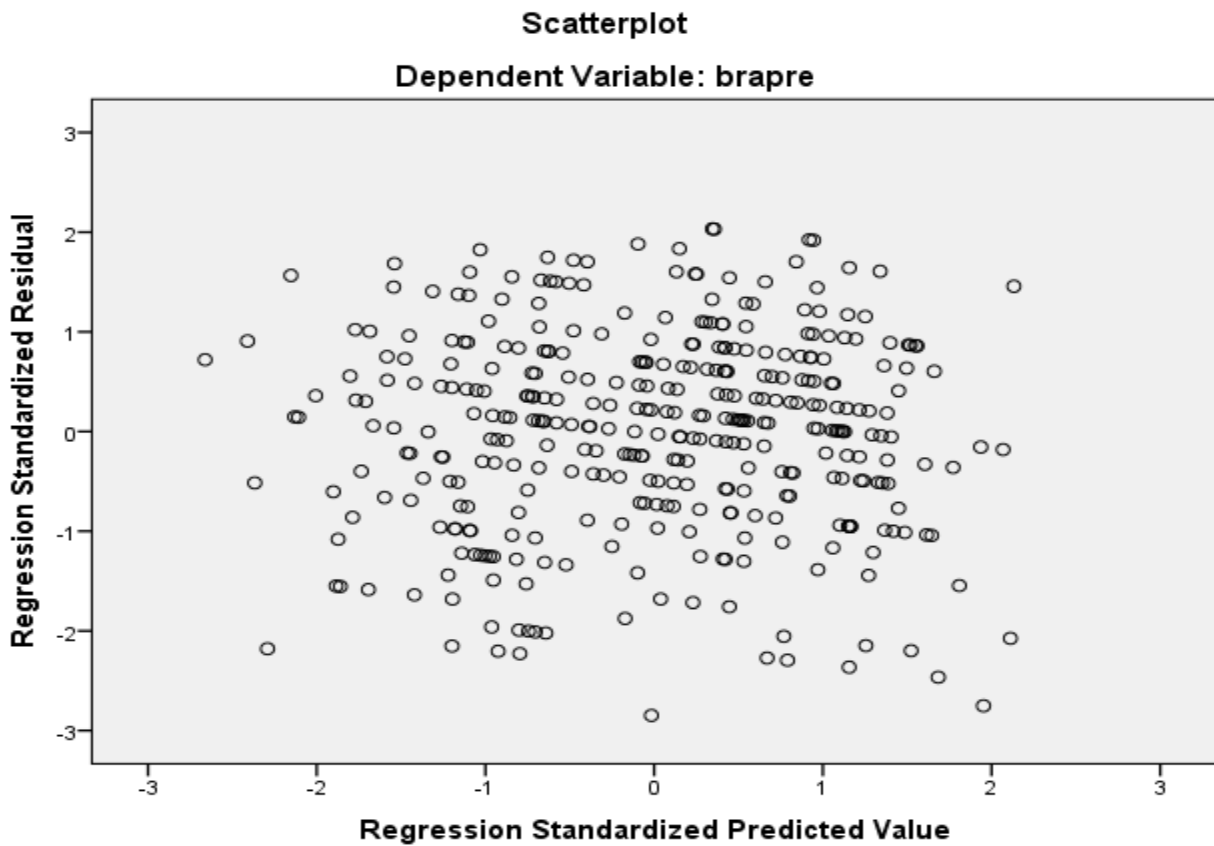
b. Dependent Variable: Consumer Brand Preference

Source: own survey finding 2022

The test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated (Field, 2009). A value greater than 2 indicates a negative correlation between adjacent residuals, whereas a value below 2 indicates a positive correlation. Generally, the residuals are independent (not correlated) if the Durbin Watson statistic is approximately 2, and an acceptable range is 1.50 - 2.50 (Muluadam, 2015). In this study the Durbin-Watson value was 2.140, which is in the acceptable range, therefore it can be confirmed that the assumption of independent error has almost certainly been met; means there is no auto correlation.

4.4.4. Homoscedasticity Test

The assumption of homoscedasticity (meaning “same variance”) is central to linear regression models. Homoscedasticity describes a situation in which the error term (that is, the “noise” or random disturbance in the relationship between the independent variables and the dependent variable) is the same across all values of the independent variables. Heteroscedasticity (the violation of homoscedasticity) is present when the size of the error term differs across values of an independent variable. The impact of violating the assumption of homoscedasticity is a matter of degree, increasing as heteroscedasticity increases.



Source: own survey finding 2020

As shown in the above figure 4.1 the scatter plot has showed rectangular shape that the model does not have heteroscedasticity and the assumption of homoscedasticity was not violated.

4.5. Correlation Analysis

To determine the relationship between packaging characteristics (packaging graphics and

color, packaging size and shape, printed product information, and Product innovation) and consumer brand preference, Pearson correlation was computed. Table 4.6 below presents the results of Pearson correlation on the relationship between packaging characteristics and consumer brand preference on packed water product products in Chiro Town.

Table 4.7 The Relationship between Packaging Characteristics and Consumer Brand Preference

Correlations		Packaging Graphics and Color	Packag Size Shape	Printed and Product Information	Product innovation	Consumer Brand Preferen ce
Packaging Graphics and Color	Pearson	1	-.001	-.084	.079	-.017
	Correlation Sig. (2-tailed)		0.980	0.107	0.128	0.747
	N	372	372	372	372	372
Packaging Size and shape	Pearson	-.001	1	.132*	.059	.011
	Correlation Sig.(2-tailed)		0.980	0.011	0.253	0.830
	N	372	372	372	372	372
Printed Product Information	Pearson	-.084	.132*	1	.079	.162**
	Correlation Sig.(2- tailed)		.107	0.011	.127	.002
	N	372	372	372	372	372
Product innovation	Pearson	.079	.059	.079	1	.107*
	Correlation Sig.(2-tailed)		.128	.253	.127	.039
	N	372	372	372	372	372
Consumer Brand Preference	Pearson	-.017	.011	.162**	.107*	1
	Correlation Sig.(2-tailed)		.747	.830	.002	.039

N 372 372 372 372 372

* Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Source: own survey finding 2022

The results in table 4.7 indicate that, there is no positive and significant relationship between the first two packaging characteristics and consumer brand preference. Packaging graphics and color $r = -.017$, $p > .05$, packaging size and shape $r = .011$, $p > .05$. On the other hand, there is positive and significant relationship between the last two packaging characteristics and consumer brand preference. printed product information $r = .162$, $p < .05$, and Product innovation $r = .107$, $p < .05$. To measure the strength of the correlation Evans (1996) suggests for the absolute value of r : 0 .00-.19 “very weak”, 0.20-.39 “weak”, 0.40-.59 “moderate”, 0.60-.79 “strong”, and 0.80-1.0 “very strong. Thus based on Evans suggestion packaging graphics and color independent variables fall below .00 which is negative and very weak correlation. Packaging size and shape, packaging innovation and printing product information fall between .00-.19, which means they have positive and very weak correlation with consumer brand preference.

4.6. Multiple Regression Analysis

Multiple regression analysis was employed to examine the effects of all packaging characteristics on consumer brand preference. The following subsections present the results of multiple regressions analysis.

Table 4.8 Model Summary

Model Summary						
Model	R	R Square	Adjusted Square	R	Std Error of the Estimate	
1	.188 ^a	.35	.025		.70702	

a. Predictors: (Constant), Printed Product Information , Packaging Graphics and Color, Product innovation, Packaging Size and Shape

Source: own survey finding 2022

The R^2 value, 0.35 showed that the independent variables taken together (i.e., packaging graphics and color, packaging size and shape, printed product information, and packaging innovation) accounted for approximately 35 percent of the variations in the dependent variable (i.e., consumer brand preference for packed water products). It indicates the contribution of packaging graphics and color, packaging size and shape, printed product information, and packaging innovation in explaining variance of consumer brand preference of packed water products is 35%.

Table 4.9 ANOVA Results

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.725	4	1.681	3.364	.010 ^b
	Residual	183.456	367	.500		
	Total	190.181	371			

a. Dependent Variable: Consumer Brand Preference

b. Predictors: (Constant), Printed Product Information , Packaging Graphics and Color, Packaging Innovation , Packaging Size and Shape

Source: own survey finding 2022

ANOVA is the appropriate statistical technique used to examine the effect of an independent variable on dependent variable. If the F test result is not significant, the model should be dismissed and there is no need to proceed to further steps (William, 2010). Based on the above table 4.8 the result in the ANOVA table confirmed the significance of the overall model by p-value of 0.010 which is below the alpha level, i.e. 0.05, which means, the independent variables (packaging graphics and color, packaging size and shape, printed product information, and product innovation) taken together have statistically significant relationship with the dependent variable (consumer brand preference) under study. Therefore, the overall regression model was significant.

Table 4.10 below shows that only one independent variable, with the exception of printed product information, has a significant and positive effect on the dependent variable.

Table 4.10 Multiple Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.659	.296		8.996	0.000
Packaging Graphics and Color	-.014	.064	-.011	-.222	.824
Packaging Size and Shape	-.015	0.050	-.015	-.290	.772
Printed Product Information	.103	.035	.155	2.976	.003
Product innovation	.099	.053	.096	1.865	0.063

a. Dependent Variable: Consumer Brand Preference

Source: own survey finding 2022

4.7. Model Specification

Model specification for the study that depicted the effects of packaging characteristics on consumer brand preference in the packed water products in Ethiopia is presented below.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where;

a= The Constant intercept

b_i= The coefficient of the independent variables Y: Consumer brand preference

X₁: Packaging graphics and color X₂: Packaging size and shape X₃: Printed product information X₄: Packaging innovation e=Error term

As the constant and b values are known. The linear regression equation was:

$$Y = 15.355 + .007X_1 + (-0.002)X_2 + .124X_3 + .115X_4 + 0.05$$

The model suggests that a unit change in printed product information results in a 0.103 change in the consumer brand preference of packed water products and that this is significant at $p = .003$. A unit change in packaging product innovation results in a .099 change in the consumer brand preference of packed water products and that this is not significant at $p = .063$. A unit change in packaging size and shape results in a -.015 negatively change in the consumer brand preference of packed water products and that this is not significant at $p = .772$. A unit change in packaging size and shape results in a -0.014 negatively change in the consumer brand preference of packed water products and that is not significant at $p = .824$.

Summary of the finding shows that H1a, H1b, and H1d are not supported. However, there were significant relationships between printed product information in the consumer brand preference of the packed water products. Therefore, hypotheses H1c is accepted. Thus, it is conclusive that printed product information of packed water products is the determinants of consumer brand preference among the respondents. A summary of all the results for the hypothesis testing is shown in Table 4.11.

Table 4.11 Hypothesis Testing Summary

Hypothesis	Result
H1a: The packaging graphics and color have a positive influence on consumer brand preference of Packed water products.	Do Not Reject The Null Hypothesis ($p = .824$, which is $> .05$)
H1b: The packaging size and shape have a positive influence on consumer brand preference of packed water products.	Do Not Reject The Null Hypothesis ($p = .772$, which is $> .05$).
H1c: The printed product information has a positive influence on consumer brand preference of packed water products.	Reject The Null Hypothesis ($p = .003$, which is $< .05$).
H1d: The Product innovation has a positive influence on consumer brand preference of packed products.	Do Not Reject The Null Hypothesis ($p = .063$, which is $> .05$).

Source: own survey finding 2022

Hypothesis One (H1a): The packaging graphics and color have a positive and significant influence on consumer brand preference of packed water product (Do Not Reject the Null Hypothesis).

There were no significant relationships between packaging graphics and color and consumer brand preference of the packed water products ($p = .824$, which is greater than the maximum value $.050$).

Asadhollahi & Givee (2007) suggest that the package colors communicate, reflect and exhibit some salient features and intangible attributes of the brand. Although the colors convey special messages about the brands which ultimately create a unique selling proposition, however, in this case graphics and color were not one of the most significant packaging characteristics among the research respondents.

Hypothesis Two (H1b): The packaging size and shape have a positive and significant influence on consumer brand preference of packed water products (Do Not Reject the Null Hypothesis).

There were no significant relationship between packaging size and shape and consumer brand preference of the packed water products ($p = .772$, which is greater than the maximum value $.050$).

In the packed water market, larger households may choose a packed water product based on package size as these provide cost savings and hence offer excellent value for money (Prendergast and Marr, 1997). Although elongating the shape and size within the acceptable bounds, have a better value for money and result in larger sales, however, in this case packaging shape and size were not one of the most significant packaging characteristics among the research respondents.

Hypothesis Three (H1c): The printed product information has a positive and significant influence on consumer brand preference of packed water products (Reject the Null Hypothesis).

There was a significant relationship between printed product information and consumer brand preference of the packed water products ($p = .003$, which is less than the maximum value $.050$).

Coulson (2000) suggests that the trend towards healthier dieting has emphasized the importance of labeling, which allows consumers the chance to cautiously consider

alternatives and make informed food choices. In addition, Vakratsas and Ambler (1999); Silayoi and Speece (2004) suggests that more highly involved consumers evaluate message information more carefully, relying on the message to form their attitudes and purchase intentions.

Hypothesis Four (H1d): The packaging innovation has a positive and significant influence on consumer brand preference of packed water products (Do Not Reject the Null Hypothesis).

There was no significant relationship between packaging innovation and consumer brand preference of the packed water products ($p = .063$, which is greater than the maximum value .050).

This finding is against with Deliya & Parmar (2012), who suggested that innovative packaging increases the value of the goods if it meets consumer needs. In most cases, customers accept a product if its package is well innovated, thus product innovation plays a pivotal role in consumer decision making of FMCG products.

Silayoi and Speece (2004), suggests that there may not be a single ideal design for the whole market, but the single package would probably need to have a technology image, which clearly conveys convenience and ease of use; list clear product information, and have more classic shape. However, the results of this research shows that printed product information has significant effect among the four independent variables on consumer brand preference of packed water products.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter presents the summary, conclusions and recommendation derived from the data analysis carried out in the previous section.

5.1. Summary of Findings

This thesis aimed to examine the effect of product packaging on consumer brand preferences. Data was collected from 372 participants and most of the respondents were male (57.2%) while females account for 41.8% of the respondents. Sheger packed water is the most known (awareness) and consumed packed water brand in Chiro Town.

The research result shows that there is a positive and significant correlation between printed product information and consumer brand preference. There is a negative and no significant correlation between packaging graphics and color, packaging size and shape and consumer brand preference. In case of product innovation, they are positive and no significant correlation. However, as the regression result showed that printed product information has the significant effect among the four independent variables on consumer brand preference of packed water products.

5.2. Conclusion

This chapter presents the conclusions derived from the major findings from the study.

With a population of more than 40 thousand people in Chiro Town, the most populous town in the zone and represents a largely untapped consumer market. There is growing demand for packed water products year on year and the major packed water product players are fighting head to head to win market share and in the minds and hearts of consumer with their different marketing activities.

The paper aimed to contribute to the theoretical understanding of the effects of the product packaging on the brand preference of packed water products in Chiro Town. It examined the effect of four major variables (i.e., packing graphics and color, packaging size and shape, packaging printed information, and packing innovation) on consumer brand preference of packed water products.

Through verbal and pictorial symbols, packaging can inform the potential buyers about the content of product, characteristics, proper usage, and country of origin, benefits and risks.

Packaging graphics and color, packaging size and shape and product innovation did not have a significant effect on consumer brand preference of packed water products ($p = .824, .772$ and $.063$) respectively. This means packaging graphics and color, packaging size and shape and product innovation have a low effect on consumer brand preference of packed water products.

However, the result indicated that there is a significant and positive effect of printed product information on consumer brand preference of packed water products ($p = .003$). Clear nutritional and content information presented on the package have higher value to packed water consumers and will affect their brand preference.

In addition, comparison of the Beta value of ($B = .155$) for printed product information to that of product innovation, packaging graphics and color, and packaging size and shape ($B = .096, -.011$ and -0.015) respectively, shows that printed product information is an important variable affecting consumer brand preference.

5.3. Recommendations

Based on the result of the study and the conclusions reached above, the researcher provides the following recommendations.

1. Local packed water products' brands should focus on visual elements (size, color, design, background image, and packaging material) and verbal elements of printed information aspect when creating a concept for packaging, because based on the result, visual and verbal aspect have significant impact towards consumer purchase intention.
2. In order to satisfy consumers need and easily choice the product from the shelf marketers should work hard on visual and verbal aspect of packaging that plays an important role in influencing consumers purchase intention.
3. The researcher recommends an appropriate level of investment should be made to these attributes; it will result in a reasonable increment in the revenue of an enterprise, as they will influence the sales performance of a company.
4. Users of packed water products should consider the quality of the product as well while considering eye-catch and attractive packaging elements of packed water products visiting a store shelf.
5. It must be noted that enterprises must prioritize between packaging attributes as their effect on the sales performance is not the same. While some attributes like printed information

have higher influence, others attributes like colors may not have as much influence as expected.

6. Marketers must place much emphasis on the informational element during package design for packed water products.
7. Marketers must place much emphasis on how to clearly place enough information about the product by avoiding too much and vague information during the design of a water package to win at the point of purchase.
8. Furthermore, the effects of product packaging on consumer brand preference interms of gender, income, education level and professional group differences can be further explore

BIBLIOGRAPHY

- Adamson, A. "Marketers, don't make promises you can't keep," Forbes.com, 20 January 2009.
- Ahmed, A., Ahmed, N., & Salman, A. (2005). Critical issues in packaged food business. *British Food Journal*, 107(10), 760–780.
- Ambros G. and Harris P. (2011), *Packaging the Brand, The relationship between packaging design and brand identity*, Published by AVA Publishing SA.
- Ampuero, O., & Vila, N. (2006). Consumer perception of product packaging. *Journal of Consumer Marketing*, 23(2), 100–112. Retrieved from: <http://doi.org/10.1108/07363760610655032>. on 18/6/2022
- Belch, George E. & Belch, Michael E. (1999). *Advertising and Promotion: An Integrated Marketing Communication Perspective* (4th ed). Mc Graw Hill.
- Bett (2013). Argued that the right marketing strategies is should be linked with appropriate technology to create a competitive edge in an organization.
- Brody. (2000). *Development of Packaging for Food Products*, CRC Press, Inc.
- Cakim Idil M. (2010). *Implementing Word of Mouth Marketing: Online Strategies to Identify Influencers, Craft Stories, and Draw Customers*, John Wiley & Sons, New Jersey, USA
- Caivano, J. L., & López, M. A. (2007). Chromatic identity in global and local markets: Analysis of colours in branding. *Journal of the International Colour Association*, 1(3), 1–14.
- Coulson, N.S. (2000). An application of the stages of change model to consumer use of food labels. *British Food Journal*, 102(9), 661-668. Retrieved from: <https://doi.org/10.1108/00070700010362031>. on 18/6/2022
- Capsule (2008) *Design Matters: Packaging 01: An Essential Primer for Today's Competitive Market* (Design Matters): Rockport Publishers
- Chaudhary, P. ((December 2011)). "role of packaging on consumers' buying decisions –a case study of panipat city." *ijrfm* 1(8).
- Clifton, R. (2010) *Brands and Branding: Profile*.

- Creswell, J. W. (2003). *Research Design: Qualitative and Mixed methods approach (2nd ed.)*. London Sage publishing Inc.
- Creswell, J. W. (2009). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches (3rd ed.)*. Thousand Oaks, CA Sage Publications.
- Deliya, M. M. M., & Parmar, M. B. J. (2012). Role of Packaging on Consumer Buying Behavior - Patan District. *Global Journal of Management and Business Research*, 12(10), 48-67.
- Dhar, Mainak. (2007). *Brand Management 101*. Singapore: John Wiley & Sons.
- Kongsompongkretika, 2006, Theverbal and visual components of packaging design, *journal of America academy of business*, vol.9.No.2.PP.87-92.
- Dhurup1, M., et al. (01 Apr. 2014). "The impact of packaging, price and brand awareness on brand loyalty: Evidence from the paint retailing industry."
- Doria M.F., (2006),.Bottled water versus tap water: understanding consumers' preferences. *Journal of Water Health*. (2):271–276.
- Ehsan, M., & Lodhi, S. (2015). Brand Packaging and Consumer Buying Behavior: A Case of FMCG Products. *International Journal of Scientific and Research Publications*, 5(11), 590-602.
- Gaafar Mohamed Abdalkrim1 (Assistant professor), R. i. S. A.-H. L. (2013). "The Role of Packaging in Consumer's Perception of Product Quality at the Point of Purchase." *European Journal of Business and Management* 5.
- George, D. & Mallery, P. (2003), "SPSS for windows step by step: a simple guide and reference" (4th ed). Boston: Allyn & Bacon.
- Gleick, P. H. (2004),.The myth and reality of bottled water. *Consumers Brand Preferences and Brand The world water*, 17-43. .
- Gordon L. Robertson ed. (2010). *Food Packaging and Shelf Life: a Practical Guide*, CRC press, United States of America
- Grossman, R. P., & Wisenblit, J. Z. (1999). What we know about consumers' colour choices. *Journal of Marketing Practice: Applied Marketing Science*, (5)3, 78-88. Retrieved from: <https://doi.org/10.1108/EUM0000000004565>. on 19/6/2022

- Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behaviour. *Journal of Consumer Marketing*, 17(5), 403-19. <https://doi.org/10.1108/07363760010341045>
- He Qing et.al. (2012). *Packaging Design Research and Analysis Based on Graphic Visual*, Volume 28, IACSIT Press, Singapore
- Herrington, J. D., & Capella, L. M. (1995). Shopper reactions to perceived time pressure. *International Journal of Retail & Distribution Management*, 23(12), 13-20. Retrieved from:<https://doi.org/10.1108/09590559510103963>. on 15/6/2022.
- Holt, D. B., Quelch, J. A., & Taylor, E. L. (2004). How global brands compete. *Harvard Business Review*, 82(9), 68-75.
- Ibrahim, F., (2015). *Assessment of Packaging and Brand Preference: The case of Selected Bottled Water Product*. Addis Ababa.
- Institute of Grocery Distribution (IGD) (2003). *The Key to a Healthier Diet is Clearer Food Labeling and Healthier Food Choices Say Consumers*. Retrieved from: www.igd.com/analysis.on 16/6/2022
- Josephson, S. (2008). Keeping your readers' eyes on the screen: An eye-tracking study comparing sans serif and serif typefaces. *Visual Communication Quarterly*, 15(1-2), 67-79. Retrieved from:<https://doi.org/10.1080/15551390801914595>. On 16/6/2022
- Kapferer J. N., (2008),*The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*, 4th ed., Great Britain: MPG books Ltd.
- Karsh, J. (2011) 'Does Your Package Have a Personality?', *Global Cosmetic Industry*,179(9), p. 30.
- Kesinro Olalekan Rasheed, O. J. O. A. A. A. (2015). "Product Package And Customer Brand Commitment In Food And Beverages Markets Of Lagos State Nigeria." *European Journal of Business, Economics and Accountancy* 3(6).
- Khan, M. M., Ahmad, N., & Waheed, S. (2018). Product Packaging and Consumer Purchase Intentions. *Market Forces College of Management Sciences*, 13(2), 97-114.
- Kleimenova, O. (February 2015). "package as a part of brand. Case study mac cosmetics brand."

- Klimchuk, Marianne R., & Krasovec, Sandra A. (2007). *Desain Kemasan: Perencanaan Merek Produk yang Berhasil Mulai dari Konsep sampai Penjualan* (Bob Sabran, Penerjemah.). Jakarta: Erlangga
- Kothari, (2004).” From a book called “Research Methodology”
- Kotler, P. (2002). *Marketing Management*. Millennium Edition. New York, Prentice-Hall, Inc.
- Kotler, P. (2003). *Marketing management* (9th ed.). Upper Saddle River, New Jersey: Prentice Hall.
- Kotler, P., & Armstrong, G. (2008). *Principles of Marketing* (12th ed.). London: Pearson Education Limited.
- Lau, O. W., & Wong, S. K. (2000). Contamination in food from packaging material. *Journal of Chromatography A*, 882(1-2), 255-270. Retrived from: [https://doi.org/10.1016/s0021-9673\(00\)00356-3](https://doi.org/10.1016/s0021-9673(00)00356-3).on 18/6/2022.
- Lee. (2008). *Designing a Nutritional Packaging System for end Stage Renal Isease Patients on Hemodialysis to Maintain their Diet and Health*, ProQuest
- L.E. Wells et.al. (2007). *The Importance of Packaging Design for Own-Label Food Brands*, Emerald Group Publishing Limited
- Marketeer. (2021, October). *Material das embalagens influencia compra: 70% dos portugueses diz que vidro é o mais saudável*. Retrived from: <https://marketeer.sapo.pt/material-das-embalagens-influencia-compra-70-dosportugueses-diz-que-vidro-e-o-mais>. on 18/6/2022.
- Marco and Fioretti (2014). "The influence of packaging change on brand preference and brand relationship." 121-912.
- Marczyk, Geoffrey, DeMatteo, & David (2005) “Essentials of research design and methodology”<http://10.6.20.12:80/handle/123456789/35020>.
- Mininni, T. (2008) 'Maximizing Brand Image through Package Design', *Flexible Packaging*, 10 (2), p. 6.
- Mitchell, V. W., & Papavassiliou, V. (1999). Marketing causes and implications of consumer confusion. *Journal of Product & Brand Management*, 8(4), 319-342. Retrieved from:<https://doi.org/10.1108/10610429910284300>. on 18/6/2022.

- Morris. (2011). *Food and Package Engineering*, John Wiley & Sons
- Mostafa, M.M. (2007). Gender difference in Egyptian consumers green purchased behavior, The effect of environmental knowledge, concern and attitude. *International journal of consumer studies*, 31, 220-229.
- Mutsikiwa, M., & Marumbwa, J. (2013). The impact of aesthetics package design elements on consumer purchase decisions: a case of locally produced dairy products in Southern Zimbabwe. *Journal of Business and Management*, 8(5), 64-71.
- Nickels, W. G. and Jolson, M. A. (1976) 'Packaging - the fifth 'p' in the marketing mix?', *Advanced Management Journal*, 41(1), pp. 14.
- Nilsson, Johan & Ostrom, Tobias. (2005). *Packaging as a Brand Communication Vehicle*. Thesis of Lulea University of Technology.
- Orodho J.A. (2005) *Elements of Education and Social Science Research. Methods*, Kanezja Publishers.
- Ogbuji, C. N., Anyanwu, A. V., & Onah, J. O. (2011). An empirical study of the impact of branding on consumer choice for regulated bottled water in southeast, Nigeria. *International Journal of Business and Management*, 6(6), 150-66.
- Perrault, W.D, E.J. McCarthy (2005) *Basic Marketing: A Global Managerial Approach*, Mcgraw-Hill Irwin, companies Inc.
- Peters-Teixeira, A and N, Badrie (2007). Consumer perception of food packaging in Trinidad. West Indies and its related impact on food choices. *International Journal of Consumer Study*. 29, 508 – 514
- Prendergast, G. P., & Marr, N. E. (1997). Generic products: who buys them and how do they perform relative to each other? *European Journal of Marketing*, 31(2), 94–109. Retrieved from: <http://dx.doi.org/10.1108/03090569710157070>. on 20/6/2022.
- Pongrácz. (2007). *Environmentally Conscious Materials and Chemicals Processing*, John Wiley & Sons, Kutz (ed.)

- Raghubir, P., & Krishna, A. (1999). Vital Dimensions in Volume Perception: Can the Eye Fool the Stomach? *Journal of Marketing Research*, 36(3), 313-326. Retrieved from: <http://doi.org/10.2307/3152079>. on 18/6/2022.
- Ranjbarian, B., Mahmoodi, S., & Shahin, A. (2010). Packaging Elements and Consumer Buying Decisions. *International Journal of Business Innovation and Research*, 4(4), 376–390. Retrieved from:<https://doi.org/10.1504/IJBIR.2010.033353>. on 16/6/2022.
- Rettie, R. & Brewer, C. (2000). The verbal and visual components of package design. *Journal of Product & Brand Management*, 9(1), 56–70. Retrieved from: <http://doi.org/10.1108/10610420010316339>. on 17/6/2022.
- Ribeiro, A.P.L., Carneiro, J.D.D.S., Ramos, T.D.M., Patterson, L., & Pinto, S.M. (2018). Determining how packaging and labeling of Requeijão cheese affects the purchase behavior of consumers of different age groups. *British Food Journal*, 120(6), 1183-1194. Retrieved from:<https://doi.org/10.1108/BFJ-02-2017-0081>. on 20/6/2022.
- Rowe, C. L. (1982). The connotative dimensions of selected display typefaces. *Information Design Journal*, 3(1), 30-37. <https://doi.org/10.1075/idj.3.1.03row>
- Ruane, J.M. (2005) *Essentials of Research Methods A Guide to Social Science Research*. Blackwell Publishing, Hoboken.
- Sauvage, F. (1996), "The marketing aspect of packaging", In *Food packaging technology* (Vol. 1, pp. 33-47). United States: VHC Publishers
- Silayoi, P., & Speece, M. (2004). Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure. *British Food Journal*, 106 (8), 607-628.
- Silk, A. J. (2006) *What Is Marketing?*, United States: Harvard Business School Press
- Silayoi, P. and Speece, M. (2007), "The importance Of Packaging attributes: a conjoint analysis approach", *European Journal of Marketing*, 1495-1517
- Shimp, Terence A. (2000). *IMC in Advertising and Promotion*, Pearson Prentice Hall.
- Smith, P.R. (1993). *Marketing Communication: An Integrated Approach*. London: Kogan Page Limited.

- Smith, P. R., & Taylor, J. (2004). Packaging. In P. R. Smith, & J. Taylor (Eds.), *Marketing Communications: an integrated approach* (4th ed., pp. 543-574). London: Kogan Page Publishers.
- Spence, C., & Velasco, C. (2019). Packaging Colour and Its Multiple Roles. In C. Velasco, & C. Spence (Eds.), *Multisensory Packaging* (pp. 21–48). London, England: Palgrave Macmillan, Cham. Retrieved from:https://doi.org/10.1007/978-3-319-94977-2_2. on 20/6/2022.
- Šrédl, K., & Soukup, A. (2011). Consumer's behaviour on food markets. *Agricultural Economics*, 57(3), 140-144.
- Tantillo, J., Lorenzo-Aiss, J. D., & Mathisen, R. E. (1995). Quantifying perceived differences in type styles: An exploratory study. *Psychology & Marketing*, 12(5), 447-457. Retrieved from:<https://doi.org/10.1002/mar.4220120508>. on 28/6/2022.
- Tijssen, I., Zandstra, E. H., de Graaf, C., & Jager, G. (2017). Why a 'light' product package should not be light blue: Effects of package colour on perceived healthiness and attractiveness of sugar- and fatreduced products. *Food Quality and Preference*, 59, 46–58. Retrieved from:<https://doi.org/10.1016/j.foodqual.2017.01.019>. on 19/6/2022.
- Underwood, R. L. (2003). The Communicative Power of Product Packaging: Creating Brand Identity via Lived and Mediated Experience. *Journal of Marketing Theory and Practice*, 11(1), 62–76. Retrieved from: <https://doi.org/10.1080/10696679.2003.11501933>. on 19/6/2022.
- Underwood, Robert L, Klein, Noreen M., Burke, Raymond R (2001). Packaging communication: Attention effects of product imagery. *Journal of product & brand management*, 10: 405-407
- Wells, William. Moriarti, Sandra & Burnett, John. (2006). *Advertising Principles and Practice* (7th ed). New Jersey: Pearson Prentice Hall Wang, R, W.Y., and Chen, W.C.(2007).The study on packaging illustration affect on buying emotion, International association of societies of design research, The Hong Kong Polytechnic University.
- Winnie C. Ruto (2015). "The Effect of Product Packaging on Consumer Choice of Cosmetic Brands: A Case of Students in USIU-Africa"

Vakratsas, and Ambler, (1999), “How advertising works: what do we really know?”,
<https://doi.org/10.1177/002224299906300103>.

VanHurley, V.L. (2007). The influence of packaging color on consumer purchase intent: the influence of color at the point of purchase (Doctoral dissertation). Michigan University.

Yates, L.,(2004). What does Good Education Research Look Like? Maidenhead, Open University Press. Pp 240.

Zeyede K. and Tesfaye G.(1998).water supply I, lecture note series, faculty of health sciences, department of environmental health, University of Heromaya.

APPENDIX

QUESTIONNAIRE

Dire Dawa University College of business and economics department of management MBA program

Dear Respondent,

My name is Andinet Tibabu. I am currently working on research part of my Master of Arts Degree in Business Management from the Dire Dawa University College of Business and Economics.

This is a questionnaire designed for the study entitled “**Effects of Packaging on Consumer**

Brand Preference: The Case of Selected bottled Water Products in Chiro Town”. The responses from the respondents will be kept confidential and serve just for academic research purpose for partial fulfillment of masters of business administration (MBA) in Management. Hence, you are kindly requested to respond to each one of the questions carefully.

Instruction

- Use the tick (√) mark for the items in the box provided.

I thank you in advance

Sincerely

Andinet Tibabu

Section A: General information

In answering this part of the Questionnaire, please tick (√) mark in the box provided

A. **Gender:** 1 Male 2 Female

B. **Age:** 1. 18-28 2. 29-39 3. 40-50 4. 51 and above

C. **Educational level:** 1.PHD 2. Master's 3. Degree

4.Diploma 5.12th Complete 6.Under 12th grade

D. **Marital status:** 1.single 2.Married 3.Divorced 4.Widowed

E. **Occupation:** 1.Students 2.Own business 3.Employed 4.Others

Section B: Closed-ended Question

1. Which packed natural mineral water product is/are you familiar with?

Yes 1.

Aqu Addis 2.

Sheger 3

Africa 4

Top 5

Origin 6

Other 7

2. Which packed water product do you consume the most?

Yes 1

Aqu Addis 2

Sheger 3

Africa 4

Top 5

Origin 6

Other 7

3. How often do you consume packed water products?

Always 1

Sometimes 2

Never 3

Section C: Graphics and Color

This section looks at the aspect of graphics and color and to what extent it influences your brand preference of packed water products. Tick, on the scale, provided a response that meets your level of agreement to the statements

Statements	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)

Graphics Design of packaging					
A. The graphics design of packed water packaging Plays an important role in my brand preference					
B. A natural mineral water product with an attractive graphics design communicates a product of high value.					
C. I prefer packed natural mineral water brand with attractive artwork on the packed design.					
D. Graphics communicate elegance					
E. A packed water product graphics design should relate to the product/brand.					
Color of packaging					
A. The color of packed water products stimulate preference.					
B. I give to do more emphasis on the color of packed Water products in choosing among the brands.					
C. I prefer packed water product with colorful packaging design					
D. I prefer packed water product with classy (less colorful) packaging design					
E. I prefer packed water products over the other brand if it has a better color.					

Section D: Size and Shape of packaging

This section looks at the aspect of size and shape and to what extent it influences your brand preference of packed water product Tick, on the scale, provided a response that meets your level of agreement to the statements

Statements	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Size of packaging					
A. The packaging size of packed water products determines my brand preference.					
B. I prefers packed water products over other brands if it has a large packaging size.					
C. I prefer packed water products over other brands if it has small size.					
D. Larger packed water products packages are more noticeable and appealing					
E. I prefer packed water product with smaller packaging sizes because of their					
F. The size of packed water products packaging plays an important role in my brand preference.					
G. Larger packed water product packages are associated with value of money.					
Shape of packaging					
A. The shape of packed water product packaging stimulates my brand preference.					
B. It is generally preferable to use packed water products if it has an attractive shape.					
C. I prefer a packed water product with convenient to hold in my hand.					
D. The Packed water product packaging shape is an indicator of the value of the product brand.					
E. I prefer packed water product with curvy packaging shape.					
F. I prefer packed water product with straight					

packaging shape.					
------------------	--	--	--	--	--

Section E: Product Information

This section looks at the aspect of product information to what extent it influences your brand preference of packed water products. Tick, on the scale, provided a response that meets your level of agreement to the statements.

Statements	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
A. Product information on packed water products packaging stimulates my brand preference					
B. Place of origin on packed water products packing stimulates my product/brand preference.					
C. Producer information on packed water products packaging stimulates my brand preference.					
D. Brand name on packed water products packaging simulates my brand preference.					
E. The information on packed water product package is more believable than when I see/read it on an advertisement					
F. I prefer packed water product with clear product information about the product packaging.					

Section F: Brand Preference

This section looks at the aspect of brand preference and to what extent it influences your purchase decisions of packed water products. Tick, on the scale, provided a response that meets your level of agreement to the statements.

Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
A. Packaging is the most important influencing parameter on my brand preference of packed water product.					
B. I purchase natural mineral water product/brand with compelling and exciting advertisement.					
C. Good and attractive packed water product packaging can change my brand preference.					
D. The design of packed water product packaging helps me to determine the product as preferable.					
E. Family can influence my brand preference of packed natural mineral water product.					
F. I purchase easily available natural mineral water product.					

Adapted from Winnie C. Ruto (2015)

DIRE DAWA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

Kabajamtoota Deebii kennituu,

Maqaan koo Andinet Tibabu jedhama. Yeroo ammaa kana Yunivarsiitii Dire Dawaa Kolleejjii Bizinesii fi Diinagdee irraa Digirii Master of Arts koo Manaajimantii Bizinesiitiin kutaa qorannoo irratti hojjechaa jira.

Kun gaaffilee qorannoo mata duree “Effects of Packaging on Consumer

Kabajamtoota Deebii kennituu,

Filannoo Maqaa: Dhimma Oomishaalee Bishaan qaruuraa Filatamaa Magaalaa Chiroo keessatti”. Deebiin deebii kennitootaa irraa kennamu iccitii ta’ee kan eegamu yoo ta’u, kaayyoo qorannoo akaadaamii qofaaf kan tajaajilu yoo ta’u, kunis gartokkoon guutummaa mastersii bulchiinsa daldalaa (MBA) Manaajimantii keessatti ni ta’a. Kanaaf, gaaffilee tokkoon tokkoon isaaniitiif of eeggannoodhaan deebii akka kennitan kabajaan isin gaafanna.

Qajeelfama

Wantoota saanduqa kenname keessa jiraniif mallattoo (√) fayyadamuu.—

Dursee isin galateeffadha

Kabajaan

Andinet Tibaabuu

Kutaa A: Odeeffannoo waliigalaa

Kutaa Gaaffii kana deebisuuf, maaloo saanduqa kenname keessatti mallattoo (√) irratti mallattoo kaa’i

A. **Koorniyaa** 1 Dhiira 2 Dubara

B. **Umurii:** 1. 18-28 2. 29-39 3. 40-50 4. 51 and above

C. **Sadarkaa Barumsaa:** 1.PHD 2. Master's 3. Degree

4.Diploma 5.12th Complete 6.Under 12th grade

D. **Gaa'ila:** 1.Qeenxee 2.Kan fudhee/tte 3.adda bahee/tee 4.abba warraa irraa/jalaa du'ee/tte

E. **Occupation:**1.Barataa 2.Hojii mataa offii 3.Kan qaxarame 4.kaneen biro

Kutaa B: Gaaffii cufame

1. Oomisha bishaan albuudaa uumamaa kuufame isa kamitu beekta/beekta?

Yees1.

Aquuwaa Addiis 2.

Sheaggar 3

Afriikkaa 4

Toopp 5

Oriigion 6

Kaneen biro 7

2Oomisha bishaan kuufame isa kam baay'ee fayyadamta?

Yees1.

Aquuwaa Addiis 2.

Sheaggar 3

Afriikkaa 4

Toopp 5

Oriigion 6

3.Oomishaalee bishaanii kuufame yeroo meeqa fayyadamtu?

Yeroo hunda

Yeroo tokko tokko

Gonkumaa

Kutaa C: Giraafiksii fi Halluu

Kutaan kun gama giraafiksii fi halluu fi filannoo maqaa keetii oomishaalee bishaan kuufamaa irratti hangam dhiibbaa akka qabu ilaala. Tick, iskeelii irratti, deebii sadarkaa waliigaltee kee himootaaf guutu kenne

Ibsa	Cimsee walii hin galle (1)	Walii hin galle (2)	Giddu galeessa (3)	Walii galuu (4)	Cimsee walii galuu (5)
Giraafiksii Dizaayinii qaphxii					

A. Dizaayiniin giraafiksii paakeejii bishaan kuufamaa Filannoo maqaa koo keessatti gahee guddaa qaba					
B. Omishni bishaan albuudaa uumamaa dizaayiniin giraafiksii hawwataa ta'e oomisha gatii olaanaa qabu wal qunnamsiisa.					
C. Ani maqaa bishaan albuudaa uumamaa packed kan dizaayinii packed irratti hojii aartii hawwataa ta'e qabu nan filadha.					
D. Giraafiksiin bareedina walqunnamsiisu					
E. Dizaayiniin giraafiksii oomisha bishaan kuufamaa oomisha/maqaa wajjin kan walqabatu ta'uu qaba.					
Halluu qaphxii					
A. Halluun oomishaalee bishaan kuufamanii filannoo maqaa koo ni kakaasa.					
B. Maqaawwan keessaa filachuu keessatti halluu oomishaalee Bishaanii kuufamanii irratti xiyyeeffannoo guddaa akka kennuuf nan kenna.					
C. Oomisha bishaan kuufamee dizaayiniin paakeejii halluu adda addaa qabu nan filadha					
D. Oomisha bishaan kuufame kan dizaayinii qaphxii sadarkaa olaanaa qabu (halluu xiqqaa) qabu nan filadha					
E. Oomisha bishaan kuufamaa maqaa isa kaanii caalaa yoo halluu fooyya'aa qabaate nan filadha.					

Kutaa D: Guddinaa fi Boca qaphxii

Kutaan kun gama guddinaa fi bocaafi filannoo maqaa keetii oomisha bishaan kuufamaa irratti dhiibbaa hangamii akka qabu ilaala Tick, iskeelii irratti, deebii sadarkaa waliigaltee kee ibsootaaf guutu kenne

Ibsa	Cimsee walii hin galle (1)	Walii hin galle (2)	Giddu galeessa (3)	Walii galuu (4)	Cimsee walii galuu (5)
Guddina qaphxii					
A. Guddinni qaphxii oomishaalee bishaan kuufamanii filannoo maqaa koo murteessa.					
B. Ani oomisha bishaan kuufame maqaa biroo caalaa yoo guddina qaphxii guddaa qabaate filadha.					
C. Oomisha bishaan kuufamaa maqaa biroo caalaa yoo guddina xiqqaa qabaate nan filadha.					
D. Paakeejjin oomishaalee bishaanii gurguddoon kuufaman caalaatti kan mul'ataniifi hawwataadha					
E. Oomisha bishaan kuufame kan safara qaphxii xiqqaa qabu sababa isaaniitiin filadha					
F. Guddinni qaphxii oomishaalee bishaan kuufamanii filannoo maqaa koo keessatti gahee guddaa qaba.					
Boca qaphxii					
A. Bocni qaphxii oomisha bishaan kuufamaa filannoo maqaa koo ni kakaasa.					
B. Akka waliigalaatti oomishaalee bishaanii kuufame fayyadamuun filatamaadha yoo boca hawwataa qabaate.					

C. Oomisha bishaan kuufamee harka kootti qabachuuf mijataa ta'e nan filadha.					
D. Bocni qaphxii oomisha bishaan kuufamaa agarsiiftuu gatii maqaa oomishaa ti.					
E. Ani oomisha bishaan kuufamee boca qaphxii qaxxaamuraa qabu nan filadha.					
F. Oomisha bishaan kuufamee boca qaphxii qajeelaa qabu nan filadha.					

Kutaa E: Odeeffannoo Omishaa

Kutaan kun gama odeeffannoo oomishaatiin filannoo maqaa oomishaalee bishaan kuufaman irratti dhiibbaa hangamii akka qabu ilaala. Tick, iskeelii irratti, deebii sadarkaa waliigaltee kee himootaaf guutu kenne.

Ibsa	Cimsee walii hin galle (1)	Walii hin galle (2)	Giddu galeessa (3)	Walii galuu (4)	Cimsee walii galuu (5)
A. Odeeffannoon oomishaa qaphxii oomishaalee bishaan kuufamaa irratti filannoo maqaa koo kakaasa					
B. Bakki ka'umsaa oomishaalee bishaan kuufaman irratti kuufamni filannoo oomishaa/maqaa koo kakaasa.					
C. Odeeffannoon oomishtootaa qaphxii oomishaalee bishaan kuufamaa irratti filannoo maqaa koo ni kakaasa.					
D. Maqaan maqaa (brand name) qaphxii oomishaalee bishaan kuufamaa irratti filannoo maqaa koo fakkeessa.					

E. Odeeffannoon paakeejii oomisha bishaan kuufamaa irratti argamu yeroon beeksisa irratti argu/dubbisu caalaa amansiisaa dha					
F. Oomisha bishaan kuufame kan waa'ee qaphxii oomishaa odeeffannoo oomishaa ifa ta'e qabu nan filadha.					

Kutaa F: Filannoo Biraandii

Kutaan kun gama filannoo maqaa (brand preference) fi murtii bittaa oomishaalee bishaan kuufamaa irratti dhiibbaa hangamii akka qabu ilaala. Tick, iskeelii irratti, deebii sadarkaa waliigaltee kee himootaaf guutu kenne.

Ibsa	Cimsee walii hin galle (1)	Walii hin galle (2)	Giddu galeessa (3)	Walii galuu (4)	Cimsee walii galuu (5)
A. Paakejiin filannoo maqaa koo oomisha bishaan kuufame irratti dhiibbaa uumuun barbaachisaa ta'edha.					
B. Oomisha/maqaa bishaan albuudaa uumamaa beeksisa dirqisiisaa fi gammachiisaa ta'een nan bita.					
C. Paakejiin oomisha bishaan kuufamaa gaarii fi hawwataa ta'e filannoo maqaa koo jijjiiruu danda'a.					
D. Dizaayiniin paakejii oomisha bishaan kuufamaa oomisha akka filatamaa ta'etti murteessuuf na gargaara.					
E. Maatiin filannoo maqaa koo oomisha bishaan albuudaa uumamaa kuufame irratti dhiibbaa uumu danda'a.					
F. Oomisha bishaan albuudaa uumamaa salphaatti argamuu danda'u nan bita.					

Adapted from Winnie C. Ruto (2015)