



**FACTORS AFFECTING CONSUMER PERCEPTION TOWARDS
BOTTLED WATER IN A.A. THE CASE OF AQUADDIS**

**A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES OF
ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE FOR PARTIAL
FULFILLMENT OF THE DEGREE OF MASTERS OF ARTS IN
MARKETING MANAGEMENT**

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**ADDIS ABABA UNIVERSITY
JUNE, 2019
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MARKETING MANAGEMENT PROGRAM
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SUPPORTED DISTANCE EDUCATION PROGRAM
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BOTTLED WATER IN A.A, THE CASE OF AQUADDIS
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DECLARATION

I hereby declare that this write-up is the output of my own work as a requirement on the behalf of the fulfillment of Masters of Marketing Management in Addis Ababa University College of commerce and I declare sincerely that, it is not a duplication of any previous work of any person of this institution or another. All extracts from other published materials have been duly acknowledged.

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ABSTRACT

There has been a high influx of many brands of bottled water in the Ethiopian market over the decade but a few have been competitive. This work was carried out to determine the factors that affect the perception of consumers on the performance of bottled Water Companies. The study takes both qualitative and quantitative approaches were employed. A sample size of 279 respondents was selected from different cafeterias and restaurants using a non-probability convenient sampling as it is relatively quick, convenient, and less expensive for collecting data (Sekaran and Bougie, 2009). The work was analyzed using descriptive statistics, correlation analysis and regression analysis.

The factors, brand image, taste of the bottled water, perceived price, promotional activity and packaging attribute; taken as the factors which influences the perception of the consumers'. In general all the five variables have a positive impact on consumers' perception as per the study however, Price, is the least factor to influence on customer choice of bottled water, when comparing with the remaining factors, beside this taste of the water was the strongest factor on consumer perception to choose a specific brand.

Consumer perceived price as over rating therefore taking price as one of the competitive strategy, despite of the least correlated with consumer perception, regarding handling of packaging, the shape is one of the influential attribute in consumers' perception. Consumers', the taste of bottled water also the influential factor of perceptual process for most of the respondents; The outcome of the study also registered clearly that the electronic media advertisement, influences the choice of many consumers as to what brand to purchase. This evidently applied to those who are not strictly adapted with a particular brand. A few consumers of bottle water are strong patrons of the brand; so it is a more influential on the demand side of the market. Promotional activity of AQUADDIS also used as a tool to attract the consumers, but it is not presented timely and in attractive way as most of the respondents feedback. Therefore the company has to work on the promotion intensively to be more addressable and attractively.

One of the aims of the study was to assess the effect of brand image of bottle water on customer loyalty. It was therefore realized that branding is the complex collection of everything the consumer will want in bottled water. In view of this, AQUADDIS bottle Water Company has to adopt a holistic management approach of ensuring that both the content, the packaging of their products as well as their customer service are excellently pursued. It was also revealed in the

study that consumer response or feedback after using consuming the water product is very vital to brand performance. The perception of the consumer on the brand of any product cannot be taken for granted if a company is to achieve competitiveness.

As per the finding, AQUADDIS is the second most preferable water following YES water, as both are a forerunner on packaged water industry and being a forerunner and availability also a factor for purchasing a bottle water.

Key words: AQUADDIS, Packaged water, price, taste of bottled water, promotion, packaging attribute, brand image and consumer perception.

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CHAPTER ONE: INTRODUCTION

1.1 Background of the study

Water is without any doubt an essential for human life. Rapid growth of population, limited water supply and changing in lifestyle has leveraged the consumption of bottled drinking water. Families have changed their lifestyle, preferences, and consumption of water in the past several years (Huff and Cotte, 2015). Drinking the best quality water is one of the critical issues in the world. Scarcity of the available drinking water is also a major issue in developing countries. Urbanization and different projects leads to ground water pollution which is a serious threat to human population. Therefore, people adopt different strategies to fulfill their needs on drinking water especially focusing on their health. Health concerns, individual preferences on aesthetic conditions and consumer distrust of persons responsible for the quality of public drinking water are some of the main possible reasons why certain people believe it is necessary to drink bottle water. The increase in sales of bottled water and home drinking water treatment devices shows further evidence of growing concern in bottled water market (Curry, 1988).

Bottled water industry is growing rapidly in the recent years as healthy supernumerary (Doria, 2006). Furthermore, the bottled water market is success to attract consumers to consume more bottled water (Feliciano, 2014). Since bottled water market is crowded and it is difficult to penetrate the noise and visually appeal to the consumer from the store shelves (Clement, 2007). As per the Water Resource Based View (WRBV) approach, there is increasing trend in the number of bottled water manufacturing companies in Ethiopia engaged in the production and sale of potable water in the form of packaged/bottled water for safe drinking by branding water as a commercial product through labeled plastic packages. Because of consumers' life style towards safe and quality potable water, there is increasing trend of preference of bottled water to the traditional one (tap water) in the metropolitan cities like Addis Ababa of Ethiopia with large population size and diplomatic city of Africa enhances the commercialization and profitability of water as a product in the national and international market for Ethiopian bottled water manufacturers. (Matiwos Ensermu, 2012).

The success of any product in the market depends on the demand created by the customers, which is possible through the positive mindset of the public. The positivity of the product in the

market is based on customer perception and satisfaction towards the product offered especially, when it comes to influencing consumers to purchase a product, their perception of the brand must be taken into account. Customer perception can be developed from a variety of factors, such as their own personal experience or how they have heard other people experienced the product. Perception is unique to each individual and it is not just objective reality. Different persons may have their own version of brand description based on their perception (Kumar, 2008). Deep dives into the consumer mind and psychology to determine how we choose and why we choose what we choose are popular topics of investigation (Kotler and Armstrong, 2010; Solomon et al. 2010).

A study conducted by Ferrier (2001) and Doria (2006) found that there is a relationship between bottled water consumption and perception of tap water quality including both safety and taste. The increased consumption trend of bottled water is an indication of a change in ways of life. It also indicates that the tremendous development of urbanization and the growing standard of living enables people to bring home heavy and expensive bottled water (Ferrier, 2001).

Furthermore, demographic factors such as race, income and gender have association with consumption of bottled water. In contrast, education and income were found to be inversely associated with the risk perception of drinking water (Doria, 2010).

The beverage industry works hard to market a product whose characteristics for the most part are hard to distinguish from one brand to another. However, still consumers choose one brand over another, (Fleming, 2006). Doria (2006) also points out that there are two main factors indicated by consumers to explain their use of bottled water are often odor and color and tap water health risk concerns.

To meet people needs in daily life for drinking water; many companies engaged to provide bottled drinking water. As this industry growing and there is more competition, the companies should have to know the things that influence people to buy the products of bottled drinking water. There are various types of bottled drinking water in Ethiopia market. However there has been no previous research into consumer perceptions regarding bottled water.

This paper seeks to address the factors that influence the perceptions of consumers on a specific brand.

As it is with any other consumer product, bottled water demands thorough research with respect to consumer brand perception to serve as a guide to which present and future marketing activities should follow.

1.1.1 Background of ASKU PLC

ASKU PLC Food and Beverages Group strives to become the leading Food and Beverage Company in Ethiopia by making different products the preferred people's choice. Established in 1999 by Ethiopian shareholders, ASKU PLC is a company engaged in the manufacturing sector with the aims to build a high performing organization which will play a key role in making Ethiopia a growing food and beverage exporting nation. Currently, the company is producing Bottled Water under the brand name - Aqua Addis; Carbonated Soft Drinks (CSD) in five different flavors namely RC Edge, RC Cola, RC Orange, Royal Tonic and RC Lemonade and Juices under the brand name Ethiopicana.

In addition, having been engaged in this sector for the past two decades, the Group has long learned the local and regional consumer need for high quality food and beverage products and is in the process of setting up an edible oil company under the name Yid Edible Oil Industry PLC.

In spite of these, not enough studies are conducted on what specific factors are more important on customer preference of on branded bottled water on the other. Previous studies in Ethiopia more focuses on what factors of intrinsic and extrinsic cues do leads to purchase intention of bottled water and the branding practice of some bottling companies.

However conducting a research like consumer perceptual process on selecting a specific brand will fills the gap of the study and in addition it will be an input for AQUADDIS.

1.2 Statement of the problem

Initial readings of the literature indicated that there was not enough research could be found on why consumers bought branded bottled water and their personal brand preferences. In water resource based view finding on consumer perception of bottled water preference indicates that, water package, environmental friendliness and convenience are the better attributes that appear to have been rated whereas, cleanliness and price are the least ranked attribute where the bottled water product failed to meet the expectation of the consumers in Addis Ababa.

However, other than the above factors, the author believes that there is a gap on this finding hence, packaging attribute, taste & odor, price, promotion, brand image and perceived value have their own impact to influence the consumer perception. Other researches focused on trying to determine why people bought bottled water and their purchase intention to buy one brand of bottled water over another, branding practice on package waters and influence of bottled water packaging. Within this context, the main goal of the study is to advance the current knowledge of the factors that underlie bottled water consumption in Addis Ababa, including the preference for specific bottled water (AQUADDIS).

1.3 Research question

1.3.1 Main research question

This study attempted to assess the factors to determine the perception of consumers on the preference of specific bottled water.

1.3.2 Sub research question

The study also intended to address the following sub questions:

- Do packaging attribute, taste of bottled water; promotion strategy; brand name and perceived price of bottled water affects consumer perception?
- How strong the brand of AQUADDIS is in the mind of customers' as compared to others competing spring waters?
- Which factors are perceived to be more important in consumer mind?

1.4 Objectives of the study

1.4.1 General objective

The general objective of the study is to identify the influential factors on consumers' perception of bottled water in the city of Addis Ababa.

1.4.2 The specific objectives

- To identify how packaging attributes; taste of bottled water; promotional strategy; name of bottled water and perceived price of bottled water affects on consumer perception.
- To identify how strong the brand of AQUADDIS is in the mind of its customer as compared to competing spring water.
- To suggest a good branding activity in order to build and sustain a strong brand image of customer.

1.5 Significance of the study

Undertaking this study will help to make an informed decision on the company branding activity.

In general, the main benefit that could be drawn from this study includes the following:

- This study will help to intended to close the gap on the literature of consumer perception on bottled water.
- This study has first hand benefit to AQUADDIS and others competitive spring water companies through identifying the influence of their brand and level of preference.
- This study also gives hints and information's for other researcher related consumer perception, branding and related activity.
- The study aid companies which are less competitive due to their unpopular brands in the bottled water market to keenly compete with the market leaders through effective and sustainable brand building and development strategies.
- This will help close the relative market share gap that exists between the market leader and the other brands.

1. 6 Delimitation of the study

As per the market richness of bottle water product and, the geographical limitation of this research delimited on the capital city of Ethiopia, Addis Ababa.

Due to exposure of information and globalization, people give emphasis to think of their health; moreover bottled water is perceived as healthier than tap water. Therefore, this study focuses and find out on the perception of consumers on bottle water over tap water.

After identifying the mentioned basic question, this research restricted to AQUADDIS spring water only, as the company has lots of products like, Carbonated Soft Drinks (CSD) in five different flavors namely RC Edge, RC Cola, RC Orange, Royal Tonic and RC Lemonade and Juices.

1.7 Definition of terms

Bottled water: According to Quality and Standard Authority of Ethiopia (QSAE), industrially processed and bottled water can be classified into two major groups: bottled drinking water (ES 597:2001) and mineral water (ES 621:2001). The former is further classified into carbonated “sparkling” natural water and non-carbonated “still” natural water. If water has been made after possible treatment, effervescent by addition of carbon dioxide then it is called carbonated natural water. Non-carbonated water is by nature and after possible treatment does not contain free CO₂, in excess of the amount necessary to keep dissolved the hydrogen carbonates salts that are present in the water.

Consumer perception: A motivation is influenced by his or her perception of the situation based on a perceived condition. All of us experience a stimulus by the flow of information through our five senses: sight, hearing, smell, touch, and taste. However, each of us receives, organizes and interprets this sensory information in an individual way (Philip Kotler – Gary Armstrong, 15th edition, pp 172).

Brand: according to American Marketing Association, “A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers”. Anderson and Vincz (2000) brand name is the most important aspect of packaging, serving as a unique identifier. A brand can be a name, term, design, symbol or other feature that identifier one firm’s product or service as different from all other goods and service. Kotler also defines brand is more than just a name and symbol. Brands represent consumers’ perception and feeling about a product and performance everything that the products or service means to consumer. In the final analysis, brand exists in the mind of customer. Thus the real value of a strong brand its power of capture consumer performance and loyalty. Brands varying the amount of value they have in the market place, Kotler (2006).

1.8 Organization of the paper

The research organized with five chapters: Chapter one contains the introduction part dealing with research problems, questions & objectives, significance, delimitation of the study and definition of terms.

The second chapter discusses the review of related literatures about the subject matter. Chapter three focuses on research methodologies; research approach & design, population & sample design, data type & resource, collection procedures & data analysis and followed by chapter four which is analysis of the subject matter to investigate and evaluate the problem.

And finally, chapter five contains the conclusions of the findings and forwarding recommendation.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

Introduction

This section provides the research with necessary theoretical background and discussion in order to develop valid and accurate tested hypothesis. The theory provided essentially the backbone in this thesis as it breaks down the intricate issues raised in the research question. Furthermore, it provides a wholesome understanding of the many factors that can influence the outcome of this research. The section starts by covering the main issue of consumer perception on AQUADDIS brand.

2.1 Theoretical Review

2.1.1 Consumer Behavior

According to Hoyer & MacInnis, (2010), the reflection of consumer behavior is seen on the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units. Furthermore, the amount of consumer search activity leverages as the consumer moves from a decision of few problems solving to those that involves extensive problem solving (Kotler, et al. 1999). The competition for the consumer's attention is growing more intricate and complex since consumer behavior and consumption have changed over the past decade and consequently (Ko et al. 2002; Parker, 2005; Solomon et al. 2010). Consumption has largely moved beyond focusing on the first two stages of Maslow's hierarchy of needs. They are no longer motivated by biological, physiological and safety needs (Kim et al., 2002). In other words, the consumer will not by just any type of food because of hunger rather they will purchase something that is enjoyable or perhaps provides them with certain nutritional benefits if they have the choice. Moreover, a thirsty consumer would buy a bottle of water fundamentally based on level one. However, and more importantly, given the choice between different water bottles the consumers will select the one that is most perceived appealing. The appeal might for instance be in terms of price, flavor, function, brand, country of origin, or bottle design.

Hence, consumers are perhaps more focused on belonging and esteem needs through than biological and safety.

2.1.2 Consumer perception

"To perceive means to immobilize... we seize, in the act of perception, something which outruns perception itself." - Henri L. Bergson.

"If the doors of perception were cleansed everything would appear to man as it is, infinite. For man has closed himself up, till he sees all things thru chinks of his cavern". - William Blake.

"Nothing exists until or unless it is observed. An artist is making something exist by observing it. And his hope for other people is that they will also make it exist by observing it. I call it creative observation, creative viewing". - William S. Burroughs.

Perception is the spontaneous association which brands, human beings and companies trigger when individuals encounter specific images related to them. Perception is unique to each individual and it is not just objective reality. Different persons may have their own version of brand description based on their perception (Kumar, 2008).

Perception is a process whereby stimuli are received and interpreted by the individual and translated into a response (output). Perception begins when stimuli are detected by the five senses; the result of this detection is referred to as sensation. Perception begins when patterns of energy known as stimulus inputs reach the sensory receptors. Each receptor then transform the energy so that it is received by the brain in the form of nerve impulses resulting in sensations of sight, hearing, smell, touch and taste (Engel,Kollat,Blackwell,1968). Human personality perceptions are the basis of individual's behavior, attitudes and beliefs, physical characteristics and demographic characteristics.

2.1.3 Purchase Intention

Purchase intention is one of the important factors that predict how consumer will behave (Fishbein & Ajzen, 1975). It is an indicator of the possibility of purchase decision and the willingness to search, evaluate the available options (Schiffman & Kanuk, 2000). To address the mental reasoning which enhances the purchase decision studies found that the perceived value is a good sign used by consumers to influence their intention to purchase to solve the problem of incomplete information (Nam et al., 2017). Furthermore, if consumers perceive the expected value of a product they are be more likely to purchase it (Chen et al., 2017; Monroe and Krishnan (1985).

2.1.4 Brand Image

Brands are arguably one of the major symbols of postmodern societies and economies. They are present in our everyday life and penetrate, and influence several of its spheres: economic, social, cultural, sports, even religious (Kapferer, 2008).

The American Marketing Association (AMA) defines brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”. Van Gelder (2003: 16) highlights its managerial impact: “a brand is the translation of the business strategy into a consumer experience that brings about specific consumer behaviour”. From another perspective, it is a direct consequence of market segmentation and product differentiation, while in the mind of consumers it is a trigger with the power to influence purchasing behaviour (Kapferer, 2008). Thus regardless of the definition proposed, it is consensual that it is possible to identify numerous advantages in building a strong brand. From the point of view of consumers, it is an instrumental variable of consumer behaviour, that functions as a risk reducer and a shortcut device which simplifies product choice (Keller and Lehmann, 2006; Ambroise and Valette-Florence, 2010). While for organizations, it is an essential element to identify and differentiate products or services, a vehicle to communicate with current and potential customers, a legal protection of unique features, and a valuable intangible asset which enhances earnings and the financial value of firms. Consequently, it has a significant impact on the long-term sustainability of a company (Keller, 2003b; Keller and Lehmann, 2006; Ambroise and Valette-Florence, 2010; Dolatabadi, Kazemi and Rad, 2012; Kotler and Keller, 2012).

In spite of companies’ efforts to create brands through marketing programs, ultimately, a brand is something that resides in the minds of consumers (e.g. Keller, 1993; Fournier, 1998; Kotler and Keller, 2012). For them, a brand represents a sum of attributes, benefits, beliefs and values, aggregated by past experiences, associations, and future expectations (Kotler and Pfoertsch, 2006) and therefore, the same brand can have different meanings for different people (De Chernatony and McDonald, 2006).

Image is a form of belief held by consumers for the goods to be bought (Lau & Phau, 2007). Brand Image is the consumer perception and beliefs about a specific product (Lau & Phau, 2007; Rubio et al., 2014). It is embedded in the memory of consumers and will be reflected in consumer’s buying behavior (Diallo et al., 2013).

Diallo et al. (2013) puts brand image as consumer understanding based on the type of a particular brand. When it is increasingly embedded in the memory of consumers, a brand will become more close to the consumer's choice. Therefore, a good brand image should be introduced to consumers continuously so as to form a memory attached to them (Lau & Phau, 2007).

The emerging brand impression in consumer's memory increases along with the increasing number of consumers to experience the brand (Rubio et al., 2014). Furthermore, when brand association is interconnected strongly, the brand image that is formed will also become more powerful (Lau & Phau, 2007).

On the other hand, brand image refers to the ideas, feelings, and attitudes that consumers create about a brand (Maurya and Mishra, 2012) as a result of their interpretation of a brand's identity (Geuens, Weijters and Wulf, 2009), and is therefore an individual and subjective mental representation (Davies, Chun, Da Silva, and Roper, 2001; Geuens, Weijters and Wulf, 2009).

2.2 Empirical literature

2.2.1 Factors influencing brand perception of a product

2.2.1.1 The brand image and consumer perception

The company's brand name is a fundamental indicator of the success of the water processing companies. Brand image is a set of human characteristics associated with a brand. According to Keller, a brand name sometimes captures the central theme or key association of a product in a very condensed and reasonable manner therefore it is a very significant choice (Keller 1993). Some authors (Aker 1991; Keller 1993) argue that there is an association of both user imagery and psychological benefits with a brand image and that is an important component of brand equity. Many consumer researchers (Escalas & Bettman 2003; Setterlund & M.Niedenthal 1993) have found that people choose situations including products and brands by imagining the prototypical users for each item in the choice set and choosing the item that maximizes their similarity to a desired prototypical user. Furthermore, research has indicated that brand is in fact the strongest cue of influencing consumers' perception of quality (Dodds et al. 1991; Gabrielsen, et al. 2008). Yet, it is also known that the extent of a brand's strength in inducing the consumer will to a large extent vary with product category (Dodds et al. 1991).

H1: Brand image of bottled water positively influence consumer perception

2.2.1.2 Taste and consumer perception

Another important factor for bottled water is its taste; many people prefer bottled water simply because of its taste and odor (Foote 2011). Bottled water, packed in a dedicated source or plant, may have a more consistent taste than tap water, which comes from surface sources and must travel through pipes to reach homes (EPA 2005). Brand loyalty is very high as all the products differ in taste. So they can buy product which is on the shelf. Taste is a pivotal variable that goes into a substance that is orally consumed. Quality water should be devoid of any unfavorable taste. The better the taste has better the quality of water (Eric Kwabena Osei, 2015). Therefore, the perception of water quality is an important factor when choosing the bottled water to drink.

H2: Taste of bottled water positively influence consumer perception

2.2.1.3 Packaging and consumer perception

Another factor noted by several authors is the packaging of the product, with its different functionalities to ease and to communicate with consumers. There is no doubt about increasing importance of packaging as a strategic tool to attract consumers' attention and their perception of the product quality (Deliya & Parmar 2012). Furthermore according to Vieira, (Vieira 2015) packaging materials and shapes are found to attract attention; particularly when consumers are not very familiar with the brands, pictures on packages are emphasized to attract attention.

Authors like Silayoi and Speece (Silayoi 2007) argue that packaging innovations should be designed in such a way that the product can be handled without damaging the quality of the contents. Agariya, Johari, Sharma, Chandraul, & Singh (2012), support this idea and define packaging as a container for a product- encompassing the physical appearance of the container and including the design, color, shape, labeling and material used; besides, Deliya & Parmar (2012) add that packaging should be designed to promote product sales and if packaging meets a consumer need, such as portion control, recyclability; tamper proofing, child-proofing, easy-open, easy-store, easy-carry and non-breakability, innovative packaging may add value to the product. As argued by (Nikitaeva 2012), in today's highly competitive business environment, an attractive, valuable package may be the last chance for the seller to influence the buyers' purchasing decisions.

H3: Bottled water packaging has a positive influence on consumer perception.

2.2.1.4 Promotion and consumer perception

Research on price and promotion has shown that product and package appearance will influence the decision process when buying FMCG such as bottled water (Schoormans and Robben, 1996). Advertising is also an important marketing element in the bottled water industry and everyone should realize the role that advertising plays in modern life (Kotler 2012). In today's dynamic world, it is almost impossible for advertisers to deliver an advertising message and information to buyers without the use of advertising. Certainly, this may be because of the globalization and accessibility of hundreds of channels for the viewers of this modern era. Today, people mostly rely on advertisements rather than other sources (Zhang 2015). Creating a marketing message of a brand promotion would be more likely able to attract the attention and, thus, trust of the target market on that brand (Marketeers Editor, 2012).

H4: Promotional activities of bottled water positively influence consumer perception.

2.2.1.5 Perceived price and consumer perception

The influence of the price factor on the customer's choice of bottled water brand is the key rational factor influencing the brand choice and building trust in customers through fair pricing has a positive long-term effect. In fact, for some customers, the price is the main factor when choosing the bottled water brand. For most, however, there is a direct trade-off between price and quality. According to Mullarkey (2001), if the brand is of sufficient quality, customers will pay a higher price, some customers' sense value if the price is low, whereas others perceive value if there is a balance between quality and price. Moreover, According to Du Plessis & Rousseau, (2007); Monroe, (2012) consumers evaluate the price with the expected value from the product to enhance the intention to purchasing decision process (Du Plessis & Rousseau, 2007; Monroe, 2012). The level of the perceived price is varying between customers because it based on social and economic factors (Maxwell, 1995).

H5: The Perceived price of bottled water positively influence on consumer perception.

2.2.1.6 Perceived value

The ultimate goal of each activity is to gain a value, in business language value a collection of benefits of a product at the certain point of time according to available information, thus the consistency of product attributes/characteristics will enhance the customer values (Blythe, 2013). Perceived value is the consumer's overall assessment of the utility of a product (or service) based

on perceptions of what is received and what is given (Zeithaml, 1988). Dodds and Monroe (1985) pointed that the perceived value is highly important in consumers' purchasing decision. Therefore, for each individual consumer the level of perception of the advantages and disadvantages for the product is vary and influence the purchasing decision (Oluwafemi and Dastane, 2017). To marketers and marketing scholars, perceived value is significant primarily because it has the power to alter the direction (satisfied/dissatisfied) and the degree or intensity of satisfaction/dissatisfaction experienced (Spreng, Harell, Mackoy1995). From behavioral perspective, experience and learning can change consumers' behavior.

2.2.1.7 Consumer perception

Marketing stimuli that influence consumer's perception such as nature of the product, physical attributes, the package design, the advertisements and commercial (including copy claims, choice and sex of model, positioning of model, size of the print advertisement, position of the advertisements, typography, symbolic representation), use of color and the editorial environment (Keachie and Doyle, 1966).

Motive is a tendency to think and behave so as to attain a favored or positive generic goal. Motives influence perception (Atkinson and Walker, 1956). People tend to perceive the things they need or want.

As constant exposure to stimulus induces a level of adaptation, at times novelty and contrast finds widespread use in advertising to make a message stand out from those of its competitors. Research on increasing the size has revealed that doubling the size of the print advertising or poster does not double the attention attracting power of the advertisement (Barton 1964).

Visual impressions can be retained in the memory of consumer and these results in greater message recall by the individual (Engel, Wales and Warshaw, 1967). Colors can also be used to create moods and emotions amongst consumers. Package designers are aware that an average package on the super market shelf has about 1/10 the of a second to make an impression on the consumer thus every aspect of package ,the name ,shape, color, label and copy and material provide sufficient sensory stimulation to be noticed and remembered by the consumer.

Marketers through marketing research determines what consumers consider to be ideal attributes of the product category or what consumers perceive their needs to be in relation to the product category. The marketer can then segment the market on the basis of those needs and vary the

product advertising so that consumers in each segment will perceive the product as meeting their own special needs, wants and interests.

The most effective branding entails a memorable name and a ubiquitous slogan combined with an instantly recognizable and unique logo. It recommended a simple and straight forward logo or potentially, an elaborate design of a simple idea, such as a silhouette of a person or an object. It further identified the brand name as another crucial element of branding which should be both simply memorable and is particular to a firm or product (Beyond Marketing Thought, 2007).

If the brand is of sufficient quality, customers will pay a higher price, some customers' sense value if the price is low, whereas others perceive value if there is a balance between quality and price Mullarkey (2001).

2.3 Conceptual Framework

The black box model shows the interaction of stimuli, consumer characteristics, and decision process and consumer responses. The black box model considers the buyers response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognized the problem. However, in reality many decisions are not made in awareness of a determined problem by the consumer.

Inferring the black box model, the following conceptual frame work is developed.

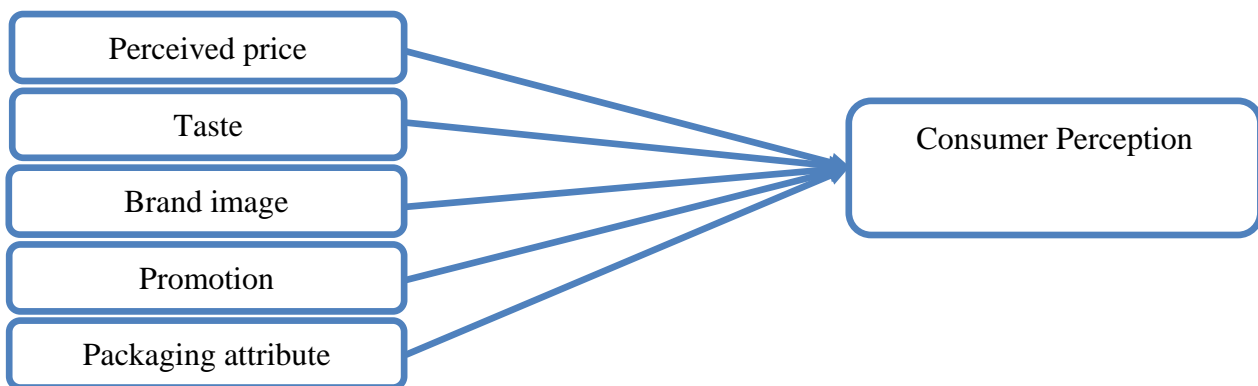


Fig 2.1: A conceptual frame work adapted for this research based on black box model

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Approach and design

As Creswell (2003) explains that in quantitative studies, one uses theory deductively and places it toward the beginning of the plan for a study. With the objective of testing or verifying a theory rather than developing it, the researcher advances a theory, collects data to test it, and reflects on the confirmation or disconfirmation of the theory by the results.

Therefore quantitative study is selected to do this study as to gather as many responses as possible from bottled water drinkers to answer the research questionnaire and it is more appropriate for large scale issues and cost effective.

The main purpose of this study to identify the main factors that consumer perceived more towards AQUADDIS bottled water on their mind.

The study employed a descriptive method research design which embodied both qualitative and quantitative phases. The quantitative phase took care of the survey by administering of questionnaires as data collection technique to collect some numeric values. The qualitative phase which is an interpretive philosophy adopted a case study approach to determine some findings from subjective issues bothering on the study.

3.2. Population and Sample design

3.2.1. Sample technique

The target population included all packaged water users specifically located from respondents of Addis Ababa. The sample focuses on respondents from specific cafeterias with a technique used non probability convenient sampling, as it is relatively quick, convenient, and less expensive for collecting data (Sekaran and Bougie, 2009).

3.2.2. Sample size

Regarding the size of the sample (Tabachnick & Fidell 2007), advise that 50 cases are very poor, 100 is poor, 200 is fair, 300 is good, 500 is very good and 1 000 or more is excellent. Therefore 500 questionnaires are selected to have a convenient data. Therefore, the sample size for the study is assigned to be 279.

3.3. Data Collection Procedures

For collecting the data, all the 279 questionnaires distributed manually, where a print form handed over to a respondent to be completed and the questionnaire is self-administered. The study used primary data obtained through the questionnaire and it is designed for selected Addis Ababa residents about bottled water usage as their drinking life style. Its reliability was piloted in one cafeteria before using the questionnaire. First permissions received from the concerned owners or managers before distributed to the selected respondents.

The questionnaire divided in to three parts: Part one inquires about Socio – economic status of the respondents and part two addresses users’ perception on their agreement on the bottled water & usage profile of the respondents of packaged drinking water followed by part three, which addresses questions related to satisfaction of consumers towards AQUADDIS drinking water.

3.4 Data Analysis

The data collected being analyzed and interpreted by using both qualitative and quantitative techniques in order to produce the study’s main research questions and objectives. The data collected from the questionnaires is summarized and analyzed by using SPSS (version 25.0). Frequencies and descriptive statistics were carried out to summarize main data of respondents to get an overview and to conduct further analysis. Regression analysis and correlative statistics were carried out among dependent and independent variables to identify the significance.

After the execution of the analysis, to decide about whether we should keep all the variables in our model or eliminate any, first we have studied the variables to identify the ones that are poorly correlated with all the other variables.

The correlation coefficient takes values from -1.00 to 1.00 and calculates whether there is a relationship between variables and what level (refer Table).

3.4.1. Validity and Reliability Tests

The reliability test shows that the smallest Cronbach alpha value is 0.688, while the highest value is 0.879. Referring to the stipulation that the value of Cronbach alpha should be higher than 0.60, it can be concluded that all concepts of the measurement of each variable of the questionnaire are

reliable. Therefore, the items in each of the variable concepts were declared feasible and could be used as a measuring instrument.

Table 3.1: Cronbach's alpha coefficient of the independent variables

No.	Variables	Cronbach's alpha coefficient	No. of items
1	Brand image	0.857	3
2	Taste of the water	0.692	3
3	Packaging	0.688	2
4	Promotion	0.879	3
5	Perceived price	0.708	3

Source: questionnaire 2019

The general Cronbach's analysis of all the dependent and independent variables is:

Table 3.2: general cronbach's analysis

Cronbach's Alpha	N of Items
0.862	14

Source: questionnaire 2019

Therefore, the reliability is as acceptable as it approaches one (0.862).

In order to get the validity (content & face) of this research a pilot questionnaire were checked and again distributed to some respondent then the questionnaire is redesigned relying with their feedbacks the research questionnaires were declared valid.

Therefore, they were considered to be able to express something measured by the research questionnaires.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter presents results of the study and provides descriptive analysis, correlation and multiple regressions of the findings.

The findings of the study are measured against the objectives and questions of the study. The demographic of results are represented in frequency tables and chart interpreted. Pearson correlation and multiple regressions analysis applied in the analyses of the key determinants of the objectives. The Response rate is 92.11 %, which are 257 from total of 279 respondents.

4.2 Consumers of Bottled Water

4.2.1 Demography of the respondent

From the 257 respondents 161 were males which comprises 63.4 percent and female respondents were 93 which covers the remaining 36.6 percent; regarding age category, the main respondents, which is 127 are from 25 to 45 age groups followed by the age group from 18 to 25, which has 109 respondents, 13 respondents are included in the third age group which is from 45 to 65 and finally only 03 respondents are above 65.

The literacy of the respondents are mainly laying on diploma or certificate and bachelor degree holders with each covers the same 31.3 percents then less than grade 12 covers 21.7 percent, 14.9 percent are masters degree holders and 0.8 percent of PhD holders. Regarding the occupation, the main participants are professionals which are 94, private and government employees incorporate 79 followed by students, 60 with 13 unemployed and 2 retired.

Purchasing habit

Table 4.1: purchasing habit of the respondents

No.	Purchasing amount	Frequency	Valid percent
1	One bottle per day	147	57.9
2	Two bottles per day	32	12.6
3	More than Three bottles per day	10	3.9
4	Sometimes	36	14
5	Others	29	11.6

Source: questionnaire (2019)

From the table we can conclude that, purchasing one bottle per day takes the lion share of the respondents buying habit (57.9%), followed by purchasing sometimes (14%) and two bottles per day (12.6%). From the total respondents 161 mainly purchased their bottled water from kiosks, 76 are from cafeteria, 14 getting from distributors and 05 from gym centers. The amount of water purchased at a time, two liter is a dominantly chosen by the respondents with 39.2 percent followed by 28.6 percent of one liter users, half liter users incorporates a percentage of 17.3 and 14.9 percent of the respondent not bothered with the amount of water.

Factors for purchasing bottled water

Table 4.2: Applicable factors for purchasing bottled water

No.	Variables	Frequency	Valid percent
1	Taste	125	50.4
2	Brand image	31	12.5
3	Health concerns	23	8.9
4	Price	19	7.7
5	Availability and/or not getting tap water	18	7
6	Promotion	14	5.6
7	Packaging	13	5.2
8	Others	7	2.7

Source: Questionnaire (2019)

As per the table, the factors for purchasing bottled water are revealed as taste of bottled water is the primary concern of the consumers followed by brand image and health concerns.

Bottled water information

Table 4.3: getting bottled water information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisement	175	68.1	69.4	69.4
	Sales staff	27	10.5	10.7	80.2
	Colleagues & friends	33	12.8	13.1	93.3
	Other	17	6.6	6.7	100.0
	Total	252	98.1	100.0	
Missing	System	5	1.9		
Total		257	100.0		

Source: from questionnaire (2019)

Therefore as per the above table the survey told us, advertisement plays a key role for addressing the information to the respondents through the media.

Dominant bottled water brand

Table 4.4: dominant bottled water brand

		Frequency	Percent	Valid %	Cumulative %
Valid	AQUADDIS	65	25.3	25.4	25.4
	YES	81	31.5	31.6	57.0
	AQUASAFE	20	7.8	7.8	64.8
	ADEN	14	5.4	5.5	70.3
	FIKIR	48	18.7	18.8	89.1
	ABYSSINIA	10	3.9	3.9	93.0
	OTHERS	18	7.0	7.0	100.0
	Total	256	99.6	100.0	
Missing	System	1	.4		
Total		257	100.0		

Source: Questionnaire (2019)

The table told us AQUADDIS is the second most preferable bottle water with 25.4% share following YES brand water (31.6%), as per the finding taste, loyal for one brand, ease of availability are the most influential factors to prefer a specific brand where as packaging, promotional activity and perceived price are the least factors that respondents reacted.

Reason for choosing a specific brand

Table 4.5: reason for choosing a specific brand

		Frequency	Percent	Valid %	Cumulative %
Valid	Taste	158	61.5	62.5	62.5
	loyal for one brand	40	15.6	15.8	78.3
	Ease of availability	27	10.5	10.7	89
	Packaging	15	5.8	5.9	94.9
	Promotional activity	10	3.9	4.0	98.8
	Perceived price	3	1.2	1.2	100
	Total	253	98.4	100.0	
Missing	System	4	1.6		
Total		257	100.0		

Source: Questionnaire (2019)

Taste of specific bottled water is the dominant factor for choosing a specific brand followed by brand image and ease of availability.

Factors for perceived quality

Table 4.6: Factors perceived as quality

		Frequency	Percent	Valid %	Cumulative %
Valid	Brand image	65	25.3	25.9	25.9
	Taste	130	50.6	51.8	77.7
	Perceived price	25	9.7	10.0	87.6
	Attractiveness	15	5.8	6.0	93.6
	Promotion	16	6.2	6.4	100.0
	Total	251	97.7	100.0	
Missing	System	6	2.3		
Total		257	100.0		

Source: Questionnaire (2019)

Again taste is perceived as quality of bottled water; brand image and price also have their own impact on the consumers mind as it is perceived as quality.

Assurance of quality of bottled water

Table 4.7: Assurance of the quality of bottle water

		Frequency	Percent	Valid %	Cumulative %
Valid	Try different bottles until I find the best one	67	26.1	27.0	27.0
	Look for a familiar brand	107	41.6	43.1	70.2
	Look for minerals & ingredients on the label	52	20.2	21.0	91.1
	I think most package waters have better quality	22	8.6	8.9	100.0
	Total	248	96.5	100.0	
Missing	System	9	3.5		
Total		257	100.0		

Source: Questionnaire (2019)

Most of the respondents' perceived taste of water is better associated with quality however they mostly rely on a specific brand to assure it and then on the second level, they try different brand until they find the best one followed look for minerals & ingredients.

Comparison of AQUADDIS taste with tap water

Table 4.8: comparison of taste of tap water with AQUADDIS bottled water

	N	Mean	Std. Deviation
Comparison of AQUADDIS bottled water with domestic tap water	247	4.02	.876

Source: Questionnaire (2019)

This question is designed with a five likert scale; the mean score is 4.02, which indicates most of the respondents have a better perception over tap water regarding taste.

AQUADDIS preference over others

Table 4.9: Selection of AQUADDIS brand over others

		Frequency	Percent	Valid %	Cumulative %
Valid	Yes	131	51.0	52.0	52.0
	No	121	47.1	48.0	100.0
	Total	252	98.1	100.0	
Missing	System	5	1.9		
Total		257	100.0		

Source: questionnaire (2019)

Reason for choosing AQUADDIS

Table 4.10: reason for choosing AQUADDIS

		Frequency	Percent	Valid %	Cumulative %
Valid	Brand name	29	11.3	22.1	22.1
	Perceived price	9	3.5	6.9	29.0
	Packaging	5	2.0	3.8	32.8
	Taste	73	28.4	55.7	88.5
	Its promotion	15	5.8	11.5	100.0
	Total	131	51.0	100.0	
Missing	System	126	49.0		
Total		257	100.0		

Source: questionnaire (2019)

The same as others brand, AQUADDIS also preferable mostly with its taste (55.7%) followed by its brand image (22.1%).

4.3 Result

The survey was carried out in different cafeterias, restaurants and colleges in Addis Ababa. Out of the distributed questionnaire, 92.44 % (257) of the respondents filled in the questionnaire properly. These were used for data analysis and interpretation. The remaining 7.55 % (21) of the questionnaire not properly filled.

Table 4.11: the mean value of independent variables consumer perception towards AQUADDIS bottled water

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived price	250	1	5	2.55	.736
Promotion	249	1	5	2.88	.972
Packaging attribute	249	1	5	3.39	.896
Taste	247	1	5	3.68	.744
Brand image	250	1	5	3.05	.971
Valid N (list wise)	242				

Source: Questionnaire (2019)

The 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. The minimum value is 1 while the maximum value is 5. The mean value indicates the central tendency of the ideas. From the above information, the mean value of taste, brand image and packaging attribute are perceived better with a central tendency of 3.68, 3.05 and 3.39 with a deviation of 0.744, 0.971 & 0.896 respectively. Whereas the mean value of perceived price and promotion are 2.55 & 2.88 and the standard deviation are 0.736 & 0.972 respectively.

4.3.1 Hypothesis Testing

To test the hypothesis, multiple regression analysis used. Multiple regressions are a statistical tool used to derive the value of a criterion from several other independent variables. It is the simultaneous combination of multiple factors to assess how and to what extent they affect a certain outcome (Maholtra, 2012).

4.3.1.1. Correlation analysis

1. Brand Image

Table of correlation analysis of brand image with consumer perception

		Consumer perception	Brand image
Consumer perception	Pearson Correlation	1	.735**
	Sig. (2-tailed)		0.000
	N	253	250
Brand personality	Pearson Correlation	.735**	1
	Sig. (2-tailed)	0.000	
	N	250	250

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

Table 4.12: correlation between consumer perception & brand image

Table 4.12 presents the table of correlations where the two variables - consumers' purchase perception and brand image are positively correlated ($r= 0.735$, $p = .000$). There is a strong relation between these two variables, which is significant.

2. Taste

Correlation table between consumer perception and taste of bottled water

		Consumers' perception	Taste
Consumer perception	Pearson Correlation	1	.695**
	Sig. (2-tailed)		0.000
	N	253	247
Taste	Pearson Correlation	.695**	1
	Sig. (2-tailed)	0.000	
	N	247	247

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

Table 4.13: correlation between taste of bottled water & consumers' perception

The above table presents the table of correlations where the two variables - consumers' perception and taste of bottled water are positively correlated with ($r= 0.695$, $p = .000$) value. There is a moderate and significant relation between these two variables.

3. Packaging

Table of correlation between consumer perception and packaging attribute

		Consumer perception	Packaging attribute
Consumer perception	Pearson Correlation	1	.655**
	Sig. (2-tailed)		0.000
	N	253	249
Packaging attribute	Pearson Correlation	.655**	1
	Sig. (2-tailed)	0.000	
	N	249	249

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

Table 4.13: correlation between packaging attribute & consumers' perception

The above table presents the table of correlations between consumers' perception and packaging attribute and they are positively correlated with ($r= 0.655$, $p = .000$) value. There is a moderate and significant relation between these two variables.

4. Promotion

Table of correlation between consumer perception and promotion

		Consumer perception	Promotion
Consumer perception	Pearson Correlation	1	.698**
	Sig. (2-tailed)		0.000
	N	253	249
Promotion	Pearson Correlation	.698**	1
	Sig. (2-tailed)	0.000	
	N	249	249

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

Table 4.14: correlation between taste of bottled water & consumers' perception

The above table presents the table of correlations where the two variables - consumers' perception and promotional activities are positively correlated with ($r= 0.698$, $p = .000$) value. There is a moderate and significant relation between these two variables.

5. Perceived price

Table of correlation between consumer perception and perceived price

		perceived price	Consumer perception1
perceived price	Pearson Correlation	1	.540**
	Sig. (2-tailed)		0.000
	N	250	250
Consumer perception1	Pearson Correlation	0.540**	1
	Sig. (2-tailed)	0.000	
	N	250	253

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

Table 4.15: correlation between consumer perception and perceived price

The above table presents the table of correlations where the two variables - consumers' perception and promotional activities are positively correlated with ($r= 0.540$, $p = .000$) value. That is the least correlated value from all the variables besides this there is a moderate and significant relation between these two variables.

4.3.1.2. Regression Analysis

This study examines six variables; one is dependent variable, consumer perception and five others are independent variables, namely perceived price, packaging attribute, taste, brand image, and promotion. Based on this variability, multiple regression data analysis method is a suitable method to examine the simultaneous combination of five independent factors in order to identify their influence on the dependent variable.

Table 4.16: Model summary of regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.934 ^a	0.873	0.870	0.263

a. Predictors: (Constant), Brand image, perceived price, Promotion, Packaging attribute, Taste

Source: questionnaire (2019)

As shown on the above model summary table, the amount of R^2 is 0.873, this means that 87.3% of the total variation in consumer perception can be explained by the linear relationship with perceived price, taste, packaging attribute, promotion & Brand image, while the remaining 12.7% is rendered inconclusive. Further, there is a strong association between the dependent & independent variables.

Table 4.17: ANOVA

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	111.995	5	22.399	324.677	.000 ^b
	Residual	16.281	236	.069		
	Total	128.276	241			

a. Dependent Variable: Consumer perception

b. Predictors: (Constant), Brand image, perceived price, Promotion, Packaging attribute, Taste

Source: questionnaire (2019)

The F-ratio represents the ratio of the improvements in prediction that results from using predictor which fit the model. As indicated in the table above, F is 324.677, which is significant at $P < 0.001$. This result tells us that there is less than a 0.1% chance that an F-ratio becomes larger. Therefore, we can say that the regression model result is significant.

In other words, all the five independent variables altogether influenced significantly the consumer perception.

Table 4.18: regression coefficient

Coefficients^a

Model		Un standardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.262	0.098		-2.672	0.008		
	Brand image	0.246	0.024	0.324	10.190	0.000	0.531	1.884
	Taste	0.175	0.032	0.177	5.482	0.000	0.515	1.941
	Packaging attribute	0.212	0.022	0.259	9.611	0.000	0.743	1.346
	Promotion	0.268	0.020	0.357	13.558	0.000	0.777	1.287
	perceived price	0.201	0.026	0.199	7.879	0.000	0.847	1.181

a. Dependent Variable: Consumer perception
Source: questionnaire (2019)

From the coefficient table we can conclude that:

$$A (\text{consumer perception}) = C + C1*B1 + C2*B2 + C3*B3 + C4*B4 + C5*B5$$

$$A (\text{consumer perception}) = -0.262 + 0.246*B1 + 0.175*B2 + 0.212*B3 + 0.268*B4 + 0.201*B5$$

Where: B1 = brand image, B2= taste, B3= packaging, B4= promotion, B5= perceived price

1. Impact of brand image on consumer perception

Regression result: $\beta_b = 0.246$ and

$$\delta = 0.000 (<0.05) \text{ and}$$

From correlation: $p = 0.735$, approaches to 1

$$\delta = 0.000$$

We conclude that, the hypothesis (H1): brand personality has a positive influence on consumer perception is acceptable.

2. Impact of bottled water taste on consumer perception

The beta coefficient of taste as drawn from the above table is 0.175 and its value of significance is 0.000, distinctively lower than 0.05, suggested that taste of water is significantly and positively

affected the consumer perception. Therefore, the hypothesis Taste of the bottled water positively influence consumer perception is accepted.

3. Impact of Packaging attribute on consumer perception

The table shows that the significance value is 0.000, with Beta Coefficient of 0.212. The significance value of this variable is clearly lower than 0.05, similarly as the relationship of two previous independent to the dependent variables, Packaging attribute also asserted a significant and positive influence on purchase decisions. Therefore, Bottled water packaging has a positive influence on consumer perception.

4. Impact of Promotion on consumer perception

For this variable, the significance value is 0.000, with the Beta Coefficient of 0.268. The significance value is 0.000, distinctively lower than 0.05, postulate that brand loyalty significantly and positively affected purchase decisions. Therefore, the hypothesis promotion positively influences consumer perception is accepted.

5. Impact of perceived price on consumer perception

The Beta Coefficient is 0.283. The significance value of this variable towards the dependent variable is 0.000; lower than 0.05, this means that perceived price significantly influenced and positively affected consumer perception. Thus, perceived price have significant impact on consumer perception is accepted hypothesis.

From all the results drawn above, it can be concluded that the hypothesis drawn initially (brand image, Taste of the bottled water, Packaging attribute, promotion, and perceived price have a positive influence on consumer perception) is accepted.

4.4 Limitation of the study

The delimitation of the study: it is conducted only in Addis Ababa city of and it is specifically focused to AQUADDIS brand. The sample is only focused on primary data with 257 sample size moreover the variables tried to see in this research is limited on taste, brand image, perceived price, packaging attribute and promotional activities.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

This study has been made to find out the consumers' perception on packaged drinking water specifically AQUADDIS brand at the capital city of Addis Ababa. The various factors which influence the purchase decisions are taste, packaging of product, promotional activities, perceived price and brand reputation. Consumer's perception and the researcher's suggestions may be considered in practice for the development of AQUADDIS packaged drinking water and also to ensure customer satisfaction.

5.1. Conclusion

Based on the respondents opinion whether bottled water commercialization in Addis Ababa the following conclusions are drawn.

All the five independent variables; brand image, taste of the bottled water, packaging attribute, promotion and price have a positive influence on consumer perception as per the regression finding. Moreover the correlation analysis also revealed this result.

Consumers' justification for preference of bottled water use at home, work or restaurant is healthier, convenient packaging with lower price.

Bottled water pricing is overpriced like any other commodity in Addis Ababa, but users are willing and to prefer to pay and use bottled water at home, work and restaurants, however as per the questionnaire any increment on price might decrease or shift consumer bottle water consumption.

Specifically, most of the respondents are not convenient on the new design of AQUADDIS packaging regarding handling however they have a positive perception on the content and design of labeling.

Regarding the taste and convenience of AQUADDIS bottled water products in Addis Ababa is the main factor for choosing it and can be concluded as success factors for the commercialization of bottled water in Addis Ababa in general.

Brand reputation is one of the success factor of AQUADDIS brand, as per the study most of the respondents are trusted the company even if it is not their first choice.

The respondents are more attracted with the promotional content of the company but they are not convinced as much on the timely of the company's advertisements.

5.2. Recommendation

With reference to the research objectives and questions, the findings of this study is employed as the basis for the following recommendation necessary for improving the performance of bottled water companies,

Consumer perceived price as over rating therefore taking price as one of the competitive strategy, despite of the least correlated with consumer perception, it will help the company to grasp the hidden demand.

Regarding handling of packaging, the shape is one of the influential attribute in consumers' perception. Consumers' give high attention to the shape of the package when they purchase bottled water. In 2004, Silayoi and Speece conducted research on packaging and purchase decisions. Their finding shows that package shapes help to make products more appealing. The finding of this research also shows that it has a positive relation with consumer perception and also the new package design of AQUADDIS is not convenient for some respondents. Therefore the company has to collect feedbacks and give more emphasis on the new design.

The taste of bottled water is the most influential factor of perceptual process for most of the respondents; therefore the companies have to have used the taste of bottled water as one of the competitive tool.

The outcome of the study also registered clearly that the electronic media advertisement, influences the choice of many consumers as to what brand to purchase. This evidently applied to those who are not strictly acclimatized with a particular brand. A few consumers of bottle water are "die hard" patrons of the brand; so it is a more influential on the demand side of the market. Promotional activity of AQUADDIS also used as a tool to attract the consumers, but it is not presented timely and in attractive way as most of the respondents feedback. Therefore the company has to work on the promotion intensively to be more addressable and attractive.

One of the aims of the study was to assess the effect of brand image of bottle water on customer loyalty. It was therefore realized that branding is the complex collection of everything the consumer will want in bottled water. In view of this, AQUADDIS bottle Water Company has to adopt a holistic management approach of ensuring that both the content, the packaging of their products as well as their customer service are excellently pursued. It was also revealed in the study that consumer response or feedback after using consuming the water product is very vital

to brand performance. The perception of the consumer on the brand of any product cannot be taken for granted if a company is to achieve competitiveness.

As per the finding, AQUADDIS is the second most preferable water following YES water, as both are a forerunner on packaged water industry and being a forerunner and availability also a factor for purchasing a bottle water.

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APPENDIX-I

Table of correlation analysis I

Table of correlation between the independent variables

		perceived price	Promotion	Packaging attribute	Taste	Brand image
perceived price	Pearson Correlation	1	.313**	.313**	.283**	.290**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	250	249	248	244	247
Promotion	Pearson Correlation	.313**	1	.367**	.360**	.371**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	249	249	248	243	246
Packaging attribute	Pearson Correlation	.313**	.367**	1	.428**	.398**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	248	248	249	244	247
Taste	Pearson Correlation	.283**	.360**	.428**	1	.671**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	244	243	244	247	246
Brand image	Pearson Correlation	.290**	.371**	.398**	.671**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	247	246	247	246	250

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

Table of correlation on price variables

		Proper price for packaged water	purchase even the price is increased	AQUADDIS price with other brands	perceived price
Proper price for packaged water	Pearson Correlation	1	.755**	.340**	.840**
	Sig. (2-tailed)		.000	.000	.000
	N	251	251	250	250
purchase even the price is increased	Pearson Correlation	.755**	1	.341**	.830**
	Sig. (2-tailed)	.000		.000	.000
	N	251	251	250	250
AQUADDIS price with other brands	Pearson Correlation	.340**	.341**	1	.746**
	Sig. (2-tailed)	.000	.000		.000
	N	250	250	250	250
perceived price	Pearson Correlation	.840**	.830**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	250	250	250	250

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

Table of correlation on promotion variables

		attractiveness of promotional activities & advertisement	advertisement increase your knowhow	the ads run on the right time	Promotion
attractiveness of promotional activities & advertisement	Pearson Correlation	1	.683**	.774**	.904**
	Sig. (2-tailed)		.000	.000	.000
	N	250	250	249	249
advertisement increase your	Pearson Correlation	.683**	1	.686**	.886**

knowhow	Sig. (2-tailed)	.000		.000	.000
	N	250	251	249	249
the ads run on the right time	Pearson Correlation	.774**	.686**	1	.907**
	Sig. (2-tailed)	.000	.000		.000
	N	249	249	250	249
Promotion	Pearson Correlation	.904**	.886**	.907**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	249	249	249	249

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

Table of correlation on packaging variables

		comfortable handling	very clear and readable labeling	Packaging attribute
comfortable handling	Pearson Correlation	1	.547**	.914**
	Sig. (2-tailed)		.000	.000
	N	249	249	249
very clear and readable labeling	Pearson Correlation	.547**	1	.840**
	Sig. (2-tailed)	.000		.000
	N	249	250	249
Packaging attribute	Pearson Correlation	.914**	.840**	1
	Sig. (2-tailed)	.000	.000	
	N	249	249	249

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

Table of correlation on brand image variables

		prefer AQUADDIS from others	AQUADDIS is trusted company	loyal for the company
prefer AQUADDIS from others	Pearson Correlation	1	.620**	.652**
	Sig. (2-tailed)		.000	.000
	N	250	250	250
AQUADDIS is trusted company	Pearson Correlation	.620**	1	.733**
	Sig. (2-tailed)	.000		.000
	N	250	250	250
loyal for the company	Pearson Correlation	.652**	.733**	1
	Sig. (2-tailed)	.000	.000	
	N	250	250	251

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

Table of correlation on packaging variables

		better taste than tap water	better taste than other brands	better for health
better taste than tap water	Pearson Correlation	1	.312**	.378**
	Sig. (2-tailed)		.000	.000
	N	251	250	248

better taste than other brands	Pearson Correlation	.312**	1	.604**
	Sig. (2-tailed)	.000		.000
	N	250	253	250
better for health	Pearson Correlation	.378**	.604**	1
	Sig. (2-tailed)	.000	.000	
	N	248	250	251

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

APPENDIX II

Questionnaire

Self administered questionnaire

I. English version

This questionnaire is designed to gather data regarding the contribution factors of consumer perception on packaging water of AQUADDIS brand. The objective of this thesis is as a partial fulfillment of master's degree on marketing management in Addis Ababa University, college of commerce under the topic 'consumer perception towards bottled water the case of AQUADDIS bottled water industry, ASKU PLC'.

As part of my thesis I need to gather some data on consumer perception on AQUADDIS bottled water.

I would greatly appreciate you for taking the time to answer a few questions.

It will take about 5 minutes.

Thank you so much in advance for helping me out!

Questionnaire

Part 1: Socio – Economic Status of the Respondents

1.1. Please select your gender

Male

Female

1.2. Please provide your age

- a. 18 - 25
- b. 25 – 45
- c. 45 – 65
- d. > 65

1.3. Marital status

- a. Married
- b. Single
- c. Divorced

1.4. Highest level of education obtained (Compulsory question)

- a. 12 grade or below
- b. Diploma or Certificate
- c. BA
- d. MA
- e. PhD

1.5. Profession (Compulsory question)

- a. Student
- b. Professional
- c. Self employed
- d. Unemployed
- e. Retired

Part 2: Packaged drinking water usage of the respondents (Please circle your option)

2.1. How often do you buy bottled water?

- a. One bottle per day
- b. Two bottles per day
- c. More than 3 bottles per day
- d. Not purchase
- e. Others_____

2.2. Where do you purchase your bottled water most frequently? (Compulsory question)

- a. From cafeteria
- b. From kiosk or retail shop
- c. From gym
- d. Direct purchase from distributor

2.3. How did you come to know about the packaged drinking water?

- a. From Advertisement
- b. Sales man
- c. Friends and colleagues
- d. Others (please specify)
.....

2.4. How many liter (one bottle) of purchase of packaged drinking water at a time

- a. 500 ml
- b. 1 liter
- c. 2 liter
- d. not concerned

2.5. Please rank all applicable factors for purchasing bottled water. It is not necessary to rank all factors, only those applicable.

- a. Brand
- b. Promotion
- c. Price
- d. Packaging
- e. Taste
- f. Other (specify)

2.6. Which brands are come to your mind when you think about spring/ bottled water?

- a. AQUADDIS
- b. YES
- c. AQUA SAFE
- d. ADEN
- e. FIKIR
- f. ABYSSINYA
- g. Others specify _____

2.7. Specify the brands of packaged drinking water which you prefer to use?

- a. AQUADDIS
- b. YES
- c. AQUA SAFE
- d. ADEN
- e. FIKIR
- f. ABYSSINIA
- g. Others specify _____

2.8. Reason for using specific brand

- a. Taste and odor
- b. Easy of availability
- c. Reasonable price
- d. Convenient package
- e. Brand loyalty
- f. Attractiveness of the promotion

2.9. How do you expect AQUADDIS bottled water compare to your domestic tap water?

(Compulsory question)

- a. Much worse
- b. Worse
- c. Same
- d. Better
- e. Much better

2.10. To what extent do you agree that the following attributes indicate water quality?

(Compulsory question)

- a. Brand
- b. Taste & odor
- c. Price
- d. Attractiveness
- e. Promotion

2.11. How do you ensure that the bottled water you choose is of good quality?

(Compulsory question)

- a. I try different bottles until I find the best one
- b. Look for a familiar brand

- c. Look for minerals & ingredients labeled on the package
- d. I think most package waters have better quality

2.12. Assuming that all bottles were available, would you select AQUADDIS bottle over others to purchase (Compulsory question)?

- a. Yes
- b. No

2.13. If your answer for no. 13 is yes, what AQUADDIS attribute most attracts you?

- a. Brand loyalty
- b. Taste & odor
- c. Attractiveness
- d. Product price
- e. Advertising

Part – 3; Satisfaction level of Consumers towards AQUADDIS Drinking Water

Please provide your answer by circling the numbers on the below table that which factors influenced you to perceive or to have engaged with one bottle water brand.

1		2		3		4		5		
Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		
Perceived price						Tick the appropriate boxes				
3.1	Do you think that you pay the proper price for bottled water?					1	2	3	4	5
3.2	Could you purchase when the price is increased?					1	2	3	4	5
3.3	Did you notice price AQUADDIS same with other brands					1	2	3	4	5
Promotion										
3.4	Did you attracted with the promotional activities & advertisement of AQUADDIS water?					1	2	3	4	5
3.5	Did the advertisement increase your knowhow?					1	2	3	4	5
3.6	Do you believe that the ads run on the right time?					1	2	3	4	5
Packaging										
3.7	Is AQUADDIS packaging comfortable for handling?					1	2	3	4	5
3.8	Do you think the labeling is very clear and readable?					1	2	3	4	5
Taste & odor										
3.9	Comparatively, has AQUADDIS better taste than tap water?					1	2	3	4	5
3.10	Comparatively, has AQUADDIS better taste than other brands?					1	2	3	4	5
3.11	Is the content of AQUADDIS water is better for health?					1	2	3	4	5
Brand										
3.12	Do you prefer AQUADDIS from others?					1	2	3	4	5
3.13	Did you believe that AQUADDIS is one of the trusted companies?					1	2	3	4	5
3.14	Are you loyal for the company?					1	2	3	4	5

Others additional opinions

II. አማርኛ

ይህ መጠይቅ የተዘጋጀው የአካዲሲን የታሸጉ የውሃ ምርቶች በተመለከተ ደምበኛው ምርቶቹን ለመግዛት የበለጠ ተፅዕኖ ውስጥ የሚከተትን ምክንያቶች ለመለየት እንዲያስችል መረጃ ለመሰብሰብ ሲሆን፤ የምርምሩም ዋና ዓላማ በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ኮሌጅ በማርኬቲንግ ማኔጅመንት የሁለተኛ ዲግሪ የመመረቂያ ማሟያ ፅሁፍ ዝግጅት ሲሆን ርዕሱም ‘Consumer perception towards bottled water the case of AQUADDIS bottled water industry’ ይሰኛል። ከታሸገ ውሃ ደንበኞች እይታ አንጻር የተወሰኑ መረጃዎችን ማሰባሰብ ለፅሁፉ ግብዓት አስፈላጊ ስለሆነ ይህንን መጠይቅ በመሙላት እንድትተባበሩኝ ስል በትህትና አጠይቃለሁ።

ይህንን መጠይቅ ተንተርሶ መረጃውን የሚሰበስበው ይህንን ፅሁፍ የሚያዘጋጀው ተማሪ ሲሆን የሚሞሉት መልስም መቶ በ መቶ ሚስጥርነቱ የተጠበቀ ነው።

ይህንን መጠይቅ ለመሙላት ጊዜያችሁን ስለሰጣችሁኝ በቅድሚያ ከልብ አመሠግናለሁ።

Questionnaire

ክፍል አንድ፡ የተሳታፊው ማህበራዊና ኢኮኖሚያዊ ሁኔታ

1. ጾታ

ሀ. ወንድ

ለ. ሴት

2. የዕድሜ ደረጃ

ሀ. 18 – 25

ሐ. 45 – 65

ለ. 25 – 45

መ. > 65

3. የጋብቻ ሁኔታ

ሀ. ያላገባ

ሐ. አግብቶ የፈታ

ለ. ያገባ

4. ከፍተኛ የትምህርት ደረጃ

ሀ. 12ኛ ክፍል ና ከዛ በታች

መ. ሁለተኛ ዲግሪ

ለ. ዲፕሎማ/ ሰርተፍኬት

ሠ. የዶክትሬት ዲግሪ ያለው

ሐ. የመጀመሪያ ዲግሪ

5. የስራ ሁኔታ

ሀ. ተማሪ

መ. ስራ አጥ

ለ. የሰለጠነ ወይም ባለሙያ

ሠ. ጡረተኛ

ሐ. የግል የስራ

ክፍል ሁለት፡ የተሳታፊውን የታሸገ ውሃ አጠቃቀም ሁኔታ ለመለየት

እባክዎትን ተስማሚ ነው ብለው የሚያስቡትን ፊደል በመምረጥ አለበለዚያ የተለየ ካለ በፅሁፍ በማስፈር ይተባበሩን።

1. በየስንት ጊዜው የታሸገ ውሃ ትገዛለህ/ሽ

ሀ. በቀን አንድ የታሸገ ውሃ

መ. አልገዛም/ አልጠቀምም

ለ. በቀን ሁለት የታሸገ ውሃ

ሠ. የተለየ ካለ.....

ሐ. ሶስት እና ከዚያ በላይ የታሸገ ውሃ

2. በተደጋጋሚ ጊዜ የታሸገ ውሃን ከየት ነው የሚያገኙት?

ሀ. ከካፍቴሪያዎች

ሐ. ከጂም ቤቶች

ለ. ከትናንሽ እና ችርቻሮ ሱቆች

መ. ከዋና አከፋፋዮች

3. ስለ ታሸጉ ውሃዎች ያለዎትን መረጃ ከየት አገኙት?

ሀ. ከማስታወቂያ ላይ

ሐ. ከጉደኞቼ/ ከስራ ባልደረቦቼ

ለ. ከሽያጭ ሰራተኞች

መ. ከላይ ከተጠቀሱት ውጭ ከሆነ ቢጠቀስ

4. የትኛው የውሃ መጠንን ይመርጣሉ?

ሀ. 500 ሚ.ሊ (ግማሽ ሊትር)

ሐ. ሁለት ሊትር

ለ. አንድ ሊትር

መ. የተገኘውን

5. የታሸገ ውሃን ለመግዛት ምክንያትህ/ሽ በቅደም ተከተል አስቀምጥ/ጭ

ሀ. የታሸገው ውሃ አምራች ስም/ ብራንድ

ለ. ማስታወቂያ

ሐ. መሸጫ ዋጋ

መ. ማሸጊያው

ሠ. የውሃው ጣዕም

ረ. ሌላ ካለ ቢገለፅ

6. ስለ ታሸገ ውሃ ስታስብ/ቢ ቀድሞ ወደ አዕምሮህ/ሽ የሚመጣው ስም/ ብራንድ የትኛው ነው?

ሀ. አኳዲስ ውሃ

ሠ. ፍቅር ውሃ

ለ. የስ ውሃ

ረ. አቢሲኒያ ውሃ

ሐ. አካሴፍ

ሰ. ሌሎች ካሉ

መ. ኤደን

7. የትኛውን የታሸገ ውሃ ምርጫ/ሽ ታደርጋለህ/ሽ በቅደም ተከተል አስቀምጥ/ጭ?

ሀ. አካሴሰ ውሃ

ሠ. ፍቅር ውሃ

ለ. የስ ውሃ

ረ. አቢሲኒያ ውሃ

ሐ. አካሴፍ

ሰ. ሌሎች ካሉ

መ. ኤደን

8. አንዱን ብራንድ ብቻ የመረጥክበት/ሽበት ምክንያት ምንድን ነው?

ሀ. የውሃው ጣዕም

መ. አስተሻሽጉ

ለ. በቀላሉ በመገኘቱ

ሠ. ለብራንድ ታማኝ መሆን

ሐ. ዋጋው

ረ. የማስታወቂያው ሳቢነት

9. የአካሴሰ ውሃን ከመደበኛው የቧንቧ ውሃ አካያ ሲነፃፀር

ሀ. በጣም መጥፎ ነው

መ. የተሸለ ነው

ለ. መጥፎ ነው

ሠ. በጣም የተሸለ ነው

ሐ. ተመሳሳይ ነው

10. ከሚከተሉት ውስጥ የትኛው ከውሃ ጥራት ጋር ግንኙነት አለው ብለህ/ሽ ታስባለህ/ቢያለሽ /በምን ያህል መጠን?

ሀ. ብራንድ/ ስም

መ. የማሸጊያው ሳቢነቱ

ለ. የውሃው ጣዕም

ሠ. ማስታወቂያው

ሐ. ዋጋው

11. የመረጥክው/ሽው የታሸገ ውሃ ጥራቱ የተጠበቀ መሆኑን እንዴት እርግጠኛ መሆን ትችላለህ/ሽ?

ሀ. የተለያዩ ብራንድ ውሃ እሞክራለሁ ጥራት ያለውን እስከማገኝ ድረስ

ለ. የለመድኩትን ብራንድ ነው የምጠቀመው (ጥራት አለው ብዬ ስለማስብ)

ሐ. ማሸጊያው ላይ ያለውን የውሃውን ይዘትና የተሰራበትን ንጥረ ነገር በመመልከት

መ. በአብዛኛው የታሸጉ ውሃዎች ጥራታቸውን የጠበቁ ይመስለኛል

12. ሁሉንም አይነት የታሸጉ ውሃዎች በተመሳሳይ ቦታ ማግኘት ቢቻል፤ ከሌሎች አስቀድመህ/ሽ አካዲስ ውሃን ትመርጥ/ጭ ነበር?

ሀ. አዎ አመርጣለሁ

ለ. አልመርጥም

13. ለጥያቄ ቁጥር 12 መልስህ/ሽ አዎ ከሆነ የትኛው የአካዲስ መለያ/ መገለጫ ነው ትኩረትህን/ሽን የሳበው?

ሀ. ስሙ/ ብራንድ

መ. ጣዕም

ለ. ዋጋው

ሠ. ማስታወቂያው

ሐ. ማሸጊያው

ክፍል 3: በደምበኞች/ በመላሾች በኩል አካዲስ ውሃ ላይ ያላቸውን ፍላጎት ክፍ/ ዝቅ እንዲል ያደረጉ ምክንያቶች

ከተራ ቁጥር 3.6 እስከ 3.11 ያሉትን ጥያቄዎች የአካዲስ ምርትን ብቻ እንዲመርጡ ፍላጎትዎን ክፍ እንዲያደርጉ ተፅዕኖ ያደረገባችን ምክንያት ከሚከተሉት ጥያቄዎች ጋር በማያያዝ ይበልጥ የሚገልጹትን ቁጥር ያክብቡ፡፡

1	2	3	4	5		
በጣም አልሰማማም	አልሰማማም	በቂ ነው	አስማማለሁ	በጣም አስማማለሁ		
የምርቱን ዋጋ በተመለከተ		ትክክል ነው ብለው ያስቡት ሳጥን ላይ ምልክት ያድርጉ				
3.1	የታሸጉ የውሃ ምርት የምትከፍለው ዋጋ በቂ ነው ብለህ/ሽ ታምናለህ/ሽ?	1	2	3	4	5
3.2	ዋጋው ቢጨምር ምርቱን ምትገዛ/ገር ይመስልሃል/ሻል?	1	2	3	4	5
3.3	የአካዲስ ውሃ ዋጋ ከሌሎች ጋር ሲወዳደር ተመሳሳይ ነው	1	2	3	4	5
ማስታወቂያውን በተመለከተ						
3.4	የአካዲስ ማስታወቂያ ሳቢ ነው ብለህ/ሽ ታስባለህ/ሽ	1	2	3	4	5
3.5	የምርቱ ማስታወቂያ ስለ ታሸጉ ውሃ ያለህንሽን ዕውቀት ክፍ አድርጎታል	1	2	3	4	5
3.6	ማስታወቂያው በትክክለኛው ሰዓት ነው የሚቀርበው	1	2	3	4	5
የማሸጊያው ሳቢነት እና ጥራት						
3.7	የምርቱ ማሸጊያው ለአያያዝ ምቹ ነው	1	2	3	4	5
3.8	ምርቱ ላይ ያለው ሌብሊንግ በጣም ግልፅ እና ተነባቢ ነው	1	2	3	4	5
የውሃው ጣዕም						
3.9	የምርቱ ጣዕም ከተለመደው የመስመር ውሃ የተሸለ ነው	1	2	3	4	5
3.10	የምርቱ ጣዕም ከሌሎች የውሃ ብራንዶች የተሸለ ነው	1	2	3	4	5
3.11	የምርቱ ንጥረ ነገር ለጤና ጠቃሚ ነው	1	2	3	4	5
የተለመደ ስም/ ብራንድ						
3.12	የአካዲስን ብራንድ ከሌሎች ብራንዶች ትመርጣለህ/ሽ	1	2	3	4	5
3.13	የአካዲስን ብራንድ ምተማመንበት ብራንድ ነው	1	2	3	4	5
3.14	ለምርቱ ተዓማኝ ነህ/ሽ	1	2	3	4	5

ሌላ ተጨማሪ ምክንያቶች ካሉ ቢገለጹ፡
