



Addis Ababa University
College of Business and Economics
School of Commerce

DEPARTMENT OF MARKETING MANAGEMENT

**THE EFFECT OF PACKAGING ON CONSUMERS
PURCHASE DECISION IN ADDIS ABABA, THE CASE
OF YAMI MANGO JUICE.**

BY

SHEREMEKA SHEBETA

ADVISOR: Dr. GETIE ANDUALEM

June, 2018

Addis Ababa, Ethiopia

**THE EFFECT OF PACKAGING ON CONSUMERS
PURCHASE DECISION IN ADDIS ABABA, THE CASE
OF YAMI MANGO JUICE.**

BY

SHERMEKA SHEBETA

**A THESIS SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTERS OF ARTS IN
MARKETING MANAGEMENT**

June, 2018

Addis Ababa, Ethiopia

**THE EFFECT OF PACKAGING ON CONSUMERS
PURCHASE DECISION IN ADDIS ABABA, THE
CASE OF YAMI MANGO JUICE.**

**BY
SHERMEKA SHEBETA**

APPROVED BY BOARD OF EXAMINERS:

_____ CHAIRPERSON	_____ Signature	_____ Date
<u>Dr. GETIE ANDUALEM</u> ADVISOR	_____ Signature	_____ Date
<u>Dr. TEWODROS MESFINE</u> INTERNAL EXAMINER	_____ Signature	_____ Date
<u>Dr. DEREJE</u> EXTERNAL EXAMINER	_____ Signature	_____ Date

Declaration

I hereby declare that the work which is being presented in this thesis entitled Effect of Packaging on Consumers Purchase Decision in Addis Ababa, the Case of Yami Mango Juice is original work of my own and has not been presented for a degree of any other university and that all sources of material used for the thesis have been duly acknowledged.

Shermeka Shebeta
(Candidate)

Date

This is to certify that the above declaration made by the candidate is correct to the best of my knowledge.

Dr. Getie Andualem
(Thesis Advisor)

Date

ACKNOWLEDGMENT

I would like to express my gratitude to my dear family, who served as an inspiration to pursue and do well in this study especially to my sisters Meazi, Sebli, & beloved kid Mekdi, and also Taf who had great contribution.

My great honor & appreciation to my advisor, Dr. Getie Andualem for providing insights and knowledge on this study, otherwise the work couldn't have been completed. Special thanks to my friends & colleagues, Fekadu Alemayehu, Aschalew Hunde & Mekonnen Gemechu for their continuous support & encouragement.

THANK YOU & MAY GOD BLESS YOU ALL!!!

Abstract

Due to increasing self-service and changing consumers' lifestyle the interest in packaging as a tool of sales promotion and stimulator of impulsive buying decision is growing increasingly. So packaging performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumer's purchase decision. Many consumers today shop under higher levels of perceived time pressure and tend to purchase fewer products than intended (Herrington and Capella, 1995; Silayoi and Speece, 2004). Products purchased during shopping excursions often appear to be chosen without prior planning and represent an impulse buying event (Hausman, 2000). A package that attracts consumers at the point of sale will help them make decisions quickly in-store. As the customer's eye movement tracks across a display of packages, different new packages can be noticed against the competitors. Hence, the research findings could provide how important the packaging elements are to consumers to make decisions at the point of purchase & to marketers how they attract consumers at the point of sale. The purpose of this paper was to investigate the effect of packaging on purchase decision of consumers in Addis Ababa, the case of Yami Mango Juice. one of frequently purchased products in supermarkets. The research adapted a model that consisted visual & verbal elements of packaging such as packaging color, design, graphics, material, and size from visual elements & product & nutritional information from the verbal. The effect of these packaging elements on consumers purchase decision was evaluated. The research findings revealed that majority of the packaging elements such as packaging color, design material, size, and product information had significant effect, but graphics and nutritional information failed to have significant effect on consumers purchase decision.

Key words: Packaging, Consumers Purchase Decision, Yami Mango Juice.

Contents

Declaration.....	i
CHAPTER ONE	1
Introduction.....	1
1.1 Background of the Study	1
1.2 Background of the Industry	4
1.3 Statement of the Problem.....	7
1.4 Research Questions	9
1.4.1 Main research question	9
1.4.2: Sub-research question	9
1.5 Objectives of the study.....	10
1.5.1 General objective of the study	10
1.5.2 Specific objectives of the study	10
1.6 Research Hypothesis.....	10
1.7 Definition of Terms.....	11
1.7.1 Conceptual definition.....	11
1.7.2 Operational Definition	13
1.8 Significance of the study.....	15
1.9 Delimitation/Scope of the study:.....	16
1.10 Organization of the Research Paper:.....	17
CHAPTER TWO	18
2. Literature Review.....	18
2.1 Introduction.....	18
2.2 Theoretical Review	18
Packaging	19
2.3 Empirical Review.....	25
2.4 Conceptual Framework.....	28
CHAPTER THREE	30
3. Research Design & Methodology	30
3.1 Introduction.....	30
3.2 Research Approach	30
3.3 Research design/type	30
3.4 Sampling Design.....	31
3.4.1 Target population	31

3.4.2 Sampling Frame	31
3.4.3 Sampling Technique	31
3.4.5 Sampling Procedure	32
3.5 Sources of Data	32
3.5.1 Primary Data	32
3.5.2 Secondary Data	32
3.6 Data collection Methodology	32
3.7 Data collection Instrument	33
3.8 Data Analysis Methods	33
3.9 Validity & Reliability	34
3.10 Research Ethics	35
CHAPTER FOUR.....	36
4. Data analysis and Findings	36
4.1 Introduction.....	36
4.2 Descriptive Data Analysis.....	37
4.3 Demographic Profile Analysis.....	38
4.4 Hypothesis testing.....	39
I. Correlation Analysis	40
II. Regression Analysis	41
4.5 Findings and Discussion	47
4.5.1 Introduction.....	47
4.5.2 Correlation	50
4.5.3. Regression.....	51
CHAPTER FIVE	57
5. Conclusion & recommendation	57
5.1 Conclusion	57
5.2 Recommendation	59
Appendix.....	65
Time & Budget Schedule, Sample Proportions of Respondents (Consumers) to Marketing areas	65
Appendix A: Time Schedule.....	65
Appendix B: Budget Schedule.....	66
Research Instrument.....	66
Appendix C: Sample Proportion of respondents (Consumers) to Marketing areas	67

CHAPTER ONE

Introduction

1.1 Background of the Study

The first packages have been dated a few thousand years and were in the form of baskets and containers (Meyers and Gerstman, 2005). However, modern packaging as we know is slowly began to evolve in the 19th century when producers started to prepackage their goods (Meyers and Gerstman, 2005), and it eventually became a trend to do this. Ultimately, mass marketing was born in the United States which lead to a 'profit through volume' revolution thanks to mass-produced packaging (Twede, 2012). The emergence of a packaging industry had started by 1927 (Twede, 2012) but it was by 1995 that package design (also called packaging design) had become an effective tool for promoting corporate brands (Stewart, 2004).

Packaging is the activity of designing and producing the container or wrapper for the product. It is an important and effective sales tool for encouraging the consumers for buying. It is powerful medium for sales promotion. It must perform all the basic function such as protection, ease of handling and storage, convenience in usage etc. and should not be deceptive and convey any deceptive message. It is the best method for attracting the consumers for buying the products.

Consumers nowadays are bombarded with too many marketing stimuli, clues in order to being attracted by different companies. In this line Keller (2008) states that consumers are exposed to more than 20,000 product choices within a 30-minute shopping session.

The primary purpose of packaging is to protect the product, but packaging can be used by companies as an instrument for promoting their marketing offer, and for boosting their sales.

A good packaging helps to identify and differentiate products to the consumers. Packaging is used for easily delivery and safety purpose. Packaging helps companies differentiate the product from other brand.

Companies must understand what influences consumers in their consumer buying process. They must also understand what factors influences the buying behavior and what is the role of the packaging elements toward buying decision process of consumers during their purchase decision. Market research helps companies to create the 'right' packaging for a product, as well as the

packaging elements that might be of importance to consumers. According to Alvarez and Casielles (2005) organizations' intentions are developing brands in order to attract and retain the existing consumers.

The importance of packaging design and the use of packaging as a vehicle for communication and branding is growing (Rettie and Brewer, 2000), as packaging takes on a role similar to other marketing communications elements. One reason for this is simply the fact that consumers may not think very deeply about brands at all before they go into the store to buy. One recent study estimated that 73 percent of purchase decisions are made at the point of sale (Connolly and Davidson, 1996).

Consumer intention to purchase depends on the degree to which consumers expect that the product can satisfy their expectations about its use (Kupiec and Revell, 2001). But when they have not even thought about the product much before entering the store, this intention to purchase is determined by what is communicated at the point of purchase. The package becomes a critical factor in the consumer decision-making process because it communicates to consumers at the time they are actually deciding in the store. How they perceive the subjective entity of products, as presented through communication elements in the package, influences choice and is the key to success for many food products marketing strategies. To achieve the communication goals effectively and to optimize the potential of packaging, fast moving consumer goods (FMCG) manufacturers must understand consumer response to their packages, and integrate the perceptual processes of the consumer into design (Nancarrow et al., 1998). In the design process, marketers and package designers must take account of consumers' past experiences, needs and wants; understand how packaging design elements get consumers to notice the package and notice messages on the package; and, broadly, evaluate packaging design and labeling for their effectiveness in the communications effort.

The role of pack design changed with the move to self-service (Danger, 1987; Behaeghel, 1991), and the pack became an essential part of the selling process, (Danton de Rouffignac, 1990). The move to larger supermarkets and increased segmentation of markets has led to the proliferation of products, so that packaging has to work in a more crowded competitive context both in the retail environment and in the kitchen (Thompson, 1996). Impulse buying is also increasing, with an estimated half of all grocery purchases being unplanned, (Cobb and Heyer cited in Philips and Bradshaw, 1993).

A quantitative survey by the Henley Centre concluded that 73% of purchase decisions were made at point of sale. (Frontiers, 1996). The tendency to a weekly shop, and the large number of items purchased at one stop, leads to less time to make the purchase decision, and consequent need for the pack design to work harder.

It is suggested that packaging may be the biggest medium of communication (Behaeghel, 1991, Peters, 1994). Three reasons are given for this: its extensive reach to nearly all purchasers of the category, its presence at the crucial moment when the purchase decision is made, and the high level of involvement for users who will actively scan packaging for information. This involvement of the user makes the packaging an essential element in branding, both in the communication of brand values and as an essential part of the brand (Connolly and Davidson, 1996).

A good packaging helps to identify product to the consumers. Packaging is used for easily delivery and safety purpose. The producer uses the packing for the consumer satisfaction that the product is original means that the product is new. They also use for the promotional purposes as well as to differentiate the product from other brand. Rundh said in 2005 that good packaging catch consumer's perception about specific products. In 2004 silayoi & speece said that package works as a tool for differentiation of the brand. In 2007 Wells Farley Amerstrong said that packaging is used for marketing communication purposes and they are the important element which influence the buying behavior of the individual product through, color, shape, labeling and materials used. Packaging plays a vital role in attracting consumers towards any product. Packaging is also used as the promotional tool for the companies and it includes: Color, material, designs & other characteristics. Packaging is the overall package offer by the company to its consumers and stimulates the impulse buying behavior.

Packaging attracts consumers and increases its sale. It also reduces the marketing and advertisement cost of the product. In the past decade's companies were not focused on their product packaging. Consumers did not attract towards the product and didn't purchase which will cause lack of sales. But now companies are more focusing on the product packaging as there is a tough competition among all the FMCG products. Previous researches show that there is a disagreement between packaging quality and consumers buying behavior. Consumers are very fond of new things which attract them and the thing consumers hit at first sight is the attractive packing. Many researches focus on the elements of packaging, color, material and other packaging materials which have the impact on the purchasing intentions of the consumers.

In nowadays competitive environment the role of packaging has changed due to increasing self-service and changing consumers' lifestyle. Firms' interest in package as a tool of sales promotion is growing increasingly. Package becomes an ultimate selling proposition stimulating impulsive buying behavior increasing market share and reducing promotional costs. According to Rundh (2005) package attracts consumer's attention to particular brand, enhances its image, and influences consumer's perceptions about product. Also packaging imparts unique value to products (Underwood, Klein & Burke, 2001; Silayoi & Speece, 2004), works as a tool for differentiation, i.e. helps consumers to choose the product from wide range of similar products, stimulates customers buying behavior (Wells, Farley & Armstrong, 2007).

Thus, packaging performs an important role in marketing communications and could be treated as one of the most important factors influencing consumer's purchase decision. Seeking to maximize the effective usage of packaging in a buying place, to meet ever increasing changing lifestyles of consumers & to enhance the awareness of product packaging to consumers, this research was intended to investigate the effect of packaging on consumer's purchase decision in Addis Ababa, the case of Yami Mango Juice.

1.2 Background of the Industry

Increased industrialization was drawing people to the cities and disposable incomes were rising. Transportation costs were falling as automobiles spread, roads were built, and rail lines were extended. Refrigerators began to spread to both commercial and residential use, allowing consumers to visit stores less frequently and purchase more each time they went. Radio (and later television) increased the appeal of national brands by facilitating large-scale advertising campaigns.

There have been four major eras in the evolution of the supermarket industry. The first was the chain store revolution, which was led by A&P. The next major innovation was the introduction of the supermarket format, a disruptive innovation that brought scale and scope economies to stores themselves. Again, much of the appeal of today's club stores is based on the same basic format introduced 50 years ago by pioneers in the food industry. The third major milestone was the rise of computerization and the complementary explosion in product variety that occurred in the 1980s and 1990s, laying the groundwork for modern supercenters and the entry of Walmart. The fourth

phase in this evolution is the rise of Walmart itself, and the formation of the first truly national chains.

Supermarkets, like other retailers, are distinguished by the fact that they primarily sell other firms' products. Therefore, their uniqueness (and market power) mainly stems from other forms of differentiation than brand, at least in terms of access to unique products.

The rise of supermarkets in Africa since the mid-1990s was transforming the food retail sector. Supermarkets have spread fast in Southern and Eastern Africa, already proliferating beyond middle class big-city markets into smaller towns and poorer areas. The rapid rise of supermarkets in Africa was made possible by urbanization and the rise of the middle class in countries such as Kenya and South Africa – but goes well beyond those drivers, because supermarkets were extending into poor neighborhoods of large cities and towns all around the developing world, including in Africa.

Over the past two decades, southern African countries have experienced rapid growth in the number and spread of supermarkets. Several factors have been attributed to this growth, including increasing urbanization, increased per capita income, the rise of the middle class, economies of scale and scope, and transport economies.

Kenya is far advanced in comparison to the rest of Eastern Africa in terms of the presence of supermarkets. The Kenyan supermarket sector is composed of four domestic chains & two foreign owned chains. The majority of supermarkets are still in Nairobi, with a metro area population of 2.5 million.

In Addis Ababa, modern retail is in its early stages of development when compared to other sub-Saharan African countries. All modern retailers in Addis Ababa are mid-sized local companies, operating medium-sized stores with no single store being larger than 1,500 sq.m. At this stage, no international retailer is active in the country.

There is an estimated five million people living in the ever-expanding and developing capital. As Addis Ababa grows, there is an increasing share of city dwellers that are opting to live in condominiums where they are unable to cook traditional foods, like the traditional fermented, flatbread, called injera, in their indoor kitchens or butcher animals in their backyards. As a consequence, more and more urban, middle-class consumers are turning to grocery stores, mini-marts, and neighborhood kiosks to satisfy some of the food and beverage demands. In response to this growing and anticipated future demand, the number of grocery stores has skyrocketed in recent years.

Adds Ababa City Administration is divided into 10 sub-cities. According to current data by Addis Ababa City Administration Trade & Industry Development Bureau, there are 900 registered supermarkets in operation in the city. Bole subcity has the highest number, 263 (29.2%) & Ledeta the smallest, 25 (2.78%). The distribution is indicated in the following table.

Twenty major supermarket chains, with a total of 250 stores, were in operation across Addis Ababa. (Annex I & II).

The United States, Europe, Turkey, Egypt and the United Arab Emirates are among the top suppliers of food and beverage products being sold through the retail grocery sector. Most retailers, because of historical or personal connections, tend to import from a single country/region. For example, Novis and Bambis prefer to import most of their food products from Europe. Shoa generally sources from the UAE, while Fantu imports a large portion of its food products from the United States.

Nearly all of the processed and packaged foods sold at major retail outlets are imported. These products include the following: breakfast cereals, candy, cooking oils (e.g. soy, corn, sunflower and olive), rice, powdered milk, condiments (e.g. mustard, ketchup, and salad dressing), pastas, cookies and crackers, jams and jellies, and fruit juices.

Most of the fresh fruits and vegetables, such as bananas, pineapples, mangoes, avocados, potatoes, broccoli, beans, squash, tomatoes, onions, peppers and lettuce are sourced locally. However, there are certain fruits, such as apples, kiwis and grapes, which are being imported in small volumes, mostly from South Africa. U.S. apples can also periodically be found on store shelves.

Mango Fruit

According to CSA (2012/2013), about 61,972.6 hectares of land is under fruit crops in Ethiopia; mangoes contributed 14.2% of the area. Moreover, out of 479,336 tons of fruits produced in the country, mangoes accounted 14.5% fruit production. In Ethiopia, mango is produced mainly in Harari region, west and east Oromia, Southern Nations, Nationalities, and People's Region (SNNPR) and Amhara (Dendana *et al.*, 2005). Wiersinga and Jager (2007) stated that, Eastern Ethiopia (Dire Dawa and Harar areas) is well-known for production and supply of both fruits and

vegetables and about 35% of the total acreage allotted for fruit production is covered by Mango (Unpublished Haramaya University Horticulture Department Survey, 1996). Ishot (2009) stated the area covered by fruit crops in Harari People National Regional State by the year 2004/2005 was about 163 ha owned by a total of 5,171 peasant holders altogether produced 30 tons. Out of this, the area occupied by mango was 115 ha. In Harari region, mango is grown dominantly in the central and lower parts of the Bisidimo and Erer River basins including Harar city.

The mango, because of its attractive appearance and the very pleasant taste of selected cultivars, is claimed to be the most important fruit of the tropics and has been touted as 'king of all fruits'. The fruit contains almost all the known vitamins and many essential minerals. The protein content is generally a little higher than that of other fruits except the avocado. Mangos are also a fairly good source of thiamine and niacin and contain some calcium and iron (Griesbach, 2003),

Source: School of Plant Sciences, College of Agriculture and Environmental Sciences, Haramaya University.

Mango varieties grown in Ethiopia are divided into two main groups “Baladi” or fibrous group and “introduced” Indian group (i.e. Local & Foreign). Ethiopia has large tract of suitable land for mango production. It is mainly produced in Oromia, SNNPR, Benishangul Gumuz, Amhara, Harari and Gambela regions

mango is restricted due to improper handling, inadequate transport and storage facility, disease problems, and sensitivity to low storage temperature. In Ethiopia, the number of fruits and vegetables processing industries is limited. Currently, there are not more than 15 fruits and vegetables processing plants in the country. These plants presently process limited products: tomato paste, orange marmalade, vegetable soup, frozen vegetables and wine. Most of the processing plants fall in the small-scale processing unit’s category.

1.3 Statement of the Problem

An overview of previous relevant studies on product packaging found to have significant role in affecting consumer purchase decision. Graphics not only helps marketers in making their product uniqueness, but also helps them in highlighting their brand name more effectively by maintaining its individuality and identity in shelves (Smith and Taylor,2004). A qualitative research conducted in the year 2013 identified that textual elements associated with graphics are more worthwhile if they are placed on the left side of the packaging and pictorial elements will be considered worthwhile when they are placed on the right side of the packaging (Pinya, 2004). The research

conducted in the year 2008 proved that redesigning of packaging increased the rate of consumption, especially when the product was available in larger size (Kotler, 2008).

Another research conducted in 2013 on three types of packaging materials including glass, plastic, and cardboard the finding of the research revealed that consumers were in favor of plastics because it was not heavy and also can retain freshness of the products & chances of leakage are also minimal (Lynsey, Laura, Armstrong, Heather, 2013).

Additional research reveals that innovative packaging can create an iconic brand image on consumer's mind by cutting the clutter at surrounded market place (Arun, Ankuri, Hitesh, Ukit, Deepali, 2012). Color can make brand distinctive when compared with all other competing brands, if the company has the ability to use color which other competing brands can't opt easily (Keller, 2013). Information conveyed by verbal elements is helpful in initiating or boosting of consumers thought process (Silayoi and Speece, 2004). Increase of concerns towards health also increases the importance of labeling and now it is the duty of manufacturing companies and marketers to include product information in order to ease purchase decision (Pinya, 2004). Further, a study conducted in the year 2009 indicated that nutritional information must be on packaging properly especially in the category of food related products as this type of information affects the type of food the consumer chooses (Josephine, 2009).

It has been observed that marketers are always trying to influence consumer buying behavior by using different marketing mix elements; each and every marketing mix element has its own impact on consumer buying behavior. Similarly packaging has also its own impact on consumer buying decision, especially on the last stage of consumer purchase decision and this impact is more significant in the purchase of fast moving consumer goods ((FMCG's).

Nowadays the role of packaging is changing very rapidly due to changes in consumer behavior desires. The changes had forced companies to develop interest in packaging as a tool to increase their sales. A good packaging helps to identify product to the consumers & is used for easily delivery & safety purpose. The various usages and importance of packaging has led consumers, marketers, suppliers, and packaging designers for further innovation in the field.

Consumers are very fond of new products and services which will satisfy their needs & fulfill their demands. Packaging plays a vital role in attracting consumers towards a product or service. It is also used as a promotional tool for the companies. Packaging is the overall package offer by the company to its consumers and stimulates the impulse buying behavior.

There is an estimated five million people living in an ever-expanding and developing capital city, Addis Ababa. As the capital city grows, there is an increasing share of city dwellers that are opting to live in condominiums where they are unable to cook traditional foods in their indoor kitchens or butcher animals in their backyards. As a consequence, more and more urban, middle class-consumers are turning to supermarkets, mini-markets, and neighboring kiosks to satisfy some of the packaged food, beverage, fruit, and vegetable demands. In response to this growing and anticipated future demand, the number of supermarkets has skyrocketed in recent years.

Lifestyle changes of the city dwellers, increased number of middle class consumers, and ever-increasing number of the urban population has led increased use of packaged supermarket products as well the number of supermarkets has increased in the city.

Thus, increased demand & satisfaction of packaged supermarket products had caused a problem on consumers purchase decision in acquiring the right products at the point of purchase. It has also opened the way for marketers, consumers, suppliers, etc. to look into the role of packaging as major attributes for the product that has impact/effect on consumers purchase decision at the point of sale. Hence, to maximize the effective usage of packaging in the buying place, *this research was intended to investigate the effect of packaging elements such as color, size, design, product information, etc. on consumers purchase decision in Addis Ababa, the case of Yami Mango Juice.*

1.4 Research Questions

1.4.1 Main research question

The main research question was” what is the effect of packaging on the buying decision of consumers “?”

1.4.2: Sub-research question

The sub-research questions consisted the following:

- What was the effect of packaging elements namely packaging size, graphics, material, design, color, product & nutritional information on the buying decision of consumers?
- Which elements of the packaging were the most important on the buying decision of consumers?
- What were the role of packaging elements in communicating products to consumers at the point of purchase?

1.5 Objectives of the study

1.5.1 General objective of the study

The general objective of the study was to find out the effect of packaging on the consumers purchase decision making.

1.5.2 Specific objectives of the study

The specific objective of the study included the following:

- To investigate the effect of packaging elements on the consumer buying decision
- To assess the relative impact of each packaging elements on the consumer
- To identify the elements of packaging which should be highlighted while designing the packaging

1.6 Research Hypothesis

A hypothesis can be defined as a logically conjectured relationship between two or more variables expressed in the form of a testable statement. Relationship/impact between independent and dependent variables could be proposed using a strong logical organization which might be part of the theoretical framework of the study. A testable hypothesis guides the direction of the study, identifies facts that are relevant, suggests which form of research design is likely to be the most appropriate, and provides a framework for organizing the conclusions of the findings.

A unique packaging approach can be a powerful advantage in drawing consumer's attention and drive impulse purchases, especially with the move to self-service retail format; packaging enhances its primary characteristic as "salesman on the shelf" at the point of sale (Pilditch, 1972; Silayoi and Speece 2004). A product's package also has a visual appeal that can be attractive or unattractive to consumers. This concept has been thoroughly investigated and researched. A study by Clement (2007) showed that the visual attributes of a product that are attractive to a consumer are the distinct shape, color, orientation, and contrast or size of the package. In another way companies try to influence consumer purchasing decisions through the product packaging design. A product's package can become yet another "salesperson" for the product once it is in stores. As a result, companies are trying to determine how to best use a product's package to communicate

with their customers in hopes that it might play a significant role in a consumer's decision to buy their products.

This research is required to uncover how packaging might affect consumers and their choices in a number of other respects. It has adapted a conceptual framework of visual elements of packaging (color, graphics, material, design, and size) and verbal elements (product & nutritional information) as independent variables & consumers purchase decision, the dependent variable.

Many consumers today shop under higher levels of perceived time pressure, and tend to purchase fewer products than intended (Herrington and Capella, 1995; Silayoi and Speece, 2004). Products purchased during shopping excursions often appear to be chosen without prior planning and represent an impulse buying event (Hausman, 2000). A package that attracts consumers at the point of sale will help them make decisions quickly in-store. As the customer's eye movement tracks across a display of packages, different new packages can be noticed against the competitors. Hence, the following hypothesis is developed to investigate *the effect of packaging on consumers purchase decision in Addis Ababa, the case of Yami mango juice*.

H1: Packaging color has effect on the buying decision of consumers.

H2: Design of wrapper has significant effect on the buying decision of consumers

H3: Graphics (pictorials) used on the package influences consumer purchase decision during the buying process.

H4: Quality of packaging material has significant effect on the buying decision of consumers

H5: Packaging size has significant importance on the buying decision of consumers.

H6: Product information on packages facilitates the buying decision of consumers.

H7: Nutritional information on the package has significant effect on buying decision of consumers

1.7 Definition of Terms

1.7.1 Conceptual definition

1.7.1.1 Packaging

Can be defined quite simply as an extrinsic element of the product (Olson and Jacoby, 1972)- an attribute that is related to the product but doesn't form part of the physical product itself. Consumer packaging is one which holds the required volume of a product for ultimate consumption. It is arguably said that consumers "buy the package and use the product" (Nickels & Jolson, 1977, p.14).

1.7.1.2 Package Design

It was in 1960's that the discipline of packaging came to Europe through American Corporations, and by 1995, package design had become an effective tool for the promotion of corporate brands(Stewart,2004). Packaging design creates iconic brand image on consumers' mind by cutting the clutter at a surrounded market place (Arun; Ankuri; Hitesh; Udit; Deepali, 2012). A great package design should attract attention, describe the product and finally make the sale(Koller,2008). Bringing innovation in the packaging design increases the value of the product like easy open, recyclable, easy store, breakability, child proof, eco-friendly, etc. in the consumer mind (Shah et al. 2013a).

1.7.1.3 Packaging Material

Material of packaging is important which prevents the product from loss. High quality material will attract consumers more than a low quality (Shah, Ahmed, and Ahmad (2013).

1.7.1.4 Background Image

Goldberg (1999) said that image on the product is important so that they increase the attention and familiarity with the particular product. Background image is the image that is created in the mind of the consumer which help to identify the brand of the product.

1.7.1.5 Product Information

Product information contains all the information related to the product quality, price, description which help to identify the brand. It is one of the most visible parts of product and important elements of marketing mix Shah et al. (2013b).

1.7.1.6 Packaging Color

It has been proved that colors have strong effect on perception and therefore colors of packaging can be quite important. The right choice of colors is an important factor in creating the impression needed to influence brand & product selection (Gofman,2010). Cheskin (1957) says that the selection of colors and color combinations is a necessary process for creating a good design package.

1.7.1.7 Font Style

Font is important element of packaging which attracts the consumer attention. It can lead to misleading or inaccurate information through small fonts and dense writing styles which are used on the package (Deliya, Parmer, & others, 2012).

1.7.1.8 Packaging Size

Increase in size of packaging indicates quality (Smith, 2004) and consumers having small families don't focus on large size packs which will be more than their requirements (Pinya) and if it doesn't have larger reliability, consumers will not be inclined towards the larger size (Golnesia, 2013).

1.7.1.9 Graphics

Are pictorials on packaging that can increase the level of interest and curiosity of consumers (Lynsey; Laura; Armstrong; Heather, 2013).

1.7.1.10 Consumer Decision

Consumer decision making has long been of interest to researchers. Beginning about 300 years ago early economists, led by Nicholas Bernoulli, John von Neumann and Oskar Morgenstern, started to examine the basis of consumer decision making (Richarme 2007). This early work approached the topic from an economic perspective, and focused solely on the act of purchase (Loudon AND Della Bitta 1993). The most prevalent model from this perspective is 'Utility Theory' which proposes that consumers make choices based on the expected outcomes of their decisions. Consumers are viewed as rational decision makers who are only concerned with self-interest (Schiffman AND Kanuk 2007, Zinkhan 1992).

1.7.2 Operational Definition

1.7.2.1 Marketing

Kotler, the pioneer of the new school of marketing, considers marketing as "a social & Managerial process whereby individuals and groups satisfy their needs and wants through making and exchanging products and values--- with others".

1.7.2.2 Marketing Mix

Marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4P's make up a typical marketing mix--Price, Product, Promotion, & Place. There are numerous approaches to marketing mix, defined "collection of activities to maximize product awareness and sales" (Ambrose and Harris, 2011, p.16).

1.7.2.3 Supermarket

A large retail market that sells a variety of food & household items to consumers, usually operated on self-service basis. Supermarkets, like other retailers, are distinguished by the fact that they primarily sell other firm's products.

1.7.2.4 Consumer

It is to mean an individual final consumer that purchases goods or services either for his own personal use or for his family use.

1.7.2.5 Consumer Behavior

Belch & Belch define consumer behavior as "the processed activities people engage in when searching for, selecting, purchasing, using evaluating, and disposing of products and services so as to satisfy their needs & desires.

According to Hoyer and MacInnis (2010 a), consumer behavior is the study of when, why, how, and where people do or do not buy products.

According to Hoyer and MacInnis (2010 b), consumer behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by decision-making units over time.

1.7.2.6 Consumer Products

Goods & services that a consumer buys by himself or through others in order to use(consume) them to satisfy his own needs and wants as well as his family's, but not to re-sell them.

1.7.2.7 Fast Moving Consumer Goods(FMCG)

Goods, especially food that sell very quickly and in large amounts, they are usually sold in supermarkets. Deliya and Parmar (2012) define FMCGs as goods that normally bear a low price

and is sold fast. These products are characterized by low profit margins although cumulative profits might be high based on large quantities sold. It is envisaged that FMCGs have an immediate turnover, and prices are relatively low and that these FMCG products have a quick shelf turnover, relatively low cost and do not need much financial investments. FMCGs include non-food items and consumables that are usually bought by many consumers for their daily usage for example groceries, toiletries, teeth cleaning materials, on the other hand non-durable products such as light bulbs, batteries, paper products and plastic goods. These products are normally found in grocery stores, supermarkets, hypermarkets.

To achieve the communication goals effectively & optimize fast moving consumer goods(FMCG), manufacturers must understand consumer response to their packages, and integrate the perceptual processes of the consumer into design (Nancarrow et al. (1998).

1.7.2.8 Point of Sale (POS)

It is the place where sales are made on a micro-level, retailers consider a POS to be the area where a consumer completes a transaction. One recent study estimated that 73% of purchase decisions are made at the point of sale

(Conolly and Davidson (1996). Packaging enhances its primary characteristic as “salesman on the shelf” at the point of sale (Pilditch,1972, Silyoi and Speece, 2004).

1.7.2.9 Impulse purchase or Buying

It is an unplanned decision to buy a product or service, made just before a purchase. Impulse buying happens because of an emotional or psychological trigger which entices a consumer to make spontaneous. The packaging market today is highly competitive, companies use packaging as a tool of sales promotion that often can lead to impulsive buying behavior (Kuvykaite, Dovaliene and Navickiene(2009).

1.8 Significance of the study

- Firstly, identification of the most important elements of packaging in the research finding could give an insight for consumers purchase decision of packed products.

- Secondly, packaged product marketers/suppliers could be benefited as to which packaging elements can satisfy their consumer's needs & wants at the point of purchase.
- Thirdly, the research in general could provide the opportunity as a source of reference & stepping stone for further study on the particular topic.
- Lastly, the research was entailed to provide detailed theoretical & empirical knowledge to the researcher in the area under consideration.

1.9 Delimitation/Scope of the study:

- The target population of the study was consumers in Addis Ababa buying packaged products in supermarkets. There were about 900 supermarkets registered in Addis-Ababa City Administration Trade & Industry Development Bureau. Purposeful sample of consumers in their residence/work place was taken proportionally based on 20 major supermarket chains consisting a minimum of eight (8) or more outlets whose total number was 250 including Gulelle subcity which was not represented by these major chains. Additionally, some known supermarkets with high market share were included in the study to acquire fair representation of consumers to collect primary data.
- The study covered theoretical, conceptual, & empirical findings of packaging with respect to supermarket packaged products. In this research the conceptual framework of packaging was delimited to marketing activities to find out the relationship and the impact they had between the independent variables of packaging elements with dependent variable, consumer purchase decision.
- The research adapted explanatory/descriptive survey method of research and data was collected from target population of consumers through structured questionnaire on selected mango juice brands, *the case of Yami mango juice* in Addis Ababa supermarkets.

1.10 Organization of the Research Paper:

This research paper was divided into five chapters. The first chapter discussed the background, problem statement, research questions, objectives, research hypothesis, definition of terms, significance of the study, delimitation/scope of the study, and organization of the research paper.

The second chapter included literature review & provided insight about the theoretical, empirical, and conceptual developments with emphasis to the impact the product packaging had on consumers purchase decision making.

The third chapter dealt with the research design & methods to be employed while conducting the research, including research approach, design/type, sampling design, sources of data, validity, reliability, and ethical considerations.

The fourth chapter presented the analysis & findings of the research. The data collected from different sources were summarized & analyzed in the form of statistical tables showing the relationship/impact between the packaging elements & consumers purchase decision.

The fifth & final chapter presented conclusion and recommendations addressing the problem stated in the initial chapter of the research.

CHAPTER TWO

2. Literature Review

2.1 Introduction

This research tried to review the literature that can inform about the impact of packaging on consumer purchase decision. It mainly focused on previous research works that had already been conducted consisting theoretical, conceptual & empirical reviews of packaging effects on consumer purchase decision as indicated below:

2.2 Theoretical Review

Theoretical framework of this research showed several factors affecting buying decision of consumers for different product packaging elements, such as packaging color, font size, design of wrapper, printed information, packaging material, and background image. The theoretical framework of this research is discussed as follows.

According to Panwar (2004) Packaging is the act of containing, protecting and presenting the contents through the long chain of production, handling and transportation to their destinations in as good a state, as they were, at the time of production. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company.

Alice Louw (2006) says that packaging is also important in the marketing environment. According to him the best packaging leaves the good image of the product in the consumer mind.

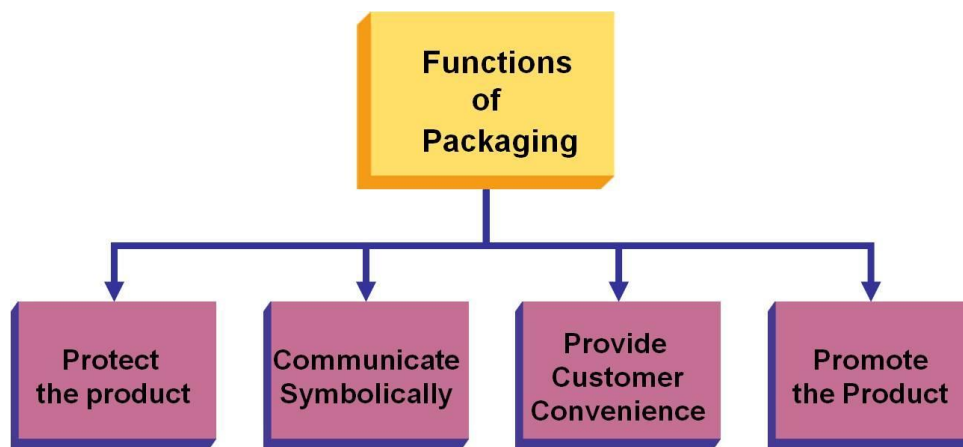
Harckham (1989) notes that package is the shopper's avenue to the product because it often projects the initial impression he/she forms about a brand, its quality, or value. For products that are not purchased in their final form, such as many food items, the shopper frequently relies on the package to develop an impression of the product in its prepared state. This shows that there is a difference between package and packaging.

Lewis (1991) extends Pilditch's (1961) views, describing good packaging as far more than a salesman, but a flag of recognition and a symbol of values. Underwood (2003) claimed that packages were having intrinsic or extrinsic attributes based on certain features they possess. Vazquez, Bruce and Studd (2003) further stated that today, the pack must come alive at the point of purchase, in order to represent the salesman. Today packages are designed to appeal different occasions, demand to different social groups and even distinguish between different brands.

According to (Ahmed, Billo& Lakhan,2012) Packaging is the last impression for consumers and they make purchasing decisions on the basis of product packaging which built a perception in the consumers mind, therefore it is very important that packaging is working hard to secure the sale, this may be in the form of brand image, brand values, product quality and innovations.

Packaging includes the names and the brand names, brand logos, pictures of the product, different kinds of labels such as ingredients, manufacturing and expiry date, warnings, price, method of using the product, company name, company place etc. and the main function of the packaging is to easily and safely distribute the products (Neeta & Sudha , 2014).

Packaging should serve the following functions.



Packaging

Development of wrappers and covers, for company’s offerings is known as Packaging. (Keller, 2009) the importance of packaging can be estimated by its use as most of marketers believe that it is a part of marketing mix elements and must be considered as the important element in product strategy (Kotler, 2008) it has significant importance in the product strategy that most of the times marketers try to take competitive advantage by using these marketing mix elements over the competing brands. (Keller, 2009).

Moreover. packaging is also an important tool for brand recognition and for the development of Brand associations. (Keller, 2009) and at last it is the tool through which marketers became able to achieve marketing objectives by fulfilling the desires of consumers through packaging aesthetics

in the form of packaging size, packaging shape, packaging color, text used on packaging, graphics used on packaging and by other functional elements of packaging. (Rundh, 2013)

Additionally, it is proved by the research that Packaging is evaluated positively by the consumers if it became able to communicate meaning of the product comprehensively and consistently. (Hannele, KauppinenRaisanen, 2010) When it comes to communication then packaging is also an effective tool which helps marketers in gaining the attention of their target market. Through this, marketers are not only able to communicate their value properly but also became able to grab consumer attention at the point of purchase. (Robert & Julie, 1998) not only this packaging is the only tool which helps organizations as well as consumers in fulfilling their requirements regarding product storage & product transportation. (Calver, 2007).

Components of Packaging

Initially research identified six elements of packaging which includes size of packaging, color of packaging, Text used on packaging, Material of packaging, Graphics used on packaging and Smell. (Smith and Taylor, 2004) But research work conducted after wards indicates that packaging elements are divided into two categories which are visual elements and verbal elements (Adam and Ali, 2014)

Visual Element of Packaging

These elements are the useful tool to influence the emotions of the target market. Marketers can use lot of visual elements of packaging when the product is associated with the category which requires low customer involvement and customer do not want to waste their efforts in searching for products (Pinya, 2004)

Size

The research conducted in the year 2008 proves that redesigning of packaging increases the rate of consumption, especially when the product is available in larger size (Kotler, 2008) furthermore increase in size of packaging also indicates better quality (Smith, 2004) and moreover, access of new markets can easily be done by the change of packaging. (Arun; Ankuri; Hitesh; Udit; Deepali, 2012) furthermore it has been also proved by the research that consumers having small families does not focus on large size packs and treat them as waste of product as the amount of product will

be more than their requirements (Pinya, 2004) and if does not have longer reliability then consumers will not be inclined towards the larger sizes. (Golnesa, 2013)

Graphics

It not only helps marketers in making their product unique but also helps them in highlighting their brand name more effectively by maintaining its individuality and identity in shelves. (Smith and Taylor 2004) Use of graphics is helpful in value addition in the physical appearance of the brand and also improves the exterior by enhancing the quality of aesthetics. Not only this graphics has the ability to produce positive impact on consumer mood and sometimes graphics matches with the unseen goals or unseen determination and hence will help marketers in enhancing the recall rate of their bands as compared to the competing ones. (Pinya, 2004).

A qualitative research conducted in the year 2013 identifies that textual elements associated with graphics are more worthwhile if they are placed on the left side of the packaging and pictorial elements will be considered worthwhile when they are placed on the right side of the packaging. (Pinya, 2004).

This is an important indication for marketers that graphics can be made more attractive through the proper placement of elements which are associated with graphics. Graphics are considered important whether consumer have the brand loyalty or not. When consumer are preferring any brand then graphics helps them in eliminating the clutter and when they are not loyal to any of the brand then graphics act as an important tool which can at least grasp their attention. (Pinya, 2004) as pictorials on packaging can increases the level of interest and level of curiosity of customers. (Lynsey ; Laura; Armstrong; Heather, 2013)

Material

As other visual elements, material also communicates, most importantly material affects the perceived quality associated with the product, that means consumers thought regarding material results in change of the perceived quality. Furthermore, sometimes marketers use those packaging material which can prevent the freshness of product under extremely high or extremely low temperature. (Smith and Taylor, 2004)

In another study conducted in the year 2013 three types of packaging material including glass, plastic and cardboard were discussed, and finding of research revealed different perception of

consumers regarding different types of packaging material, but most of the consumers were found to be in favor of plastic for the purpose of packaging, as it is not heavy and also can retain freshness of the products and chances of leakage are also minimal. (Lynsey; Laura; Armstrong; Heather, 2013).

Design

Research reveals that consumers feeling regarding the product packaging are actually transferred into how they are treating the product, that means innovative packaging shapes can create an iconic brand image on consumers' mind, by cutting the clutter at surrounded market place. (Arun; Ankuri; Hitesh; Udit; Deepali, 2012) Moreover research also concludes that beautiful and attractive packaging styles influences the purchase decision, and results in increase purchase of the product. (Golnesa, 2013) Moreover it is a belief of most of the consumers that design of products is directly associated with the ease of use, product storage and its carry from one place to another. (Pinya, 2004)

Color

We are living in the modern era and consumers now-a-days also possess color vocabulary and therefore they will evaluate the color of the packaging used with its link with the product, that means according to the consumers there are some colors which can be used for each product category and all the remaining colors are misfit for that particular product category, that's why color is also treated as the useful element of packaging. Moreover, color can make brand distinctive as compared to all the other competing brands, if the company became able to use color which other competing brands cannot opt easily. (Keller, 2009).

Consumer perception related with color varies, with respect to difference in cultures, but as we know that we are in an era of globalization, mass competition, and because of change in demographics and other trends there is a visible change, in the color preferences (Singh, 2006) but the element which can help marketers in selecting the color for their brands is that there are some certain colors which are treated as best suited for particular types of products, therefore marketers must use color associations while selection of the color or color combination for their brand instead of general consumer thinking about the color. (Randi & Joseph, 1999)

Verbal Elements of Packaging

Information conveyed by verbal elements is helpful in initiating or boosting of consumers thought process. (Silayoi and Speece, 2004). There are several components of verbal elements of packaging and each of these components have a significant role in influencing consumer buying behavior. (Adam and Ali, 2014).

Product Information

Increase of concerns towards health also increases the importance of labeling and now it is the duty of manufacturing company and marketers to include product information in order to ease purchase decision. (Pinya, 2004).

It is also indicated by research that if company wants to increase the credibility of the product they must jot down accurate information about the product as it will help consumers in making decision, on the other hand if the information is confusing or does not seem to be appropriate then it can create confusion and produces negative impact on the brand. Research also revealed that product information has lesser or no importance to those having low involvement in product purchase, and for those having high involvement with the product, information related with it having significant importance, and for making appropriate decision the information related with the product will also take into the account, as it has the ability to International Journal of Scientific and Research Publications, Volume 6, Issue luence the desire to consumer. (Keller, 2009) change or alter the attitude of consumers having high involvement with the product.

(Pinya, 2004).

Nutritional Information

Diet and Life style of consumers are the potent factors due to which nutritional information is also treated as important part of verbal elements of packaging, study conducted in the year 2009 indicated that nutritional information must be properly indicated on packaging especially in the category of food related product as this type of information affect the food choices of the customers. (Josephine, 2009).

Research conducted by Asian Food Centre in the year 2006 jotted down three very important findings associated with the effect of nutritional information on packaging on consumer buying behavior:

a) Consumers want to have nutritional information on product packaging but the level of

knowledge they have about the nutritional information is very low

b) Consumers prefer the nutritional information which can describe the function of nutrition's on human body

c) The decision which is made by the consumers related with their diet is only for short term.

(Josephine, 2009).

Consumer Behavior Theories

Jethwaney and Jain mention two models of consumer behavior (4.3.1 and 4.3.2) in their book *Advertising Management*.

Basic Model for Understanding Human Behavior: According to this model, antecedents are the inputs or stimuli that trigger action, and behavior is the output or result. The individual's mental process stands between inputs and outputs that are always inconspicuous. These are described as located within the impenetrable black box. An exploration of what transpired within the black box as a result of the input can only be an inference made by an analyst. There are a number of variables that intervened between the stimulus and the response. As these variables cannot be observed directly, their meanings are provided by explicit definitions and by their functional relations within the context of general theories of behavior (Brown, 1961).

The Nicosia Model : Francisco Nicosia(1966) published a comprehensive model called The Nicosia Model which used the technique of a flow chart to designate elements and relationships. It is assumed that *field one* includes the output of an advertising message from a business firm. As the message (*sub-field one*) reaches the consumer, it serves as an input into *sub-field two*, referred to as the consumer's pace, which is composed of her/his psychological attributes. As this message is received and acted upon, the output expectedly is the formation of an attitude towards the product, which then serves as the input for field two. Field two represents a search and an evaluation of the advertised product and competitive alternatives. The output may or may not be a motivation to buy the advertised brand. If the motivation emerges, it serves as the input for field three, the transformation of motivation into purchasing action. Finally, field four is the storage memory or use of the purchased item, and the output is feedback of sales results to the business firm and retention of the consequences of the purchase in the buyer's memory.

Paul (2002) in his study says that Lucas & Brit (1950) deals with four theories of Consumer Behaviour in connection with Advertising. They are discussed in 4.3.3, 4.3.4 and 4.3.5.

Anatomy of Purchase Decision

When making even the simplest purchase, a consumer goes through this complicated mental process. Anatomy of Purchase Decision model shows how external stimuli such as the company's marketing efforts and various noncommercial sources of information (Family, Friend, Teachers etc.) join to activate the decision-making process. At the same time, this process is also filtered by many personal influences on Consumer Behavior such as Motivation, Personality, learned Attitudes and Perception. At any time, the decision process may be terminated if the consumer loses interest or, after evaluating the product, decides not to buy. Therefore, in order to fully understand the complexity of the consumers' buying decision, one has to be aware of variety of these personal influences and environmental influences on Consumer Behavior.

2.3 Empirical Review

Several studies have investigated issues such as packages as a means of attracting the attention of consumers (Underwood et al., 2001; Garber et al., 2000; Goldberg et al, 1999; Schoormans &Robben, 1997).

Other studies researched packages as a means of communication as well as a means of communicating brand and product meaning (Underwood & Klein, 2002; Garber et al., 2000, Schoormans & Robben, 1997; Gordonet al., 1994; Homer &Gauntt, 1992; Rigaux- Bricmont, 1981; McDaniel & Baker,1977).

Packages are found to attract attention (Underwood et al., 2001; Garber et al., 2000;Goldberg et al. 1999; Schoormans & Robben, 1997). In fact, Goldberg et al. (1999) found that by dismissing such non-verbal signs as colors, the attention to verbal signs can be increased. Pictures on packages are emphasized to attract attention, particularly when consumers are not very familiar with the brands (Underwood et al., 2001).

Furthermore, packages are claimed to attract attention when their appearances are not typical within a product class (Garber et al., 2000; Schoormans & Robben 1997). In other words, past research has discovered that deviating packages attract attention.

Other studies show that deviating package colors and shapes attract attention (Garber etal. 2000; Schoormans & Robben 1997). Underwood et al. (2001), on the other hand, found that pictures on packages attract attention particularly in cases when consumers are less familiar with a brand. Studies that have focused on other single signs than pictures on packages have found that such

single package signs as colors (Gordon et al., 1994), brand names (Rigaux-Bricmont, 1981), and materials (McDaniel & Baker, 1977) convey brand meaning.

PiresGon, calves, Ricardo (2008) worked on Product Characteristics and Quality Perception. According to them When they choose among competing products consumers are faced with quality and product performance uncertainty, hence, they rely on cues as extrinsic attributes, for instance brand, price, package and warranty, as signals of perceived quality. Colors and shapes are important elements of marketing strategies, and they are both essential features of packages, especially in product labels. Labels are one of the most important features of product packaging, and they are designed to communicate a message. The model proposed in this study builds on previous models of consumer quality perception and signals of quality from product cues. In this research, colors and shapes combinations in labels are considered as the extrinsic attributes used as signals of quality by consumers.

Liang Lu (2008) worked on a paper: Packaging as a strategic tool University of Halmstad school of Business and Engineering. Packaging is an important part of the product that not only serves a functional purpose, but also acts as a mean of communicative information of the products and brand character. Packaging must be functional; it must protect the products in good storage, in shipment and often in use.

Besides, it has also the function that can give customers the ease of access and use on the purpose of convenience.

many packaging elements are factors that influence the buying behavior of consumers such as, packaging color, printed information, packaging material, design of wrapper, printed information, brand image, innovation and practicality.

Colors used in packaging can help draw consumer attention. Color of packaging is important because it used by companies to differentiate its product from other competitors. Therefore, colors play an important role in a potential customer's decision-making process. Companies use different colors for emphasizing a different mood, like, black is used for power, blue for trust, red for energy, green for balance or organic and fresh. Color is an essential component of packaging because consumers expect certain type of colors for particular products (Keller, 2009). Different colors also symbolize different meanings to consumers. For example, orange, yellow, purple they have different meanings according to the consumer perception and culture. According to Singh (2006)

color perceptions vary across cultures and most of the religions are believed to have their sacred colors.

According to Charles W. Lamb et al. (2011), in their book “Essentials of Marketing” think that packaging has four distinct marketing functions. It contains and protects the product. It promotes the product. It helps consumers use the product and finally, packaging facilitates recycling and reduces environmental damage. Therefore, packaging does more than just protecting the company’s products. It also helps in developing the image of the product in consumer mind. So, failing to pay attention to the design of the packaging can decrease the chances of being visible and attractive, which can result in using sales.

Labeling provides information regarding the product category, products ingredients, and product instructions. Consumers when making their mind whether to buy or not to buy a product they are guided not just by the taste, but also some other extrinsic factors. The material used in packaging is an important element which prevents the product from any damage or loss. It is more likely that the high-quality material might attract customer more than low quality material. So, packaging material has strong impact on buying behavior. According to Smith and Taylor (2004) consumers’ extrinsic factors such as, blink the packaging materials is associated by consumers with certain essential values of the product. In addition, consumer perceptions regarding certain materials could change the perceived quality of a product (Smith and Taylor (2004).

Hollywood et al. (2013) carried a study on milk packaging. They tried to find out the impact of the three packaging materials, glass, plastic, and cardboard. Most of the respondents in that study agreed that the use of plastic containers were better. According to Goldberg (1999) the image on the product is important because it increases the attention and familiarity with that given product. The background image is the image in the mind of the customer which helps to identify the brand of the product from different brands. Brand image can be assumed as a set of brand associations that collected in the minds of consumers (Mowen and Minor (2001). Brand image refers to the framing of memory about a brand, which contains the results of interpretation by consumer to the messages, attributes, benefits and advantages of the product (Wijaya, B. S(2013). Brand image represents what consumers think and feel about a brand identity. Thus, the image of a brand represents the perception that can reflect objective or subjective reality.

Bringing innovation in the packaging design also increase the value of the product in the consumer mind. Novel packaging can attract consumers, but practicality is equally important. Innovative

packaging may actually add value to the product if it meets a consumer needs. But its practicality is also very important for creating the added value, like easily opening, easily stored, recyclable, etc. Nowadays, manufacturers try to design packaging that maintains the key equities of the brand in order to appeal to customers' needs and preferences.

A package that attracts consumers at the point of sale will help consumers make decisions quickly in-store. As the customer's eye movement tracks across a display of packages, different new packages can be noticed against the competitors. When scanning packages in the supermarket, the differential perception and the positioning of the graphics elements on a package may make the difference between identifying and missing the item (Herrington and Capella, 1995).

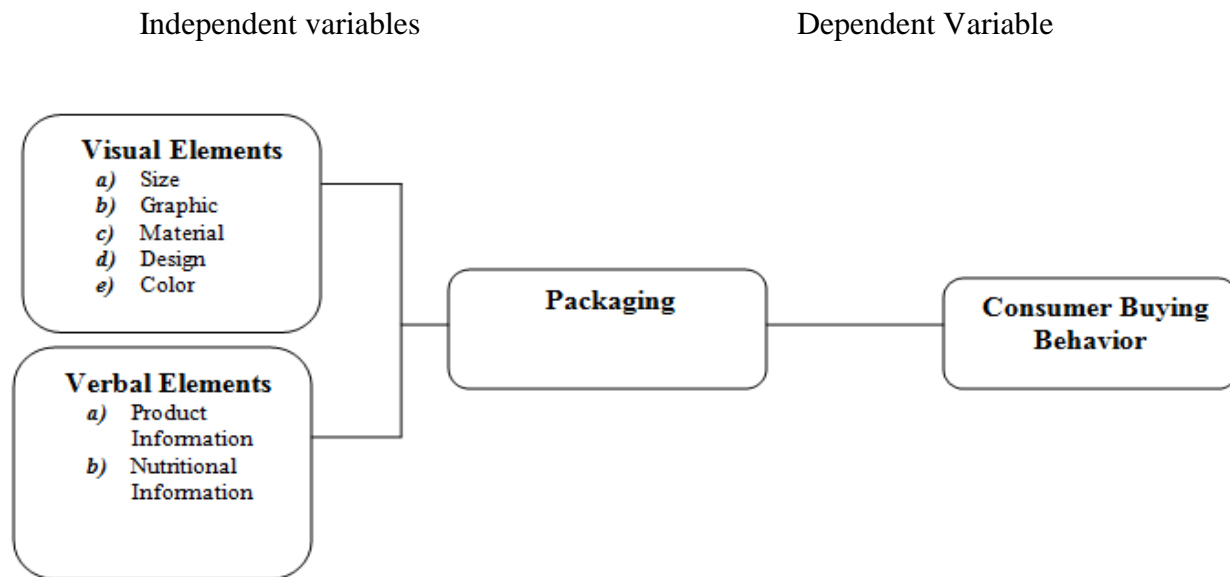
2.4 Conceptual Framework

Kotler and Armstrong (2009) provided a definition that: "Consumers are all the individuals and households who buy or acquire goods and services for personal consumption". As it will be noted from the definition above, referral is made to an individual. Therefore, one should first focus on human behavior, since consumer behavior, according to Kotler and Keller (2009: p. 190), represents a subset of human behavior. Human behavior therefore refers to "the total process whereby the individual interacts with his environment" (Walter 1974: p. 6) Belch and Belch (1990: p. 91) provide a link between human behavior and consumer behavior, by stating that consumer behavior has been defined as the study of human behavior in a consumer role. Consumer behavior according to Kotler and Keller (2009: p. 190), is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

According to Kotler and Keller (2009:195), it is a difficult task to discover the reasons why people buy, as they are subject to many influences. One reason is that humans are significantly influenced by their consciousness, which eventually leads to overt purchase response. Keller (2003), packaging involves the activities of designing and producing containers or wrappers for a product. He concludes that packaging like other elements, must achieve a number of objectives from the perspective of both the firm and consumers namely, identity of brand; convey descriptive and persuasive information; facilitate product transportation and protection; assist at-home storage and aid product consumption. "To achieve the marketing objective for the brand and satisfy the desires of consumer, the aesthetic and functional components of packaging must be chosen correctly"

(Keller, 2003: p. 210). Kapferer (1997) asserts that the aesthetic considerations relate to a package's size and shape, material, color, text and graphics.

Research model is an important tool which elaborates the relationship between various variables and the research model for this research is adapted from an article "Effect of Packaging Elements on Consumer Buying Behavior" by Muhammad Faisal Sultan, published on "International Journal of Scientific & Research Publications" volume 6, Issue 4, April, 2016.



Adapted from an Article "Effect of Packaging Elements on Consumer Behavior" by Muhammed Faisel, Published on JSRP, Volume 6, Issue 4, 2016.

This research was intended to investigate the effect of packaging on consumers purchase decision and examine the relationship/effect between the independent variables (visual & verbal) elements of packaging with dependent variable, consumers purchase decision.

CHAPTER THREE

3. Research Design & Methodology

3.1 Introduction

Research design is a plan which outlines how information is to be gathered for an assessment. It includes identifying the data-gathering method(s), the instruments to be used or created, how the instruments will be administered, and how the information will be organized and analyzed (Sekaran and Bougie, 2010).

The purpose of this research design was to provide a plan of study that could permit accurate assessment of cause and effect relationships between independent and dependent variables including the study type, research question, hypothesis development, data collection methods, etc. In general, this research design was intended to integrate the different components of the study in a coherent & logical manner, ensuring to effectively address the research problem that constituted the blueprint for the collection, measurement, and analysis of data.

3.2 Research Approach

This study adapted explanatory/quantitative type of research and had identified the extent and nature of cause-and-effect relationships/effects between independent and dependent variables. The research had assessed effects/relationships of specific changes on existing norms focusing on an analysis of a situation or a specific problem to explain the patterns of relationships/effects between the variables.

3.3 Research design/type

This research design was descriptive/explanatory/survey type of research and assessed the cause-effect relationships/impacts between the independent(packaging) and dependent (consumers purchase decision) variables aligned with research objectives, questions, hypotheses, problem statement, data collection & analysis methodology etc. *It had investigated the effect of packaging on consumers purchase decision in Addis Ababa, the case of Yami mango juice.*

3.4 Sampling Design

A purposeful & proportional sampling technique was adapted to collect primary data from the target population of the study. The target population of the study was consumers buying packaged products in supermarkets. Proportional sample size of consumers was taken in their location based on chain of supermarkets having more than 20 (twenty) outlets including some individual supermarkets without outlets.

3.4.1 Target population

The target population of the study was consumers in Addis Ababa buying packaged products in supermarkets. Although mango juice is sold in kiosks, minimarkets, supermarkets, hypermarkets, etc., this research was limited to consumers buying the product from supermarkets. There were 900 registered supermarkets operating in the city according to data by Addis Ababa City Administration Trade & Industry Development Bureau.

3.4.2 Sampling Frame

A sample of 200 purposeful consumers were included from the target population of the study to collect primary data. Proportional sample size of consumers in their area of residence was taken based on major supermarket chains with more than eight (8) or more outlets that covered all sub-cities and Gulele sub-city which was not part of the major chains and known supermarkets. The total sample frame consisted 300 supermarkets to a total of 200 consumers in which proportional consumers size was taken to collect data. (see Appendix C)

3.4.3 Sampling Technique

A purposeful sample of consumers were selected from the target population of the study. Among the selected consumers, proportional sample size of consumers was taken based on the number of supermarkets in the location.

3.4.4 Sample Size

The total sample size of the study was purposely selected 200 consumers from the target population. To determine the sample size of consumers in their area of residence/work, proportional sample size was taken based on the number of supermarkets in the specified area.

3.4.5 Sampling Procedure

Purposeful/convenient, and proportional sampling technique was adapted to determine the sample size of consumers from the target population of the study. Hence, a total purposeful/ convenient sample size of 200 (two hundred) had been taken for the study. The number of sample elements to be taken from the sampling frame based on the number of outlets was computed. For example, the sample to be taken for a supermarket chain with 15 outlets was: $15 \times 200 / 300 = 10$. The rest of sample elements was computed accordingly.

After the sample size was determined, the structured questionnaire was distributed to selected purposeful respondents in their areas/places with elaboration on how to fill/respond the questionnaires and confidentiality of the gathered information by the respondents was assured. Follow-ups was done to assure that all distributed questionnaires were collected within the time frame & almost with no defaults.

3.5 Sources of Data

In this research both primary & secondary sources of data were used. Primary data is data collected from respondents through interviews, questionnaires, or direct observations to address the research question, problem statement, objectives, etc. Secondary data is data that was collected by someone else for another primary purpose. The key to secondary data is to apply theoretical knowledge and conceptual skills to utilize existing data to address the research questions.

3.5.1 Primary Data

The primary source of data was gathered through structured questionnaire distributed to selected respondents. The questionnaires were designed to capture demographic characteristics of respondents and information on constructs on impact of packaging on consumers purchase decision.

3.5.2 Secondary Data

The secondary source of data was gathered from books, relevant journals, scholarly written articles, online articles, etc. related to the topic of the research.

3.6 Data collection Methodology

The survey instrument consisted of a two-part self-administered questionnaires. The first part of the questionnaire was designed to capture demographic characteristics of respondents. The other parts were designed to capture information on constructs pertaining the “*effect of packaging on consumers purchase decision in Addis Ababa, The case of Yami mango juice*”. The questions were designed in simple and clear language to remove ambiguity. The responses to each of the statements were on a

5point Likert ordinal scale. The questionnaires were intended to generate responses that assisted the researcher to address the research problem, objectives, questions and hypotheses. Two hundred thirty (230) questionnaires were distributed to purposely selected respondents out of which 200 were returned. The returned questionnaires were analyzed to aid a reasonable conclusion. Multiple regression analysis was used for the hypothesis testing to determine the impact of packaging on consumers purchase decision whereas descriptive statistical technique was used to analyze the demographic profile of the respondents. The data analysis procedure was done using the SPSS 20 version, statistics software/application. The Cronbach's alpha reliability test for the study was found to be 0.822 for the 24 items analyzed together. Based on the bench mark built by (Bagazzi & Yi, 1988), Gronbach's alpha over 0.6 indicates high construct reliability. Therefore, the obtained result indicated that the research instrument used for this study was reliable as shown below.

Reliability Statistics

Cronbach's Alpha	No. of Items
.822	24

3.7 Data collection Instrument

Data collection instrument was self-administered structured questionnaires. The questions were designed in simple & clear language to avoid ambiguity. The response to each of the statement was on a 5 point Likert ordinal scale. The questionnaires were intended to generate responses that assist the research problem, objectives, questions, & hypothesis. The questionnaires were carefully distributed to each selected respondent/consumer in their residence/work place at hand & was regularly checked for return with no default and appropriate time.

3.8 Data Analysis Methods

Data collected through structured questionnaire was analyzed using descriptive statistical methods to show central tendency, standard deviation etc. The relationship/prediction between the variables, independent variable (packaging) & dependent variable (consumer purchase decision)

was analyzed by means of correlation & regression respectively to test the hypotheses. The data analysis procedure was employed using SPSS 20 version, statistics software application.

3.9 Validity & Reliability

The reliability and validity test was adopted from Social Research Methods (2010). It offered that any questionnaire should be reliable and valid in order to use the right results for further actions.

3.9.1 Validity

Validity is concerned with the strength of our conclusions, inferences or propositions (Social Research Methods, 2010). More formally, (Cook and Campbell, 1979) define validity as the best available approximation to the truth or falsity of a given inference, proposition or conclusion. Regarding this research, the validity was verified by the advisor of this research, who looked into the appropriateness of questions and the scales of measurement. Changes to the questionnaire were made after the pilot study and consultation with the advisor. The supervisor agreed to the final format of the questionnaire before it was distributed to the respondents.

3.9.2 Reliability

Reliability is the consistency of your measurement. It is the degree to which an instrument measures the same way each time it is used under the same condition with the same subjects. A measure is considered to be reliable if a person's score on the same test given twice is similar. In order to test the reliability of this questionnaire, a pilot test was carried out prior to the field survey within a relatively small sample of 10 respondents to identify and eliminate possible problems and errors. The comments from the pilot study were used to prepare the final questionnaire.

Nunnally (1976) suggests that in the early stages of research on predictor tests or hypothesized measures of a construct, reliability of 0.70 or higher will be sufficient (Drost, 2007). Based on this conviction, the instrument reliability was tested using Cronbach's alpha coefficient with an acceptable decision rule of 0.70 or higher.

3.10 Research Ethics

This research work respects & follows ethical principles in research. The Institutional Review Board(IRB) make sure that EVERYONE who conducts research follows the ethical guidelines.

Ethical guidelines:

- Obtain Informed Consent- Obtaining permission from the participate that they want to study after the participant knows that the study involves and the risks & benefits to participating.
- Protect participants from harm and discomforts.
- Protect confidentiality.
- Provide complete debriefing-revealing to participants anything information that was withheld during the study.

CHAPTER FOUR

4. Data analysis and Findings

4.1 Introduction

To prepare data for analysis, editing of data in the process of examining the collected raw data (especially in surveys) was done in order to detect errors and omissions. Editing involved a careful scrutiny of the completed questionnaire to ensure completeness, consistency, and reliability. Coding was done which is the process of assigning numerals to answers so that responses could be put into a limited number of categories or classes. Data were transcribed from a questionnaire to a coding sheet in which coding decision was taken at the designing stage of the questionnaire. Then came classification of data that involved arrangement of data in groups or classes on the basis of common characteristics. Data's having common characteristics were placed in similar classes and in this way the entire data set divided into a number of groups or classes. The next step was tabulation which was the process of summarizing raw data & displaying it in compact form (i.e. in the form of statistical tables) for further analysis using SPSS version 20 application software which produced a basis for various statistical computations such as measures of central tendencies, dispersions, correlations, regression, etc.

Data analysis is the processing of looking for possible problems of relationships/predictions between data. Large volume raw statistical information need to be reduced to more manageable dimensions to see meaningful relationships in it that involved the computation of certain indices or measures. In general, data analysis is attributed to the computation of certain measures along with searching for patterns of relationships/predictions that could exist among data groups which should be analyzed qualitatively or quantitatively.

Two different types of data analysis methods are: qualitative and quantitative data analysis. Qualitative data analysis is analysis of qualitative data such as text data from interview transcripts. Quantitative data analysis involves numbers that can further be categorized as descriptive and inferential analysis.

Descriptive analysis is largely the study of distribution of one variable that provides the profiles of companies, work groups, persons, and other subjects on any of a multiple of characters such as size, composition, efficiency preferences, etc. It can be done with respect to one variable (unidimensional), two variables (dimensional) or more than two variables (multidimensional) analysis.

Inferential analysis is concerned in determining with what validity data can be said to indicate some conclusion(s). The task of interpretation is mainly based on inferential analysis which tests the hypothesis. We can also have correlation & causal analysis.

Correlation analysis studies the joint variation (covariance) of two or more variables for determining the amount of correlation between them.

Causal analysis is concerned with the study of how one or more variables affect changes in other variable. It studies the functional relationship between existing number of variables involved in the analysis, it can be univariate analysis (one variable), bivariate analysis (two variables) or multivariate analysis (more than two variables).

4.2 Descriptive Data Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Purchase decision	200	2.20	5.00	3.9100	.56737
material	200	1.50	5.00	3.8875	.67145
Product information	200	2.33	5.00	3.8283	.59119
Nutritional information	200	2.00	5.00	3.6600	.67764
design	200	1.00	5.00	3.3525	.78905
graphics	200	1.00	5.00	3.3425	.72392
color	200	1.00	5.00	3.2600	.88958
size	200	1.50	4.50	3.0925	.60996
Valid N (list wise)	200				

In the above descriptive statistical table, the minimum values, the maximum values, and the values of standard deviations of independent variables(packaging) and dependent variable (consumer purchase decision) have been shown. Mean values provide the idea about the central tendency of the values a variable. Standard deviation and the extreme values (minimum in comparison to maximum value) give the idea about the dispersion of the values of a variable from its mean value. Number of respondents(consumers) in each variable was 200.

Demographic Profile

Measure	Item	frequency	Percentage
Sex	Male	95	47.5
	Female	105	52.5
Age	under 20	27	13.5
	21-30	69	34.5
	31-40	56	28
	41-50	26	13
	above 51	22	11
Educational Qualification	high school & below	42	21
	Certificate/ Diploma	81	40.5
	University	67	33.5
	Postgraduate	10	5
Monthly income in birr	below 2000	15	7.5
	2001 – 3000	42	21
	3001 – 4000	65	32.5
	4001 – 5000	45	22.5
	above 5001	33	16.5

4.3 Demographic Profile Analysis

As indicated in the above table, out of 200 respondents the number of women respondents were greater than males, 105 (52.5%) and that of males, 95(47.5%). This finding indicated that more number of women are visiting supermarkets than men in the city. Among the age groups, the highest number that visited the supermarket were between 21-30 years, whose number was 69 (34.5) that might indicate those were unmarried look for supermarket packed items rather than cooking at home. Among educational qualification groups, the highest respondents were certificate/diploma holders, 81(40.5%) mainly because they used to buy the products rather than delegating others to buy for them. The university graduates followed after diploma that comprised 67 (38.5%). Those groups with monthly income between Birr 3001-4000 were the highest that visited supermarkets, 65(32.5%), followed by income groups between, Birr 4001-5000 whose number was 45 (22.5%). This actually indicated that those consumers whose monthly income between birr 3001-5000 accounts 55% of the total supermarket purchases in Addis Ababa.

4.4 Hypothesis testing

The conceptual model adapted by this research consisted two major independent variables: visual & verbal elements of packaging & consumer purchase decision, dependent variable. The visual and verbal elements of packaging consisted of five& two respectively, a total of seven independent variables, namely packaging color, design, graphics, size, material, product and nutritional information which were hypothesized to predict the impact they have on the dependent variable, consumers purchase decision. A statistical technique called multiple regression was employed to analyze the data which is appropriate because there were many independent variables to be tested against consumers purchase decision, dependent variable.

Addition of more independent variables to a multiple regression doesn't mean that the regression will be "better" or offer better results which is called **over** fitting. The addition of more independent variables creates more relationships among them. Not only are the independent variables potentially related to the dependent variable, they are also potentially related to each other & when this happens, it is called Multicollinearity. Therefore, to check how the independent variables have associations/relationships with dependent variable, Pearson's correlation was used for each variable. Pearson's correlation was used to find out a correlation between at least two continuous variables which can fall between 0.00 (no correlation) and 1.00 (perfect correlation). Generally, correlations above 0.8 are considered pretty high. Hence, Pearson's correlation analysis was used for each variable.

The following hypotheses was proposed to test the relationships between independent variables(packaging) and dependent variable (consumers purchase decision).

I. Hypotheses

H1: Packaging color has association with consumers purchase decision.

H2: Design of wrapper has association with consumers purchase decision.

H3: Graphics (pictorials) on packages has association with consumers purchase decision.

H4: Quality of packaging material has association with consumers purchase decision.

H5: Packaging size has association with consumers purchase decision.

H6: Product information on packages has association with consumers purchase decision.

H7: Nutritional Information on packages has association with consumers purchase Decision.

correlations

		Purchase decision	graphics	material	Nutritional information	Product information
Purchase decision	Pearson Correlation	1	.263	-.152	.321	-.317
	Sig. (2-tailed)		.000	.032	.000	.000
	N	200	200	200	200	200
graphics	Pearson Correlation	.263	1	.483	.633	.392
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
material	Pearson Correlation	-.152	.483	1	.501	.660
	Sig. (2-tailed)	.032	.000		.000	.000
	N	200	200	200	200	200
Nutritional information	Pearson Correlation	.321	.633	.501	1	.362
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
Product information	Pearson Correlation	-.317	.392	.660	.362	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200
design	Pearson Correlation	.388	.568	.402	.559	.305
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	200	200	200	200	200
size	Pearson Correlation	.442	.486	.332	.584	.235
	Sig. (2-tailed)	.000	.000	.000	.000	.001
	N	200	200	200	200	200
color	Pearson Correlation	.367	.557	.407	.562	.362
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	200	200	200	200	200

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

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

The above shown table is the output of correlation analysis between independent variables (packaging elements) & dependent variable (consumers purchase decision).

I. Correlation Analysis

In the above table the two variables- **packaging color & consumers purchase decision** are positively correlated ($r=0.367$, $p=0.000$). There is low correlation between the variables significant at 0.01 level.

The two variables- **design of wrapper & consumers purchase decision** are positively correlated ($r=0.388$, $p=0.000$). There is low correlation between the variables significant at 0.01 level.

The two variables-**graphics(pictorials) on packages & consumers purchase decision** are positively correlated ($r=0.263$, $p=0.000$). There is low correlation significant at the 0.01level.

The two variables- **packaging material & consumers purchase decision** are positively correlated ($r=0.152$, $p=0.032$). There is very low/ poor correlation between the variables significant at the 0.05 level.

The two variables- **packaging size & consumers purchase decision** are positively correlated ($r=0.442$, $p=0.000$). There is low correlation between the variables significant at the 0.01 level.

The two variables-**product information & consumers purchase decision &** are negatively correlated ($r= -0.317$, $p=0.000$). There is low correlation significant at the 0.01 level.

The two variables- **nutritional information & consumers purchase decision &** are positively correlated ($r=0.321$, $p=0.000$). There is low correlation significant at the 0.01level.

II. Regression Analysis

In this research multiple regression analysis was used because there were seven independent variables adapted by the research model to be analyzed. Multiple regression was used to estimate the coefficients of the linear equation for each independent variable that best predicts the value of the dependent variable. The research consisted seven independent variables (impact of packaging) to predict on consumers purchase decision (dependent variable). The assumptions to be considered before the regression analysis take place that included:

- Sample size
- Linearity between independent & dependent variables
- Absence of Multicollinearity between independent variables
- Outliers
- Normal distribution of data

Hence, the data was checked using multiple regression before proceeding the regression analysis as illustrated in the following tables and graphs.

Coefficients

Model	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	3.458	4.321					
	-.040	.178	.263	.090	.062	.491	2.035
Size	.162	.397	.442	.321	.231	.592	1.690
material	-.312	-.073	-.152	-.223	-.157	.472	2.117
Nutritional information	-.002	.242	.321	.138	.095	.442	2.261
Product information	-.564	-.312	-.317	-.444	-.338	.548	1.824
color	.019	.210	.367	.168	.117	.423	2.365
design	.056	.265	.388	.213	.149	.446	2.243

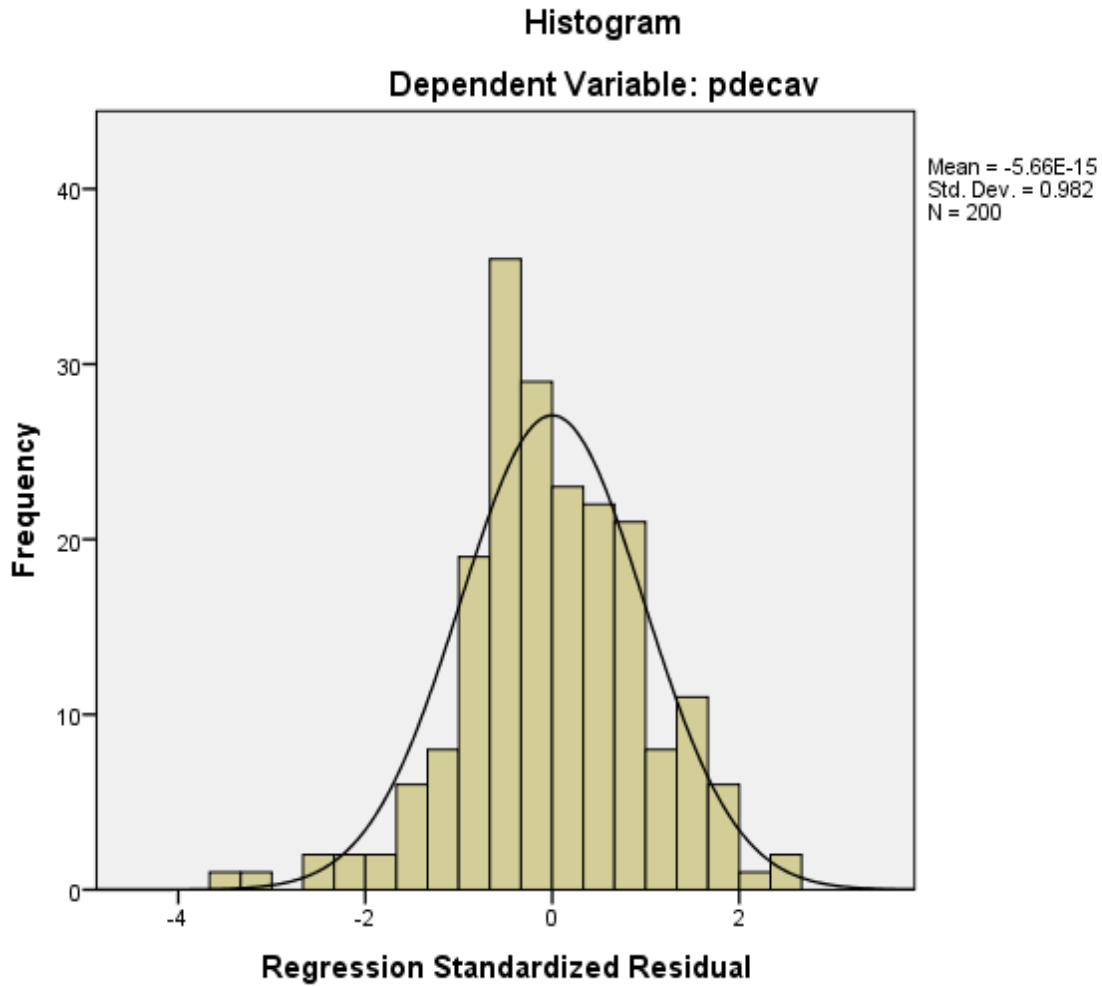
Dependent Variable: purchase decision

Regression output table shown above indicates the collinearity statistics between the independent variables determined by Tolerance & VIF values.

Residuals Statistics

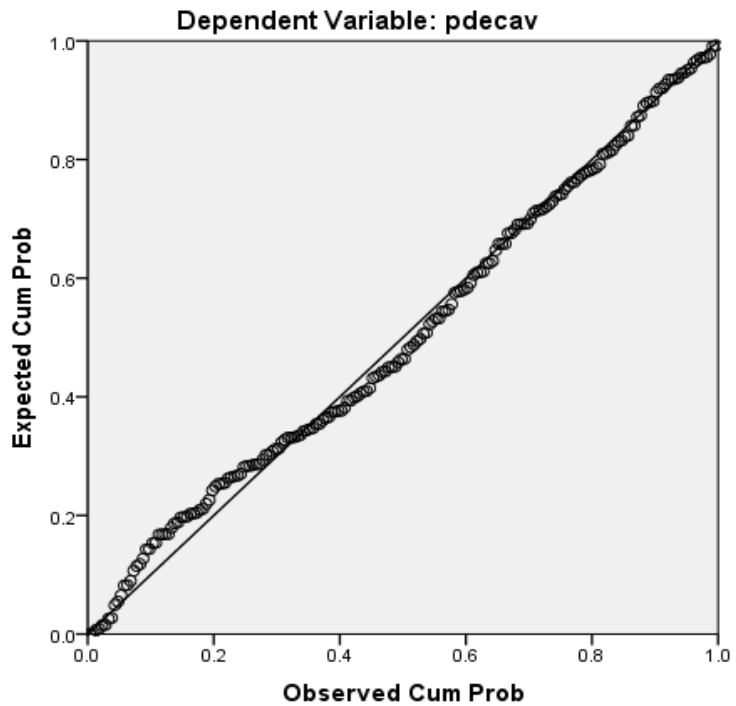
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4396	4.6496	3.9100	.41461	200
Std. Predicted Value	-3.546	1.784	.000	1.000	200
Standard Error of Predicted Value	.036	.144	.076	.021	200
Adjusted Predicted Value	2.4225	4.6541	3.9092	.41462	200
Residual	-1.32757	.95177	.00000	.38731	200
Std. Residual	-3.367	2.414	.000	.982	200
Stud. Residual	-3.435	2.533	.001	1.007	200
Deleted Residual	-1.38208	1.04770	.00082	.40723	200
Stud. Deleted Residual	-3.537	2.569	.000	1.014	200
Mahal. Distance	.634	25.448	6.965	4.674	200
Cook's Distance	.000	.081	.007	.013	200
Centered Leverage Value	.003	.128	.035	.023	200

The output table of regression analysis indicating outliers in data scores determined by the Cook's Distance.



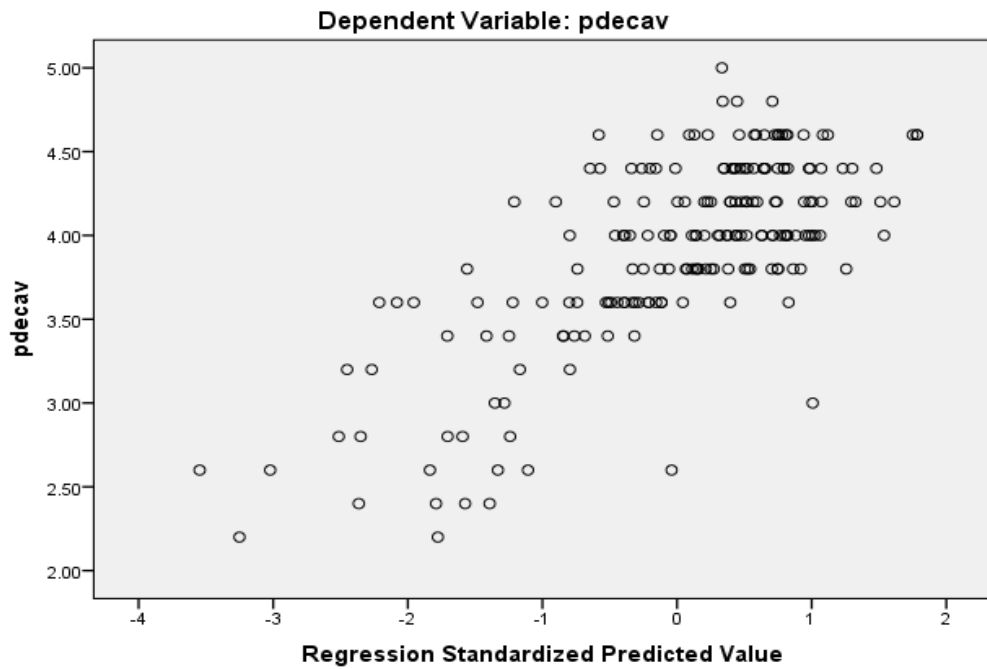
Histogram: The output of Regression analysis showing data scores of the study the independent variables & dependent variable are normally distributed.

Normal P-P Plot of Regression Standardized Residual



PP Plot: The output of the regression analysis to show data scores of the study are almost in straight line between the independent variables & dependent variable.

Scatterplot



Scatter plot: Output of the regression analysis to show data scores are concentrated within the rectangular shape with few outliers.

The collected data was checked for the proposed assumption as indicated on page 43-47 before multiple regression was performed & the results of the assumption presented below.

Sample size: The total sample of the research was 200 purposeful consumers in which the sample size was proportionally determined to the geographic area. A good size sample, e.g., 200-500, is needed for multiple regression, analysis of covariance, or log linear analysis, which might be performed for more rigorous evaluations (University of Florida, Florida Cooperatives Extension Service, page 4).

- **Normal distribution of data:** The data scores for independent & dependent variables should be distributed approximately between two standard deviations, that is, in a normal distribution, approximately 95% of the sample values are within two standard deviations of the true population value. The above shown histogram indicated the normal distribution of data scores that lie between -2 to +2.
- **Linearity:** Data scores between independent & dependent variables should have linear relationship for regression analysis to take place. The p-p plot shown above has a straight line with minor deviations for few data scores indicating the linearity between the independent & dependent variables.
- **Multicollinearity:** Adding more independent variables to multiple regression procedures doesn't mean that the regression will be "better" or offer better predictions; in fact, can make things worse which is called **overfitting**. In addition, more independent variables create more relationships among them. So not only are the independent variables potentially related to the dependent variable, they are also potentially related to each other, called **Multicollinearity**, resulting redundancy in predicting dependent variable. The status of Multicollinearity is determined by the **tolerance** (how much of the variability of the dependent variable is not explained by the independent variable) and **VIF** (Variance Inflation Factor) which is the inverse of the tolerance. Tolerance values less than 0.1 and VIF greater than 10 show the presence of Multicollinearity that may result the deletion of variables. In this research all the independent variables have more than 0.1 & less than 10 tolerance & VIF values respectively indicating there was no Multicollinearity.

- **Outliers:** Outliers are data scores high or low that occur outside +3.3 & -3.3 leading to skewness. There were very few data scores on scatter plot diagram & the histogram shown above the outliers are not significant. The cook's distance shouldn't be greater than one and the residual statistics table shown above the cook's distance is less than 1 indicating data scores with few or no outliers.

Therefore, the above tables & graphs indicated that multiple regression analysis could be performed to test each of the developed hypotheses of the research.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731	.534	.517	.39430

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.209	7	4.887	31.433	.000
	Residual	29.851	192	.155		
	Total	64.060	199			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.890	.219		17.792	.000
	graphics	.069	.055	.088	1.254	.211
	size	.279	.060	.300	4.691	.000
	material	-.192	.061	-.228	-3.177	.002
	Nutritional information	.120	.062	.144	1.937	.054
	Product information	-.438	.064	-.457	-6.863	.000
	color	.114	.048	.179	2.368	.019
	design	.161	.053	.223	3.027	.003

Regression output table showing the effect of independent variables on dependent variable.

Coefficients

Model	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	
1	(Constant)	3.458	4.321				
	graphics	-.040	.178	.263	.090	.062	.491
	size	.162	.397	.442	.321	.231	.592
	material	-.312	-.073	-.152	-.223	-.157	.472
	Nutritional information	-.002	.242	.321	.138	.095	.442
	Product information	-.564	-.312	-.317	-.444	-.338	.548
	color	.019	.210	.367	.168	.117	.423
	design	.056	.265	.388	.213	.149	.446

Regression output table showing collinearity statistics between independent variables determined by Tolerance value.

coefficients

Model	Collinearity Statistics	
	VIF	
1	(Constant)	
	Graphics	2.035
	Size	1.690
	Material	2.117
	Nutritional information	2.261
	Product information	1.824
	Color	2.365
	Design	2.243

Regression output table showing collinearity statistics between independent variables determined by values of VIF.

4.5 Findings and Discussion

4.5.1 Introduction

Fifteen structured questionnaires for the independent variables & five questionnaires for dependent variable, a total of 20 questionnaires to the above listed packaging elements as adapted by this

research data was collected from 200 respondents and was analyzed using correlation & multiple regression and the findings & discussion is presented as follows:

YAMI Mango Juice acquires the following packaging elements as shown in the figure below.



FRONTSIDE VIEW OF YAMI MANGO JUICE PACKAGING



BACKSIDE VIEW OF YAMI MANGO JUICE PACKAGING

4.5.2 Correlation

The two variables- **packaging color & consumers purchase decision** are positively correlated ($r=0.367$, $p=0.000$). There is low correlation between the variables significant at 0.01 level. Hence, Hypothesis(H1) is accepted. There is relationship between packaging color & purchase decision of consumers.

Design of wrapper & consumers purchase decision are positively correlated ($r=0.388$, $p=0.000$). There is low correlation between the variables significant at 0.01 level. Therefore, Hypothesis(H2) is accepted & there is low relationship between design of wrapper & consumers purchase decision.

The two variables, **graphics(pictorials) on packages & consumers purchase decision** are positively correlated ($r=0.263$, $p=0.000$). There is low correlation significant at the 0.01 level. Hence, Hypothesis (H3) is accepted and there is low relationship between graphics & purchase decision of consumers.

The two variables, **packaging material & consumers purchase decision** are positively correlated ($r=0.152$, $p=0.032$). There is very low/ poor correlation between the variables significant at the 0.05 level. Hence Hypothesis(H4) is accepted & there is very poor relationship between packaging material & consumers purchase decision.

The two variables, **packaging size & consumers purchase decision** are positively correlated ($r=0.442$, $p=0.000$). There is low correlation between the variables significant at the 0.01 level. Therefore, Hypothesis (H5) is accepted and there is low relationship between packaging size and consumers purchase decision.

The two variables-**product information & consumers purchase decision** are negatively correlated ($r= -0.317$, $p=0.000$). There is low correlation significant at the 0.01 level. Hence, Hypothesis(H6) is accepted & there is low relationship between product information & consumers purchase decision.

The **nutritional information & consumers purchase decision** are positively correlated ($r=0.321$, $p=0.000$). There is low correlation significant at the 0.01 level. Therefore, Hypothesis(H7) is accepted that showed there is low relationship between nutritional information & consumers purchase decision.

The correlation analysis was done to ascertain the existence of linear relationship between the independent variables & dependent variable, a stepping stone for the regression analysis which is

highly recommended to test a hypothesis having many independent variables against the dependent variable, called multiple regression.

4.5.3. Regression

H1: Packaging color has impact on consumers purchase decision.

As indicated in the above table, the p-value (0.019) is less than the threshold value of 0.05. Therefore, the alternative hypothesis, **H1 is accepted**. Hence, **packaging color has impact on consumers purchase decision** when buying Yami mango juice brand. The packaging color helps consumers differentiate their favorite brands, and for companies it helps to catch consumers' attention and interest. So, color as well as other packaging elements makes the marketing offer more eye-catching and attractive, as well as differentiating it from other products.

This finding also supports that People are living in the modern era and consumers now-a-days also possess color vocabulary and therefore they will evaluate the color of the packaging used with its link to the product, that means according to the consumers there are some colors which can be used for each product category and all the remaining colors are misfit for that particular product category, that's why color is also treated as the useful element of packaging. Moreover, color can make brand distinctive as compared to all the other competing brands, if the company became able to use color which other competing brands cannot opt easily (**Keller, 2009**)”.

H2: Design of packaging has significant impact on the buying decision of consumers.

As shown on the table the p-value (0.003) is less than the threshold value of 0.05. Therefore, the alternative hypothesis, **H2 is accepted**. Hence, **Design of packaging has significant impact on the buying decision of consumers**. This finding is in congruent with the theoretical assertion that shapes are important visual stimulus elements of marketing strategies, and they are essential features of packaging and marketing strategies (Goncalves 2008). Schrijver (2013) mentioned that the visual aesthetics of a product and its packaging are important because they are the first aspect of a product that comes in contact with the consumer. Moreover, according to Rusko, Heiniö & Korhonen (2011), package shape is also regarded as one of the most important factors in package communication. Noble & Kumar (2010), state that the design should ensure that the product arrives in good shape, in a package that the consumer finds attractive.

H3: Graphics(Pictorials) used on the package influences consumers purchase decision during the buying process.

As indicted in the table the p-value (0.211) is greater than the threshold value of 0.05. Therefore, the alternative hypothesis, **H3 is rejected. Hence, Graphics(Pictorials) used on the package fail to influence consumers purchase decision during the buying process Yami Mango Juice.** This finding don't support the theoretical foundations that graphics is not only helps marketers in making their product unique but also helps them in highlighting their brand name more effectively by maintaining its individuality and identity in shelves. (Smith and Taylor 2004) Use of graphics is helpful in value addition in the physical appearance of the brand and also improves the exterior by enhancing the quality of aesthetics. Not only graphics has the ability to produce positive impact on consumer mood and sometimes graphics matches with the unseen goals or unseen determination and hence will help marketers in enhancing the recall rate of their brands as compared to the competing ones. (Pinya, 2004)

A qualitative research conducted in the year 2013 identifies that textual elements associated with graphics are more worthwhile if they are placed on the left side of the packaging and pictorial elements will be considered worthwhile when they are placed on the right side of the packaging. (Pinya, 2004).

However, the picture of mango fruit graphics at the front & back of the packaging *Yami Mango Juice* in deep yellow color & green leaf couldn't influence respondents in their purchase decision.

H4: Quality of packaging material had significant impact on the buying decision of consumers.

As illustrated in the table the p-value (0.002) is less than the threshold value of 0.05. Therefore, the alternative hypothesis, **H4 is accepted. Hence, Quality of packaging material had significant impact on the buying decision of consumers. Therefore, consumers of Yami Mango Juice liked the plastic packaging material.** The finding of the research was supported by theoretical analysis of the packaging material.

The material used in packaging is an important element which prevents the product from any damage or loss. It is more likely that the high quality material might attract customer more than low quality material. So, packaging material has strong impact on buying behavior. According to Smith and Taylor (2004) consumers link with the packaging materials is associated by

consumers with certain essential values of the product. In addition, consumer perceptions regarding certain materials could change the perceived quality of a product (Smith and Taylor, 2004).

Hollywood et al., (2013) carried a study on milk packaging. They tried to find out the impact of the three packaging materials, glass, plastic, and cardboard. Most of respondents in that study agreed that the use of plastic containers was better than cardboard and glass packaging.

The packaging material of Yami Mango Juice is plastic bag and the respondents had no impact during purchase decision and showed rather negative effects that might had required further improvements in the packaging material.

H5: Packaging size has significant importance on the buying decision of consumers.

The table showed that the p-value (0.000) was less than the threshold value of 0.05. Therefore, the alternative hypothesis, H5 was accepted. Hence, **packaging size has significant importance on the buying decision of consumers when purchasing Yami Mango Juice.**

The theoretical analysis states that Package size/ shape are deemed to affect judgment and decision making (Silayoi and Speece, 2004). More elongated packages are regarded as larger and when these products are purchased customers experience true volume (Silayoi and Speece, 2004). Raghubir and Krishna (1999) confirm that disconfirmation of package size after consumption may not lead consumers to revise their volume judgments especially if the difference is insignificant. Different sizes appeal differently to different involvement levels. Deliya and Parmar (2012) pin point that in cases where product quality is hard to determine, packaging size has a great effect on what the customer purchases.

Different packaging sizes potentially appeal to consumers with somewhat different involvement. For example, for some low involvement food products, such as generics, low price is made possible through cost savings created by reduced packaging and promotional expenses. Since generics are usually packaged in large sizes, this directly caters to the needs of consumers from larger households, who are more likely to be specifically looking for good deals. They find the low price of the generics, in larger packaging, is an attractive offer with excellent value for money (Prendergast and Marr,1997).

H6: Product information on packages facilitates buying decision of consumers.

As indicated on the table the p-value (0.000) is less than the threshold value of 0.05. Therefore, the alternative hypothesis, **H6 was accepted**. Hence, **Product information on packages facilitated buying decision of consumers when they were buying Yami Mango Juice in Addis Ababa supermarkets.**

Silayoi and Speece (2004) state that information written on the package helps consumers in planning which product to consider for their purchasing. However, information on a package may mislead through over emphasizing there by causing confusion through giving inaccurate information. A way to reduce confusion is that consumers reduce their choice of alternatives and evaluative attributes as suggested by Deliya and Parmar (2012). However, this strategy is said to work for experienced consumers as heavy users usually do not compare to get the best brand alternatives. Hausman (2000) also states that consumers who regularly search for product information develop a bank of information for each product and this makes them to be well informed and restrict further search in their next purchase. Deliya and Parmar (2012) give a general conclusion that, consumer with low involvement usually purchase without carefully examining brand and product.

Although respondents showed that printed information on Yami Mango Juice had strong influence on their purchase decision, the impact/ effect was negative that might have been due to failure in examining the brand and its low involvement while purchasing.

H7: Nutritional information on the package has significant impact on buying decision of consumers.

As shown in the table the p-value (0.0054) was greater than the threshold value of 0.05. Therefore, the alternative hypothesis, H7 was rejected. Hence, **Nutritional information on the package failed to have significant effect on buying decision of consumers. Therefore, nutritional information on Yami Mango juice had no effect on purchase decision of respondents when buying the product in supermarkets of Addis Ababa.**

Although the research finding failed to have effect on consumers purchase decision, research conducted by Asian Food Centre in the year 2006 listed down three very important findings associated with the effect of nutritional information on packaging on consumer buying behavior:

- a) Consumers want to have nutritional information on product packaging but the level of knowledge they have about the nutritional information is very low.
- b) Consumers prefer the nutritional information which can describe the function of nutrition's on human body.
- c) The decision which is made by the consumers related with their diet is only for short term. (Josephine, 2009).

Diet and Life style of consumers are the potent factors due to which nutritional information is also treated as important part of verbal elements of packaging, study conducted in the year 2009 indicated that nutritional information must be properly indicated on packaging especially in the category of food related product as this type of information affect the food choices of the customers. (Josephine, 2009).

Further, a study conducted in the year 2009 indicated that nutritional information must be on packaging properly especially in the category of food related products as this type of information affects the type of food the consumer chooses (Josephine, 2009).

However, response from respondents showed that nutritional information on Yami Mango Juice had no significant effect on their purchase decision & the finding was contrary with the theoretical analysis & research findings in field.

The objective of this regression in this study was to find an equation that could be used to determine the effect of predictors(independent) variables on dependent variable. The specified regression equation takes the following form:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + \dots + b_nX_n, \text{ where}$$

Y=Dependent variable

a= Y intercept

b=Coefficients

X= Independent variables

Hence the regression equation for the research is:

$$Y = 3.89 + 0.069(PG) + 0.279(PS) - 0.192(PM) + 0.120(NI) - 438(PI) + 0.114(PC) + 0.161(PD), \text{ where,}$$

Y=Purchase Decision

PG=Packaging Graphics

PS=Packaging Size

PM=Packaging Material

PI= Product Information

PC= Packaging Color

PD= Packaging Design

CHAPTER FIVE

5. Conclusion & recommendation

5.1 Conclusion

According to Kotler and Keller (2009:195), it is a difficult task to discover the reasons why people buy, as they are subject to many influences. One reason is that humans are significantly influenced by their consciousness, which eventually leads to overt purchase response. However, from the obtained results of this research, empirical and theoretical findings on the impact of packaging on consumers buying decision lay down the following conclusions:

The research finding on the impact of packaging on consumers purchase decision of packaged supermarket products in Addis Ababa, on selected mango juice brands, Yami Mango Juice, among the hypothesized seven packaging elements (five from visual & two from verbal) five of them (four from visual & one from verbal), that is, packaging color, size, design of wrapper, product information showed significant impact on consumers purchase decision, whereas, graphics & nutritional information had no significance impact on consumers purchase decision of Yami mango juice. Yami Mango Juice packaging had printed information to communicate consumers: where the product was produced & packed, its expiry date, name of the manufacturer, e-mail address, website which had R list of main ingredients, instructions for usage & storage, deep yellow packaging color were among the packaging elements that were given value by the respondents.

The research finding concludes that most of the packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package. The packaging color helps consumers differentiate their favorite brands, and for companies it helps to catch consumers' attention and interest. So, color as well as other packaging elements make the marketing offer more eye-catching and attractive, as well as differentiating it from other products. In general, packaging could be treated as one of the most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and the impact they play on consumers purchase decision.

From the empirical evidence point of view, the information on packaging represents an important component and it can support marketing communication strategies of companies, establishes brand image and identity. Printed information contains all the information related to the product quality,

price, and description which help customers identify the product and facilitates the decision process during purchasing.

For the majority of consumers, Product information and packaging size were the main visual and verbal elements respectively when purchasing *Yami mango juice*.

The use of colors plays a big part in creating an aesthetic experience as they can reflect different characteristics, moods and temperaments (Wu et al, 2009). The moods associated with colors are advantageous if a brand needs a fresh beginning as a new package whose color is very different to a brand's original package color, will attract the customer's attention. This makes the product more probable for purchase than a package whose color is moderately different (Garber, Burke and Jones, 2000). Packaging could be treated as one of the most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumer's buying behavior. Previous empirical researches reveal that almost all products we buy come packaged, even apples are labeled. We use packaging to protect, contain, and identify products. Furthermore, if this is executed in a skillful way consumers often choose products based on the packaging. Packaging has become more complex and plays a big part in the brand communication process in the society. Some believe that packaging is the first and almost always the last moment of truth before a purchase is made (Capsule, 2008).

It has been estimated that 73% of purchase decisions are made at point of sale (Rettie and Brewer, 2000). Since the packaging market today is highly competitive, companies use packaging as a tool of sales promotion that often can lead to impulsive buying behavior (Kuvykaite, Dovaliene, and Navickiene, 2009). Due to packaging's central task in marketing communications, it can be considered one of the most important factors that influence a buyer's purchase decision.

Other study conducted by Wästlund , et al. (2005) has shown that 60-80% of purchasing decisions are made in-store and that 90% of consumer decisions are made just by looking at the front of the package without touching the product itself. The point-of purchase (POP) has become the playing field for packages to stand out from their competitors giving the best packaging a better competitive advantage. Thus, the question is how to design packages with better POP qualities. Underwood and Klein (2002) concluded that for decisions made at the point of purchase, packaging takes on a heightened importance relative to other communication tools because of its easy availability.

Packaging is the most important point-of-purchase merchandising tool in the marketing mix, it can also be used to communicate a brand's message and values. Not only can the product deploy countless cover messages, but the design of the package also enables the consumer to identify certain symbolic cues that differentiate the product from competitors. It is arguably said that customers, "buy the package and use the product" (Nickels and Jolson, 1977, p.14). The average time it takes for a product to be noticed on the supermarket shelf is about 1/17th of a second. A package must stand out quickly and be interesting enough for the customer to grab it and put the product in their cart.

Many research findings conclude that, a great package design should attract attention, describe the product and finally make the sale (Kotler, 2008). Therefore, it is easy to say, packaging is more than a container. The first two basic aspects of a package are that it must protect the product and it must be feasible cost-wise. After that, the package must be adaptable for the shelf space in the store. A package must be easy to handle, store and stock. Evaluating these steps, the design team can decide how to create the actual package, where practical and eye-catching solutions are ideal (Lane, 2010).

5.2 Recommendation

It is recommended by many product packaging researchers that packaging elements in general help consumers to identify the product they buy at the point of purchase such as packaging color, design, size, material, printed & information etc. For example, the printed information on Yami Mango Juice, such as expiry date, manufacturer's name, country of origin, storage & usage instructions on the package were found very important marketing communications by the respondents. Therefore, organizations should concentrate their efforts to make product packaging very attractive to customers & provide necessary information on the package to facilitate consumers purchase decision.

packaging encourages purchasing decision because it is a medium of attention, information, and aesthetics (Bech-Larsen, 1996). A package that is able to capture the customer's attention can facilitate quick, in-store decision-making (Silayoi & Speece, 2004). Overall, the results of previous research into packaging and package design suggest that packaging is an extremely influential element at the POP, with its importunate impact on customers during their purchasing-decision process (Orth & Malkewitz, 2008).

Today, packaging design has developed into a communication tool and is considered a big part of marketing. Thus, packaging designers must have complete knowledge of the interests and tastes of consumers. They need to know how the various design elements of packaging can affect consumer preferences and influence their buying decision (Dadras, 2015). The average time it takes for a product to be noticed on the supermarket shelf is about one-seventeenth of a second. Thus, it is least to say that a package must stand out quickly and be appealing enough for consumers to grab it (Kotler, 2008). A brand's personality actually comes to life as soon as a consumer picks up the product and analyzes it in the store. There must exist a strong connection between the brand and the package. It is not so much that the package has to portray the 'best' personality, but it needs to be designed in a certain way that ensures that it stays true to the brand's personality. The consumer will ultimately determine if the brand is continuing to convey their message and personality. Consistency is where strength is built (Capsule, 2008). 10, p. 476). Companies must understand what influences consumers in their consumer buying process. They must also understand what factors influence the buying behavior and what is the role of the packaging elements toward buying decision process of consumers during their purchase decision. They should conduct market research that helps companies to create the 'right' packaging for a product, as well as the packaging elements that might be of importance to consumers. According to Alvarez and Casielles (2005), organizations' intentions are developing brands in order to attract and retain the existing consumers. Consumers respond to packaging based on previous information, learned reactions and individual preferences (Aaker 2010). So, packaging elements, shapes, colors, sizes and labels might influence consumers to respond positively.

As the market becomes more competitive and shelf space is at a premium, products need to be able to stand out from the crowd and packaging needs to provide more than just functional benefits and information. Under time pressure and in low-involvement purchases, less time is spent looking at the detail and information provided on packaging.

A great package design should attract attention, describe the product and finally make the sale (Kotler, 2008). The discipline of packaging design is one of the key elements in a marketing strategy for a product and will promote, be recognized and sought out by the consumer (Ambrose and Harris, 2011). It brings the physical elements of the product together and allows for a creative construction of how a product is presented. More often than not, packaging is used to promote a

message, with the use of creative techniques that engage the consumer (Ambrose and Harris, 2011). A concise brand communication is essential in the marketing strategy, and should be incorporated in every product's packaging (Lane, 2010), as the brand is a company's most valuable asset. Consumers identify with brands that match their lifestyles and are motivated to select products that portray an appropriate image of their lives (Mininni, 2008).

The capital city Addis Ababa is in a state of:

- Increased population rate very rapidly
- The number of middle class earning urban dwellers are increasing
- Most of the residents are planning to live in condominiums that lack enough space for traditional cooking and slaughter animals in their backyards
- These scenarios led them to look for purchase of packed products from nearby kiosks, minimarkets, supermarkets and hypermarkets as well.
- Growing number of markets and product proliferation had led negative impact on consumers purchase decision
- Therefore, it is recommended that consolidated product packaging research in areas of marketing, environmental protection, health safety standards should be conducted.

References:

- Abbas, D., 2015. Impact of Shapes in Packaging Design on Consumer Behavior in the Lens of Kano's Attractive Quality Theory. *International Journal of Scientific Research and Management Studies(IJSRMS)*, Volume 2, Issue 1, p. 78-86.
- BidyutGhosh., 2016. Impact of Packaging on Consumers' Behavior: A Case Study of Mother Dairy, Kolkata. *KTTI, Journal of Management*, Vol-12(1), P. 44-51.
- Development Policy Review, 2003. *The Rise of Supermarkets in Africa: Implications for Agrifood Systems & the Rural Poor*. Michigan State University, East Lansing, Michigan, USA.
- Godwell, K., and Mike, S., 2017. The Impact of Packaging Designs on Consumer Buying Behavior of FMCG during the Hyperinflationary and After the Dollarization Era in Zimbabwe. *Asian Journal of Social Sciences and Management Studies*, Vol. 4, No. 1.
- International Food Policy Research (IFPR), 2008. *The Rise of Supermarkets and Their Development Implications*. Washington, DC 20006-1002, USA. International Food Policy Institute, Discussion Paper 00752.
- Jeffrey, S. Hess PhD., et al. 2015. The Impact of Consumer Product Package Quality on Consumption Satisfaction, Brand Perceptions. *Consumer Investment and Behavior*, Volume 6, Number 1.
- Jusuf, Z., 2015. The role and Impact of the Packaging Effect on Consumer Buying Behavior. *ECOFORUM* (volume 4, Special issue 1, P. 232-239).
- Kelly, C.V., et al. 2015. How does Packaging Influence Consumer Behavior? A Multidisciplinary Biometric Study. *International Business Research*, Vol. 8, No. 5.
- Mahera, M., et al. 2015. Impact of Product Packaging on Consumers Buying Behavior: Evidence from Karachi. *Journal of Marketing and Consumer Research*, ISSN 2422-8451, Volume 16.
- Md. Abdulah, et al. 2013. Packaging Factors Determining Consumer Buying Decision. *International Journal of Humanities and Management Sciences(IJHMS)*, Volume 1, Issue, 5.

- Mersid, P., 2014. Influence of Product Packaging on Purchase Decision. *European Journal of Social Sciences*, Vol. 3, No.3, P. 144-146.
- Misbah, E., 2015. Brand Packaging & Consumer Buying Behavior: A Case of FMCG Products. *International Journal of Scientific and Research Publications*, Volume 5, Issue 11.
- Mitul, M., & Dr. Bhaveshkumar, P., 2012. Role of packaging on consumer Buying Behavior-Patan District. *Global Journal of Management and Business Research*, Vol 12, Issue 10 version 1.0, P. 49-58.
- Muhammed, F. S., 2016. Effect of Packaging Elements on Consumer Buying Behavior: Comparative Study of Cadbury Dairy Milk & Cadbury Perk. *International Journal of Scientific and Research Publications*, Volume 6, ISSUE 4, P. 243-250.
- Olga Ampuero, Natalia Vila., 2006. Consumer Perceptions of Product Packaging. *Journal of Consumer Marketing*, Vol.23, Issue 2, pp. 100-112.
- Pinya, S., and Mark, S., 2005. The Importance of packaging Attributes: A Conjoint Analysis Approach.
Department of Packaging Technology, Faculty of Agro-Industry, Kasetsart University, Bangkok, Thailand,
AND
School of Business, Public Administration and Information Systems, University of Alaska Southeast, Juneau, Alaska, USA.
- Rizwan, R.A., et al. Impact of Product Packaging on Consumer's Buying Behavior. *European Journal of Scientific Research* 120(2): p 145-157.
- Sabeehulah, S., 2013. Role of Packaging in Consumer Buying Behavior. *International Review of Basic & Applied Sciences*, Volume 1, Issue,2, P. 36-39.
- Sadique, H., 2015. Impact of Product Packaging on Consumer Perception & Purchase Intention.
- Taiye, T. B., et al. 2015. EMPIRICAL STUDY OF PACKAGING AND ITS EFFECT ON CONSUMER PURCHASE DECISION IN A FOOD AND BEVERAGE FIRM. *European Journal of Business & Social Sciences*, Vol. 3, No. 11, P. 44-51.

- UNU-WIDER, 2015. The Expansion of Regional Supermarket Chains: Regional Growth and Development in Southern Africa: Helsinki, Finland, wider. unn. edu., Working Paper 2015/114.
- USDA Foreign Agriculture Service, 2016. Global Agricultural Information Network, Ethiopia's Grocery Sector is Rapidly Expanding: Addis Ababa, GAIN Report Number: ET1618.

Appendix

Time & Budget Schedule, Sample Proportions of Respondents (Consumers) to Marketing areas

Appendix A: Time Schedule

Serial no.	Activities	Due Date
1	Production of first draft, partial thesis proposal	Friday, November 17, 2017
2	Submission of first draft full thesis proposal to advisors	Friday, December 15, 2017 Note: Advisors providing feedback till Dec. 25, 2017.
3	Submission of final proposal to Program units	Friday, January 5, 2017.
4	Proposal Defense	January 7-12, 2018
5	Proposal Modification	Till January 20, 2018
6	Presenting the data collection instrument & full scale data collection	Till February 10, 2018.
7	Data cleaning, findings, and analysis, interpretation & discussion of results	Friday March 9, 2018. Note: Advisors finalize providing feedback till March 20, 2018.
8	Summary, Conclusion, and Recommendation, Research Limitation and areas of future research	Friday March 9, 2018. Note: Advisors finalize providing feedback till March 20, 2018.

9	Final write up & submission of final document & soft copy in CD, Two hard copies signed by advisors.	Friday April 27, 2018.
10	Thesis Defense Period	Monday May 7, 2018 & Friday May 18, 2018.
11	Submission of Final thesis booklet to Program Units	Monday June 1, 2018.

Appendix B: Budget Schedule

Research Instrument

Ser.no	ACTIVITIES	UNIT OF MEASURE	QUANTITY	UNIT COST		TO COSTTAL	
				Birr	Cents	Birr	Cents
1	Stationary materials	Pack of 400 sheets	5	400	00	2,000	00
2	Transportation cost					1,000	00
3	Computer writing, editing & binding					1000	00
4	Printing & photocopying					1000	00
5	Contingency 10%					500	00
				Grand Total		5,500	00

Appendix C: Sample Proportion of respondents (Consumers) to Marketing areas

Table-1 Distribution of supermarkets in Addis Ababa

S. No	Subcity	No. of Supermarkets	Percentage
1	Ledeta	25	2.78
2	Kirkos	143	15.89
3	Bole	263	29.20
4	Nifas Silk Lafto	104	11.56
5	Arada	81	9.00
6	AkakiKaliti	53	5.89
7	Addis Ketema	59	6.56
8	KolfeKeranyo	62	6.89
9	Yeka	61	6.78
10	Gullele	49	5.44
Total		900	100

Table-2 Major Chain of supermarkets in Addis Ababa

S.No	Company Name	Number of supermarkets within each sub-city									TOTAL
		Ledeta	Kirkos	Bole	N/L	Arada	A/kaliti	A/ketema	K/K	Yeka	
											9
1	Luna Export Kera plc			14	8	3				2	27
2	Hassen Buser Ahmed			5	8	2	2	2	2		21
3	Nurhassen Yasin Umer			12	1		2	1			16
4	Mitslal G/E Abera		5	3		6				1	15
5	Misrak Flour & Bakery Factory	2	10	1		2					15
6	Tsega Asamere & Family	6			4		3	2			15
7	Eyerusalem Asfaw Mekuria			6			8				14
8	Fam Impex Trading		2	8	2					1	13
9	Queen's supermarket		2			8				3	13
10	Fantu & Family Industry plc			5	2					5	12
11	Bekele Mola Hotels plc		4	5				2			11

12	Gate Fam PLC			6		4					10
13	Zebiba Sultan Beshir							10			10
14	Ethiopia Tourist Organization		1	2		2				4	9
15	The Tween's Supermarket	3					1	1	4		9
16	Kosmo Trading plc		8								8
17	Muamil Shifa Awel							8			8
18	Minaye plc		4	1		2		1			8
19	Electro Commercial plc		6		2						8
20	Muluka Adem Hassen			8							8
Total		11	42	76	27	29	16	17	16	16	250

Table-3 Sample Proportion of Respondents (Consumers) to selected buying locations.

Serial no.	Major Supermarket Chains	No. of outlets	Sample proportion of respondents
1	Luna Export Kera	27	18
2	Hassen Busser Ahmed	21	14
3	Nurhassen Yasin Umer	16	11
4	Misrak Flour & Bakery Factory		10
5	Mitslal G/E Abera	15	10
6	Tsega Asamere & Family	15	10

7	Eyerusalem Asfaw Mekuria	14	9
8	Fam Impex Trading	13	9
9	Queen's Supermarket	13	9
10	Fantu & Family Supermarket	12	8
11	Bekele Mola Hotels plc	11	7
12	Zebiba Sultan Beshir	10	7
13	Gate Fam plc	10	7
14	Ethiopia Tourist Organization	9	6
15	The Twin's Supermarket	9	6
16	Cosmo Trading plc	8	5
17	Minaye plc	8	5
18	Electro Commercial plc	8	5
19	Muluka Adem Hassen	8	5
20	Muamil Shifa Awel	8	5
21	Gulele subcity	30	20
22	Supermarkets without outlets	20	14
	TOTAL	300	200

QUESTIONNAIRE
AAU, SCHOOL OF COMMERCE
POST GRADUATE STUDIES

Dear Respondent,

The purpose of this questionnaire is to gather primary data about *“the impact of packaging on consumers purchase decision of packaged supermarket products in Addis Ababa, on selected mango juice brands, YAMI MANGO JUICE.”*

The information you provide will help me to better understand about packaging and will be used as an input for completing my MA in Marketing Management Thesis, in Addis Ababa University -School of Commerce. I, therefore kindly request to complete the questionnaire to the best of your purchase decision experience. The information you provide will be strictly confidential & will not be disclosed for any third party. I would like to thank for giving your precious time & effort to fill this questionnaire.

If you have any query you can contact me via mobile no.: 0911650046.

Shermeka Shebeta
(the student Researcher)

Part II: Factors of packaging that impact consumers Purchase decision.

S. No	Factors of packaging that impact consumers Purchase decision.	SDA	DA	N	A	SA
I	Visual Elements of Packaging					
1	I am loyal to my brand because of its packaging color.	1	2	3	4	5
2	Products packed with attractive color influence my purchase decision.	1	2	3	4	5
3	Packaging design is an effective tool for my purchase decision	1	2	3	4	5
4	Packaging design grabs my attention at the point of purchase.	1	2	3	4	5
5	Graphics (pictorials) inspires my interest for the product when purchasing.	1	2	3	4	5
6	Graphics on packages reminds me the exact product I intend to purchase.	1	2	3	4	5
7	. Quality packaging material retains freshness of the product & chances of damage are minimized.	1	2	3	4	5
8	Good packaging material influences my purchase decision	1	2	3	4	5
9	I usually prefer large size packaging because they offer fair price.	1	2	3	4	5
10	Large family members prefer large size packaging to match the requirement.	1	2	3	4	5
II	Verbal Elements of Packaging					
11	Clearly written expiry date on the package is important to my purchase decision.	1	2	3	4	5
12	Manufacturing date on the package reminds me of the freshness of the product	1	2	3	4	5
13	Language on the package is an important factor to my purchase decision.	1	2	3	4	5
14	When purchasing a nutritional product, I critically evaluate printed information on the package.	1	2	3	4	5
15	Nutritional information provided on the package is important to my purchase decision.	1	2	3	4	5

Part III: Factors of packaging that impact consumers Purchase decision.

Direction: Please indicate your degree of agreement/disagreement with the following statements by encircling the appropriate number. (1-Strongly disagree; 2-Disagree; 3-Neutral; 4-Agree; and 5-Strongly agree)

S. No	Measuring Items	SDA	DA	N	A	SA
III	Purchase Decision					
1	The design on packaging inspires me to my purchase decision.	1	2	3	4	5
2	My purchase decision depends on printed information on the package.	1	2	3	4	5
3	I like large size product packages because the price offered is fair	1	2	3	4	5
4	Quality packaging material influences my purchase decision.	1	2	3	4	5
5	Graphics on packages make me feel satisfied when purchasing.	1	2	3	4	5

Thank You for completely filling the questionnaire!!

