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COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

**The Effect of Packaging on Beverage Products Purchase Decisions of
Consumer: Evidence from Consumers in Addis Ababa, Ethiopia**

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June, 2024

Addis Ababa, Ethiopia

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Consumer: Evidence from Consumers in Addis Ababa, Ethiopia**

**In Partial Fulfillment of the Requirements for the Award of Master of Arts
Degree in Marketing Management**

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DECLARATION

I, Yared Getachew, hereby declare that this research paper entitled “The effect of packaging on beverage products purchase decision of consumer: Evidence from consumers in Addis Ababa, Ethiopia” is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been appropriately acknowledge.

Yared Getachew

Student

Signature

11th June 2024

Date

**ADDIS ABABAB UNIVERISTY SCHOOL OF COMMERCE GRADUATE
STUDIES**



DEPARTMENT OF MARKETING MANAGEMENT

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Consumer: Evidence from Consumers in Addis Ababa, Ethiopia**

By

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ACKNOWLEDGEMENTS

First and foremost, I would like to give my glory and praise to the Almighty GOD for His invaluable care and support throughout my life. His guidance has been instrumental from the beginning of my education to its completion, enabling me to achieve my career goals.

I would like to express my heartfelt thanks to my advisor, Mesfin Workineh (PhD), for his proactive guidance, the necessary information, and the relevant reference materials he provided. Additionally, I extend my gratitude to the respondents of the study.

My special gratitude goes to my family, especially my mother, Mrs. Tsehay wolde, and my, for her moral support throughout the course. Finally, my thanks to other comrades who have supported me in various ways during my study. My sincerest thanks to you all!

ACRONYMS/ABBREVIATIONS

ANOVA: Analysis of variance

SPSS: Statistical Package for Social Science

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ABSTRACT

This study explores the effects of packaging on consumer purchase decisions for beverage products in Addis Ababa, Ethiopia. Packaging plays a critical role in marketing by attracting consumer attention, conveying brand identity, and influencing purchasing behavior at the point of sale. Despite its importance, there is a scarcity of comprehensive research on this topic within the Ethiopian context, particularly focusing on how different packaging elements impact consumer decisions. This research addresses this gap by examining key packaging components: green packaging, color, design, material, size, and innovation. The study employs a quantitative research approach, utilizing structured questionnaires to collect data from a sample of consumers in Addis Ababa. Descriptive statistics, correlation analysis, and regression analysis are used to analyze the data and identify significant relationships between packaging elements and consumer purchase decisions. This empirical study was conducted using survey through a set of questionnaires with 5-point likert scale. A total of 384 questionnaires were distributed to different individuals who visit in the Hotel, restaurants, cafes, and bars in Addis Ababa (Lideta, Lafto and Arada sub cities) Ethiopia. 364 questionnaires were completed and returned; resulting in a collection rate of 94.7%. The collected data was then entered into SPSS version 20 software for analysis. (Study survey 2024).The findings reveal that color, design, and innovation in packaging have a substantial influence on consumer choices, driving higher purchase intentions. Conversely, green packaging, despite growing environmental awareness, does not significantly affect consumer purchase decisions. This discrepancy suggests that while consumers may express a preference for eco-friendly products, it does not always translate into actual purchasing behavior. The study highlights the importance of visual and functional packaging elements in shaping consumer perceptions and purchase intentions. For marketers, these insights underline the necessity of investing in innovative and appealing packaging designs to differentiate products and enhance competitiveness in the market. Additionally, the research provides a foundation for further studies on packaging and consumer behavior, particularly in emerging markets with unique cultural and economic contexts.

Key Words: *Packaging, Packaging elements, Consumer Purchase Decision*

CHAPTER ONE

1. INTRODUCTION

This chapter describes the research in detail, starting with a brief introduction to the need to study the effect of packaging on consumer purchasing decision behavior. This chapter also contains statement of the problem, research objectives, basic research questions, significance, and scope of the study.

1.1. Background of the Study

You cannot avoid the ubiquitous package – it is everywhere. We may not pay much concentration to it, and we certainly do not give packages much creative ideas, but they are there at every moment of our lives: morning, noon, and night. These days, it's inconceivable to live without packing. (Meyers and Gerstman 2005).

From the ancient practice of wrapping wild berries in leaves to the more advanced techniques used today to contain spent nuclear fuel, packaging serves a variety of purposes that are all related to the protection of the product. The significance of packaging as a critical component within a complex network of systems that support our chosen lifestyles. It emphasizes how packaging plays a vital role in delivering products safely to consumers while also contributing to the overall brand experience by conveying emotions and setting expectations for customer engagement and satisfaction. Ultimately, packaging serves as a key element in attracting consumers economically and effectively, balancing the needs of both users and marketers. (Denison and Yu Ren 2001).

As Hahn (2003) stated Packaging is seen as a critical element in influencing consumer perception and purchase decisions. It must call attention to itself, and set the product apart from the category and other products in its line.

Hand in hand of a package to be attractive, it also provides with a brand image. As Davis and Baldwin (2005) discussed, Packaging plays a pivotal role in ensuring products are safely and attractively delivered to consumers. It not only enhances the brand experience by reflecting the brand's emotion and character but also sets expectations for consumers' discovery, consumption,

and satisfaction. Similar to a book cover, packaging has the power to captivate consumers, even if they are unfamiliar with the product inside, making it an essential element in marketing and customer engagement strategies.

When environmental concerns such as global warming, renewable energy are major concerns and affairs throughout the globe, packaging should serve a purpose beyond just attracting customers with its visual appeal. It suggests that packaging should also focus on fulfilling other important functions, such as ensuring product safety, providing information, and enhancing the overall brand experience. This broader perspective acknowledges that packaging plays a crucial role in not only attracting consumers but also in delivering the product effectively and creating a positive customer experience.

Selke (1997) emphasizes that according to various viewpoints, the primary function of packaging is to guarantee that products are transported and delivered to their intended destination in proper condition and at the right time. The statement highlights the dual objectives in packaging design: users aim for cost-effectiveness, while marketers prioritize attracting consumers. This balance is crucial as packaging serves not only as a means to protect and deliver products safely but also as a tool to enhance brand experience and entice customers. Successful packaging design achieves both economic efficiency and consumer appeal to meet the diverse needs within the complex system of product delivery and brand representation.

1.2. Statement of the Research Problems

Protecting the goods and showcasing items for sale are the two main goals of packaging technologies, which include a wide range of methods and materials. Because of these reasons, packaging has evolved from being practical to being expressive. Its goals now include inspiring consumers to purchase the product and projecting an appropriate image of it for marketing purposes.

Consumer behavior encompasses more than just the act of buying products. It involves a range of activities, including becoming aware of a problem, engaging in post-purchase behavior, and formulating ideas or experiences to fulfill needs and desires. In the context of marketing strategy, purchasing decisions begin with the identification of available product opportunities. or services in the market and aims to study the market and the customer as well (Kotler, 2010). To do so,

many scholars were searching consumer buying behavior, as it needs to be covered and investigated, especially in third-world countries rather than developing countries context (Echtner & Prasad, 2003, Sangroya & Nayak, 2017).

A consumer purchase is a response to a problem. Consumer Decision Making pertains to making decisions regarding product and service offerings (Prasad & Jha, 2014).

Package design can have a significant role in user's perception of the product, considering their high demand criteria when choosing which product to buy. People are not only affected by the visual components of packaging – shape, color, and typography but are also aware of the importance of the product information credibility and the possibility of screening what is inside the package. To some extent, packaging transparency enables direct visual and tactile estimation, while the decrease or increase of its attractiveness may depend on the type of product (Sabo et al., 2017).

Thus, increased demand & satisfaction with packaged supermarket products have caused a problem in consumers' purchase decisions to acquire the right products at the point of purchase. The role of packaging as a significant factor influencing consumers' purchasing decisions has gained attention from marketers, consumers, and suppliers. This research aims to explore the impact of packaging elements, including color, size, design, and product information, on consumers' purchase decisions specifically in Addis Ababa, focusing on Yami Mango Juice. The objective is to maximize the effective utilization of packaging in the retail environment (Shebeta, 2018).

Considering that more than 70% of purchase decisions are made at retail stores, Packaging plays a crucial role in the marketing strategy as it is the first aspect of a product that consumers encounter. It serves multiple purposes for brands, consumers, and retailers, such as communicating brand identity, attracting attention, and influencing purchase decisions both in physical stores and online. Previous research has primarily focused on studying the effects of packaging design, imagery, and size on consumer behavior. More recently, contemporary developments in Nano-coated aluminum oxide materials have made it possible to launch consumer products with transparent packaging that protects food from contaminants such as light and moisture. Transparent packaging has become prevalent for non-durable consumer goods in

retail shelf settings. Consumer goods producers are actively exploring new methods to create transparent packaging. This trend is driven by research findings that highlight the impact of transparent packaging on consumer behavior. Numerous studies have shown that transparent packaging positively influences consumer decisions, leading to a higher likelihood of purchase. (Sabri et al., 2020).

The companies encounter many problems in the process of packaging their products, among them is the difficulty in choosing covers and packaging that attract the consumer's attention, In addition, they ignore the role played by the choice of packaging in attracting consumer attention to the commodity, as well as the lack of proper and orderly selection of packaging (Alhamdi, 2020).

Based on the literature review conducted packaging is a very important concept that must be addressed and, in our country, there are few papers conducted in the area the effect of packaging on consumer purchase decisions has been different from one product category to another, and from one geographic area to another (Ashebir, 2020). According to previous studies, packaging influences the purchasing decisions of consumers. In our country, the packaging concept was studied in a few studies to fill the gap of shortage of studies in the area and to test whether packaging and consumer purchase decision behavior have a relationship, and effect with different perspectives, this study took variables from previous studies to explore in much detail and none of them didn't study the sustainability concept of packaging and this study will explore the green packaging concept of the area to fill the gap that is found in packaging's effect on beverage products consumer purchasing decisions (Majid et al., 2018).

1.3. Research Questions

The research tries to address the following fundamental questions

- What is the effect of green packaging on the beverage product purchasing decisions of consumers?
- What is the effect of color on the beverage product purchasing decisions of consumers?
- What is the effect of design on the beverage product purchasing decisions of consumers?
- What is the effect of material on the beverage product purchasing decisions of consumers?

- What is the effect of size on the beverage product purchasing decisions of consumers?
- What is the effect of Innovations on the beverage product purchasing decisions of consumers?

1.4. Research Objectives

1.4.1. General Objectives

The main objective of this research paper is to identify the effects of packaging on beverage product purchase decisions of consumer evidence from consumers in Addis Ababa, Ethiopia.

1.4.2. Specific Objectives

- To examine the effect of Green packaging on beverage product purchasing decisions of consumers?
- To determine the effect of color on the beverage product purchasing decisions of consumers?
- To examine the effect of design on the beverage product purchasing decisions of consumers?
- To examine the effect of material on beverage product purchasing decisions of consumers?
- To investigate the effect of size on the beverage product purchasing decisions of consumers?
- To examine the effect of Innovations on the beverage product purchasing decisions of consumers?

1.5. Significance of the Study

The research will focus on providing beverage products with new and updated information by addressing a gap in the existing literature. Previous global research on packaging elements and their impact on beverage consumer purchase decision behavior was scattered and lacked comprehensive information. Additionally, there is a lack of research specifically focused on this issue in the Ethiopian context. In this research, the focus is on understanding how packaging influences the purchasing decisions of beverage product consumers. The study will identify the

key packaging elements that attract and prompt buyers to choose a product at the point of purchase. The findings of this research can help marketers create and select appropriate packaging elements, such as green packaging, color, design, material, size, and innovation, to differentiate their products and gain a competitive advantage. Additionally, this research will serve as a foundation for future studies in similar areas.

1.6. Scope of the Study

The study was focused on investigating how the packaging of beverage products influences consumer purchase decisions in Addis Ababa, Ethiopia. The researcher plans to focus on three specific sub-cities (Lideta, Lafto, and Arada) among the eleven sub-cities of Addis Ababa and selected three woredas from each of these sub-cities for the study.

The study aims to explore how factors such as green packaging, color, design, material, size, and innovation influence the level of purchase decisions of consumers in the context of certain selected beverage products and those excluding factors are shape, product information, and typography.

The researcher plans to use a quantitative research approach, utilizing questionnaires as the primary data collection instrument, to measure the relationship between variables and will use both descriptive and explanatory research designs.

1.7. Limitation of the Study

The study will not including all the beverage product consumers in Ethiopia but rather concentrates only on beverage product consumers located in Addis Ababa (Beer, wine, and Soft drink companies consumers). The study will only address packaging (Green Packaging, color, design, material, size, and innovation), even though there are several factors that affect consumer purchase decisions including cultural, social, personal or psychological, and others.

Therefore, the limitation of the study is the use of the non-probable convenience sampling method. Using this approach means that units in the population have unequal or zero chances of being chosen as a sample unit where population elements will be selected based on ease of access for inclusion in the survey (Kothari, 2004).

1.8. Definition of Terms

Green Packaging: Green packaging is also used to be called a “ecofriendly package”, is stated as ecofriendly package, natural plants are used to produced packages, that can be recycled or can be used again for second time, be disposed to reprocessed and endorse sustainable development while doing all process of life cycle, it is harmless to the atmosphere moreover for body of human and health of livestock. (as Waqar Ahmad et al, 2021 sited in Zhang and Zhao, 2012)

Color: color is an essential component of visual elements of packaging to the extent that some designers are of the view that consumers possess color vocabulary due to which they expect certain type of colors for particular products. Colors could bring a point of difference to a brand and the brand can have some color ownership which other brands cannot copy or it becomes difficult for them to have the same look (Keller, 2009)

Design: Packaging design should describe a product, attract attention, and finally make the sale and also create brand images on customers mind by cutting at surrounded market place (Kotler, 2008; Arun; Ankuri; Hitesh; Udit; Deepali, 2012). In packaging design can increase the values of the product in the consumer mind (Shah et al. 2013a)

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

Size: Size attracts attention. When choosing among competing products, consumers tend to buy products in packages that appear to be taller than others; even the ratio of the dimensions of rectangular products or packages can subtly affect consumer preferences (Hoyer,D.&McInnis, D. 2010).

Innovation: Bringing innovation in the packaging design also increase the value of the product like easy open, recyclable, easy store, breakability, child proof, eco-friendly, etc. in the consumer mind (Shah et al., 2013). According to (Silayoi & Speece, 2004) highlight that technology developed for packaging comes from the current trends in products and consumer behaviors.

Consumer decision-making behavior: -is defined as the physical, mental, and emotional activities that people engage when selecting, purchasing, using disposing of products and services in order to satisfy needs and wants of the consumers. (Schiffnan, L, G. & Kanuk L.L, 2009).

1.9. Organization of the Study

This study will be organized into five chapters, each with its own subtopics. The first chapter is an introduction, providing information about the background of the study, the reasons for conducting it, the research's purpose, its scope, limitations, and the definitions of key terms used throughout the study. Chapter two of the research consists of a review of relevant literature, which includes the conceptual framework, theoretical review, and empirical reviews related to the research topic. The third chapter focuses on the methodology of the research, covering aspects such as determining the study participants, selecting appropriate sampling techniques, and sample size, explaining the data collection, analysis, and interpretation methods, conducting validity and reliability tests, and addressing ethical considerations. After the methodology used in the study and conducting data analysis and interpretation, the final section of the study includes summaries of the major findings, conclusions, and recommendations. Additionally, any important materials that were used in the study but not included in the main part are also included at the end.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Theoretical Literature Review

2.1.1. Packaging

Initially, packaging focused on covering and protecting products using natural materials like wood pulp and textiles. However, the Industrial Revolution transformed packaging, necessitating more resilient protection for transportation. Despite these advancements, early techniques lacked the ability to extend product shelf life.

Today, food packaging is crucial for maintaining quality during storage, transportation, and distribution. It protects food from biological, chemical, and mechanical damage, preserves quality, and provides product information. Packaging materials have evolved significantly, with modern innovations like active, aseptic, smart, bioactive, and edible packaging addressing environmental concerns and improving food safety and quality.

Packaging also plays a vital role in product presentation, influencing consumer purchase decisions. Effective packaging design, quality, and color can enhance consumer appeal and differentiate products. Packaging is an essential marketing tool, impacting consumer purchase intentions and brand experience, especially for high-involvement products where detailed information is critical. Overall, the packaging industry has seen significant advancements, contributing to improved shelf life, safety, quality, and convenience for consumers, while also addressing environmental sustainability (Khan & Ahmad, 2018).

2.1.1.1. Green Packaging

Green packaging, a relatively new concept, has garnered significant attention from scholars. It encompasses terms like sustainable design, eco-friendly packaging, environmentally conscious design, and design for the environment. The core principle of green packaging is its environmentally friendly, resource-saving technology, which minimizes ecological harm throughout its lifecycle, including design, R&D, manufacturing, use, and recycling.

Maziriri emphasizes that green packaging embodies a commitment to sustainability, organizational ecological practices, and green product characteristics in the market. Green packaging aims to enhance product sustainability by minimizing hard-to-decompose materials, reducing energy consumption, and using environmentally friendly materials. Consumer buying decisions now often hinge on the environmental impact of packaging, with many valuing eco-friendly and ethical products. However, actual purchasing behavior may not always reflect this preference, suggesting a potential market for green packaging (Mahmoud et al., 2022).

2.1.1.2. Material, and Size of Packaging

Packaging integrates elements like price, product, place, and promotion, functioning as key marketing tools (Cutler, 2011). Initially, packaging contributed 10% to product value, but this has risen to about 70%. Effective packaging protects products, aids storage, and facilitates new product introductions. Elements such as color, font, and structure on labels enhance brand image and influence consumer behavior.

Understanding consumer behavior is a critical as social and psychological traits drive purchasing decisions. Effective packaging design meets modern consumer demands, increasing satisfaction. Factors like color, image, design, size, and shape of packaging also influence purchase intentions. High perceived value affects buying intentions, and knowledge about a product influences consumer decisions. Packaging design, consumer knowledge and celebrity endorsements all impact buying decisions.

Packaging enhances competitive advantage and market share. Visual elements like graphics and color are crucial as they create mental associations for consumers. Misleading packaging sizes can deter repeat purchases, while large packs often offer better value. Cultural perceptions of color also affect consumer preferences, necessitating market research by producers (Kazem, 2003).

2.1.1.3. Color in Packaging

Color is a vital aspect of packaging, influencing consumer perceptions and emotions. It helps differentiate products with similar features, and consistent color schemes can impact purchase intentions for new product designs. Correct color selection attracts consumers, while poor

choices deter interest. Packaging colors are significant for appealing to specific moods and can provide a competitive edge (Sukri et al., 2022).

2.1.1.4. Design in Packaging

Packaging graphics, whether intentionally designed or not, contribute to brand identity, helping consumers differentiate products from competitors. High-quality graphics enhance consumer confidence in product quality and attract purchase intentions. The right image selection related to the brand draws consumer attention and influences buying decisions (Yeo et al., 2020).

Printed information on packaging, including product details, price, and descriptions, helps identify the brand and meets consumer demand for credible product information. Transparent packaging allows direct visual and tactile assessment, influencing attractiveness based on the product type (Sabo et al., 2017).

2.1.1.5. Innovation in Packaging

Innovative packaging design, such as easy-to-open, recyclable, and childproof options, enhances product value in consumers' minds (Mousavi & Jahromi, 2014). Manufacturing techniques for innovative packaging include conventional methods like extrusion and injection molding, incorporating active or intelligent components into the packaging for added functionality (Drago et al., 2020).

2.1.2. Consumer Buying Decision Behavior

Consumer purchasing processes depend on factors like price, packaging, promotion, and past experiences. Internal searches are based on past experiences, while external searches rely on others' opinions shared on social media. Purchase intentions are influenced by product categories, demographics, and consumer moods, predicting future buying behavior.

Understanding consumer behavior involves studying needs, motivations, and thought processes in product choice. Marketers must grasp factors influencing purchase decisions to develop effective strategies (Auf et al., 2018).

Consumer behavior encompasses obtaining, consuming, and disposing of products or services. It involves using resources like money, time, and effort, with satisfaction stemming from perceived

value packages, including price, quality, and service. Consumer behavior can be evaluated through the decision-making process and factors influencing it (Oke et al., 2016).

2.1.3. The Relationship between Packaging and Consumer Purchase Decision Behavior

2.1.3.1. Impact of Visual Elements on Purchase Intention

Packaging plays a crucial role in brand image development and symbolic communication, influencing consumer buying behaviors. Visual elements like size, shape, color, material, and graphics convey product quality and characteristics. Packaging material affects purchase intentions, with preferences for eco-friendly and visually appealing options (Benachenhou et al., 2018).

2.1.3.2. Influence of Product Information on Consumer Purchasing Intention

Product information on packaging, including names, compositions, and dates, is crucial for consumer awareness. Proximity of information increases its believability, highlighting the importance of detailed package labels over distant promotional tools (Jewel Dela et al., 2019).

Printed information on product labels attracts consumers, especially for high-involvement or health-related products. The format consistency of nutritional information aids comparison, influencing purchase intentions. Factors like perceived quality and risk mediate the relationship between printed information and buying decisions (Khan & Ahmad, 2018).

2.1.3.3. Packaging Design and Consumer Purchase Intentions

Packaging design, including layout, fonts, and colors, creates brand image and stimulates purchase intentions, particularly for low-involvement products. Demographic preferences vary, with unique designs enhancing product differentiation and brand identity (Raheem et al., 2014).

2.1.3.4. Packaging Materials and Consumer purchase Intention

Packaging material, reflecting product quality and image, significantly impacts buying behavior. Consumers prefer high-quality materials and eco-friendly options, associating them with better

product quality. Packaging material directly influences purchase intentions through perceived quality and visual appeal (Holt et al., 2004; Khan & Ahmad, 2018).

2.1.4. Theories of Consumer Buying Behavior and Model

2.1.4.1. Theory of Reasoned Action (1975)

In 1975, Ice Janzen and Martin Fishbein proposed the Theory of Reasoned Action, asserting that it outperformed the Information Integration Theory. This theory introduced two significant changes: it expanded the concept of conviction by incorporating a behavioral aim and focused solely on behavior, unlike the Information Integration Theory, which only predicts attitudes. The Reasoned Action theory recognizes that various conditions or variables often limit the influence of attitude on behavior.

The approach acknowledges the importance of understanding customer knowledge, perceptions, and judgments. Decision-making is influenced by external variables, perceptions, outputs, and inputs, and is crucial for forming resolutions. Studies indicate that consumers highly value social and public support, with their comprehension, beliefs, and objectives affecting their decisions. Perceptual preference condenses information based on personal desires and behaviors, with shopping experiences leading to satisfaction or discontent. Negative attitudes result from unhappiness, while exogenous variables indirectly affect decision-making by varying across users, influenced by factors such as character, social class, marketing, and economic standing.

2.1.4.2. Maslow's Hierarchy of Needs Theory (1943)

According to Maslow, individuals are motivated by five basic needs: physiological, security, social, esteem, and self-actualization. Physiological needs include essentials for survival such as air, food, water, shelter, clothing, and rest. Security needs involve elements that provide a sense of wealth and protection, including personal security, financial stability, health, and safety against accidents. Social needs encompass connections, belonging, and recognition, which are vital for preventing feelings of loneliness and helplessness. Esteem needs pertain to the desire for respect and dignity, both from oneself and others. Self-actualization involves the realization of one's potential and the pursuit of personal growth. Maslow's hierarchy suggests that lower-

priority needs must be satisfied before higher-priority ones, and once a need is met, it ceases to drive behavior.

2.1.4.3. Hawkins Stern Impulse Buying (1962)

Hawkins Stern proposed a theory of motivated behavior, suggesting that typical consumers often exhibit irrational buying behaviors. Impulsive purchases are primarily driven by external stimuli rather than rational decision-making processes. Stern's theory highlights the importance of understanding consumer behavior to predict and influence purchasing decisions effectively. Impulsive buying is seen as a fundamental aspect of consumer behavior that marketers can leverage to enhance profitability.

2.1.4.4. Pavlovian Learning Model (1897)

The Pavlovian learning model, developed by Russian physiologist Ivan Pavlov, describes learning as a behavior change resulting from experience and repetition. The learning process consists of cues, drive, and response. A drive-reducing item motivates an individual to act, with drives often originating from physiological needs such as thirst, hunger, and pain. Cues, which are mild stimuli, influence the timing of the buyer's response, while the response represents the consumer's reaction to the product or service.

2.1.4.5. Fishbein's Multi-Attribute Model (1973)

Fishbein's Multi-Attribute Model provides insights into how consumers evaluate brand attributes and alternatives. The model explains that consumers assess key attributes before forming judgments about a product's qualities. Attitudes towards the product are determined by these evaluations. The Fishbein model is a compensatory model that considers multiple attributes when forming brand attitudes.

2.1.5. Consumer Behavior Models

2.1.5.1. Stimulus-Response Model (1967)

The Stimulus-Response Model explains that various factors, especially marketing efforts, influence a buyer's decision-making process. Marketers must understand the "Black Box" of customer behavior, which includes consumer traits and decision processes. This model, similar

to the black box theory of behaviorism, focuses on the interaction between stimuli and consumer reactions. Marketing stimuli are created by companies, while environmental stimuli arise from societal factors such as economic, political, and cultural situations. The buyer's "Black Box" includes personal attributes and decision-making processes that shape their reactions.

2.1.5.2. Sheth-Family Decision-Making Model (1969)

The Sheth family decision-making model suggests that middle-class families, particularly newly married couples or those with strong bonds and few established roles, are more likely to use collaborative decision-making. Collaborative decisions are more common when stakes are high, risks are evident, and there is sufficient time to consider all options.

2.1.5.3. Howard-Sheth Model (1969)

The Howard-Sheth model outlines three levels of learning: routinized behavior, limited problem-solving, and extended problem-solving. Extensive problem-solving occurs when consumers actively seek information about various brands due to limited knowledge and attitudes. Limited problem-solving happens when consumers have incomplete brand knowledge. Routinized response behavior occurs when consumers are motivated to buy a specific brand based on their opinions and understanding.

2.1.5.4. Bettman's Information Processing Model of Consumer Choice (1979)

Bettman's model emphasizes the limited information processing capacity of consumers, who often rely on simple decision-making methods (heuristics). This model highlights that consumers rarely conduct exhaustive investigations of available options and instead use basic decision-making strategies. Marketers can utilize this approach to develop new insights into consumer behavior.

2.1.5.5. Nicosia Model (1966)

The Nicosia model focuses on the interactions between customers and businesses, suggesting that customer actions can impact business outcomes. This interactive design emphasizes the importance of understanding customer engagement and its effects.

2.1.5.6. Engel Kollat Blackwell Model (1968)

Engel, Blackwell, and Kollat's model studies consumer buying behavior, emphasizing the decision-making process, information input, information processing, and variables influencing decisions. This model includes stages such as problem identification, search, alternative assessment, purchase, and consequences. Information processing begins at the problem identification stage, influenced by marketing and non-marketing sources. Individual traits, societal factors, and situational influences affect the decision-making process. The model's comprehensive approach helps understand consumer behavior from various angles.

The study used Engel Kollat Blackwell Model (1968), which individual consumer behavior is broken down into four sections. The stages are decision process stage information input stage, information processing stage and variable influencing the decision process.

2.2. Empirical Literature Review

The empirical literature review section deals with the related papers that are working on the effect of packaging on consumer purchasing decisions and the studies are sorted in the list of international studies, African studies, and Ethiopian studies.

A study conducted in the title Effect of Product Packaging on Consumer Buying Decision was conducted to determine which elements of product packaging are the most significant and how they impact consumer buying behavior. Due to increasing self-service and changing consumer lifestyles, the internet in packaging as a tool of sales promotion and stimulator of impulsive buying behavior is growing increasingly. So packaging performs an important role in marketing and encouraging or even sometimes discouraging the consumer from buying a product, especially at the point of sale or at the time when a consumer is choosing from among different brands of similar product types. This could be treated as one of the most important factors influencing a consumer's purchase decision. This study was conducted keeping in view the importance of product packaging and the great impact it can make on the purchase decision, after studying different aspects and components of packaging. It was found that the colors of packaging are the most significant feature at 1%, followed by a picture or image of the purchasing which is significant at 10%.

A study conducted in Nigeria's goal was to determine how much product packaging influences consumers' purchasing decisions. The purpose of the research was to look at the variables that influence customer purchasing decisions. A well-structured questionnaire was used to gather primary data from respondents in the three senatorial districts of Delta State, which are Delta South, Delta Central, and Delta North. Selected stores within the three senatorial districts were also randomly chosen. The results of the study indicated that consumers' decisions to purchase a product are significantly influenced by the packaging of that product, making it the most crucial component to take into account. There is a significant relationship between the construct of product packaging and consumer buying decisions. It was recommended that manufacturers should focus more on product package innovation, a well-improved aesthetics that will include coloring, labeling, and a customized wrapper that would elicit buying decisions (Omamuzo & Okeke, 2023).

A study conducted in Ghana examines the impact of product packaging on the purchasing intention of Made-In-Ghana brands using Agbeve Herbal Centre Products as a case study. Opening on the fact that packaging elements such as color, wrapper design, background image, and innovative ideas all have a significant impact on consumers' purchasing intention, the study establishes that visual appeal is more significant than the qualitative aspect of packaging given the area of study. Methodologically, both primary and secondary data sources were utilized through a survey research approach. The paper argues that while many Ghanaians want to purchase made-in-Ghana products, the packaging discourages them. In this regard, consumers are reluctant to purchase Agbeve herbal products due to very poor packaging. The study findings revealed that given the challenge at hand, the lack of packaging design experts has hampered packaging development as there are very few packaging design experts compared to the number of SMEs in the country. Ghana, to a large extent, lacks packaging design experts to help in such areas as design, and production of packaging structures. As a result, many manufacturers are ready to improve upon their packages but cannot get the necessary expertise. Also, institutions such as the Food and Drug Authority and Ghana Standard Board mandated to implement the existing but inadequate laws on labeling and packaging are faced with many challenges and hence, many products with no user information are found on the market. Furthermore, education and the influx of imported products have enlightened many consumers about what a good packaging structure is. As a result, there is a growing urge for brands to be enhanced by

manufacturers which stands as a major challenge to local manufacturers, many of whom do not have the means to meet such expectations. The study therefore recommends among others that, in a bid to suit international packaging standards, a strategic campaign on the improvement of local manufacturing climate through policy, regulatory, and enlightenment framework review while complementing manufacturing of Made-In-Ghana products through exploring current packaging trends to enhance sales and overall trade development (Jewel Dela et al., 2019).

A study was conducted to determine the attributes of packaging that play an important role in consumers buying decisions. The purpose of the research is to find out the main important factors related to the packaging attributes and practicality that help consumers in their buying decision process. For companies to create the right packaging for their products, they must understand the consumer buying process and understanding the role and impact of packaging as a variable that can influence the purchase decision. Therefore, understanding, what factors influence the buying decision and what packaging attributes are most important will help companies make the right decisions about the packaging of their products. The research identified the main variable of the study consumer buying decision and some independent variables like packaging color, printed information, packaging material, font, printed information, and innovation. The primary research data was collected through a structured questionnaire and SPSS software was used for analysis purposes. Therefore, the study tries to find out the most important factors that have an impact and influences consumer's purchase decision.

A study conducted at Addis Ababa University was inspired by the absence of studies in the area of assessment of packaging attributes on Consumer Buying Decisions. Furthermore, it is important to notice that the usage of food packaging habits in the Ethiopian context is quite different from the developed countries. The objective of the study was to examine the effect of packaging attributes on consumer buying decision behavior and identify important attributes. A total of 200 structured questionnaires were distributed online to consumers of sun chip products in Addis Ababa to collect the primary data. Only 181 questionnaires were returned at the top of the info-collection process, which gave a response rate of 90.5 percent. Data collected were analyzed using correlation and regression and SPSS software was used for this purpose. The result of the study indicated that the background image on the packaging has the strongest effect

on Sun chips product purchase decisions followed by innovative printed information and font size. However, there have been no significant relationships between packaging material and packaging color on packaging within the purchase decision of the Sun chips products. Ethiopian consumers do not give weight to packaging color and therefore the quality of the packaging material. The findings of this survey will be used to make recommendations to marketers to reinforce their level of insight into consumers buying decisions. However, there were no significant relationships between packaging color and packaging materials within the purchase decision of the sun chip product (Tewodrose, 2020).

A study was conducted at Addis Ababa University, the purpose of the study was to investigate the effect of packaging on the purchase decision of consumers in Addis Ababa, the case of Yami Mango Juice. one of the frequently purchased products in supermarkets. The research adopted a model that consisted of 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 decisions was evaluated. The study findings revealed that the majority of the packaging elements such as packaging color, design material, size, and product information had a significant effect, but graphics and nutritional information failed to have a significant effect on consumers' purchase decisions (Shebeta, 2018).

Another study was conducted at Addis Ababa University, which used bottled drinking water as an example to investigate the impact of packaging and promotional mix elements on customers' purchase decision of bottled water in higher education students in Addis Ababa. The specific objective of the study was to investigate the relationship between the physical appearance and the Integrated Marketing Communication elements (Color, Size, Wrapper design, Advertising, Word of mouth, and Celebrity endorsement) and customers' purchase decision of bottled water in higher education students in Addis Ababa. The target population in the study was 5,640 registered undergraduate and postgraduate students in Addis Ababa University from the College of Business & Economics and School of Commerce premises. Cluster sampling was adopted to select the University and 397 representatives from an ordered sample size from the different stratified departments were selected conveniently. Data were collected using a structured questionnaire. Descriptive statistics were used to summarize the properties of the data and

inferential statistics were derived using correlation and multiple regression analysis. This study used the Statistical Package for Social Sciences (SPSS 17.0) as a tool to process and analyze data and results were presented in tables and percentages. The results show that all the specific objectives of the study were significant at a 95 % confidence level; there was a strongly significant impact of the color of the packaging, size of the packaging, wrapper design of packaging, advertising, word of mouth, and celebrity endorsement on customers' purchase decision. The result suggests that management should adopt, develop, and improve a combination of packaging and promotional mix elements that can bring distinct outcomes in terms of turnover, improved market share, customer retention, and productivity among others (Ababa & Teklemariam, 2016).

Another study conducted at Addis Ababa University aimed to examine the effect of product packaging on consumer buying behavior of packaged milk products in Addis Ababa. By taking the research objectives and questions into consideration, both descriptive and explanatory research designs were used. A sample of 384 shoppers from five supermarkets in Addis Ababa was selected using simple random sampling while quantitative data was collected using structured questionnaires. The selection of supermarkets was based on judgmental sampling in which location and diverse socio-economic characteristics of the population were considered. The response rate of the collected questionnaires was 89.84%. However, out of these due to incompleteness, only 337(87.76%) were valid for further analyses and the remaining 8 (2.08%) were discarded. The data were analyzed using both descriptive and inferential statistics. The findings of descriptive statistics have shown that the mean score of packaging attributes variables i.e. packaging Color, Packaging Material, Packaging Graphics, Packaging design, packaging size, and Printed information inclined to agreement level. All independent variables have a significant correlation with the dependent variable "consumer buying behavior". In this case, Printed information had a stronger relationship with consumer buying behavior. Likewise, the empirical findings of the multiple regression indicated that only four of the predictor variables Packaging Material, Packaging Design, packaging size, and Printed information have a positive and significant effect on consumer buying behavior but, packaging color and graphics are not. Moreover, this study found that among all the packaging elements, printed information has the most impact on purchase decisions of packaged milk products. The independent variables jointly explained 57% of the variance in consumer buying behavior. Finally, based on the research

findings and conclusions drawn the researcher forwarded recommendations for the study (Ashebir, 2020).

According to the empirical evidence of the relationship between packaging and consumer purchasing decisions, this study will conduct a study on the effect of packaging with the new concept of green packaging and other variables like innovation, level of transparency, and visual elements, the independent variables may or may not affect the dependent variable packaging and this study will study in this phenomenon and will conclude based on the findings of the study.

2.3. Conceptual Framework

The conceptual framework developed for the study includes independent variables and dependent variables. The independent variables are green packaging, color, material, Design, size, labeling, and innovation; this variable may affect the dependent variable Purchase Decisions of Consumers.

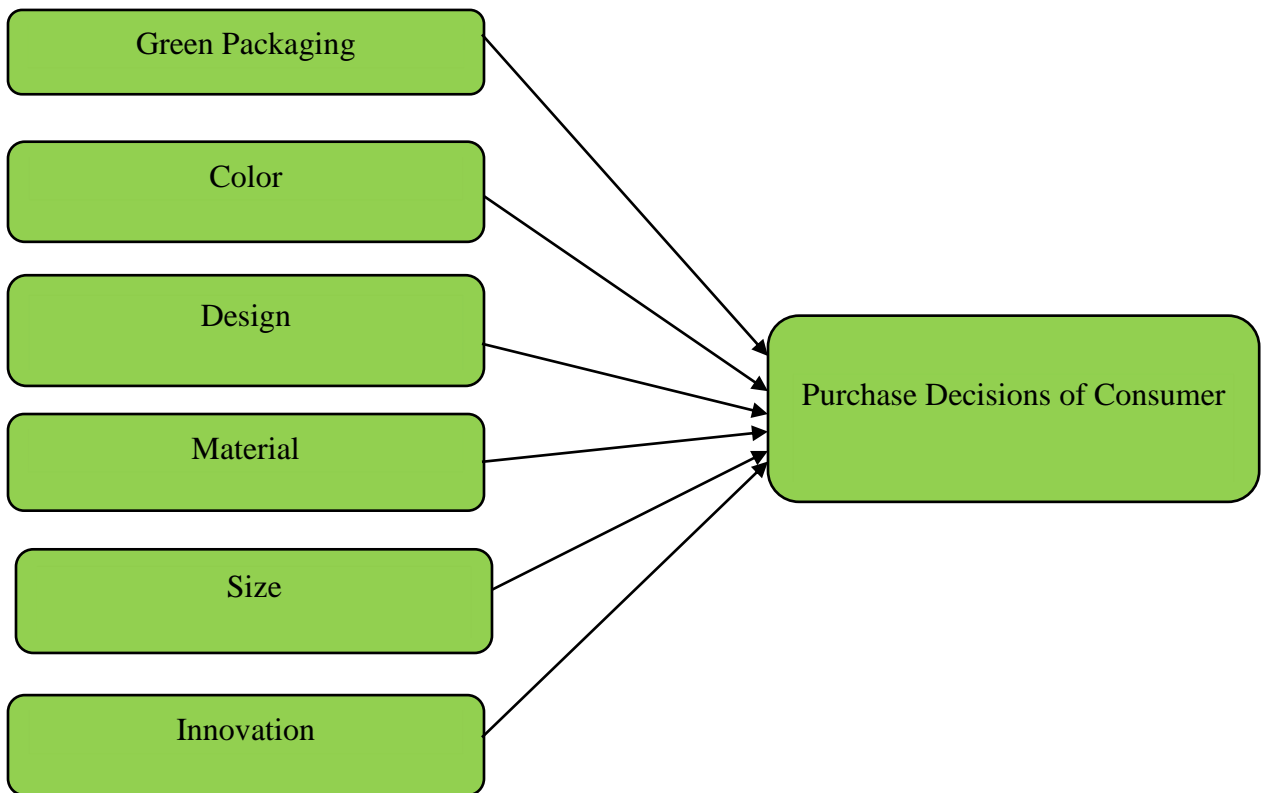


Figure 2.1: Conceptual framework adopted from (Tewodrose, 2020) & with modification done by the researcher.

2.4. The Hypothesis of the Research

According to the above information, the study developed the following hypothesis.

2.4.1. Green Packaging and Purchase Decisions of Consumers

Green packing involves the encouragement and utilization of packaging, which results in improved manageability of items. Green packaging includes three main identities: they are minimizing the use of hard-to-decompose packaging, using packaging with low energy consumption, and using environmentally friendly packaging.

The criteria of individual ecological concerns are different from each other. Nowadays, consumers' buying decisions depend on different factors and evaluations of the effect of packaging on ecological degradation. It has been established that consumers value environment-friendly and ethical products. However, the daily purchasing behavior of consumers is often inconsistent with this; hence, there might be a potential market for this type of packaging (Mahmoud et al., 2022).

H1: Green packaging has a significant effect on the purchase decisions of consumers.

2.4.2. Color and Purchase Decisions of Consumers

Packaging Color every color has a distinct significance that may affect how people feel and think. The most important aspect of packaging is the color since different shades will influence how different consumers perceive or feel about the package. A key element in helping customers distinguish between competitors' products with similar features is the color of the packaging. When customers relate to new package designs for a fresh product that has the same color as the initial product package, some studies claim that this would affect consumers' purchase intentions. The right color selection for the package might draw the consumer's attention. (Sukri et al., 2022)

H2: Color has a significant effect on the purchase decisions of consumers.

2.4.3. Design and Purchase Decisions of Consumers

The graphic design of the packaging such as the image on the packaging will help to build the brand of the product to make it more special and to create its own identity so that consumers can differentiate it from a similar product manufactured by their competitors. It was also found that the higher the quality of the graphic for packaging, the likelihood of consumers feeling assured about the quality of the product. The picture on the packaging is a way to attract consumers buying intentions. The right selection of the image for a product packaging that is related and identified to the brand can help to draw the attention of consumers that help to influence the consumers' purchase intention (Yeo et al., 2020).

H3: Design has a significant effect on the purchase decisions of Consumer.

2.4.4. Material and Purchase Decisions of Consumers

As other visual elements, material also communicates, most importantly material affects the perceived quality associated with the product that means consumers thinking 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. (as Biruk Mengistu ,2017 sited in Smith and Taylor, 2004).

H4: Material has a significant effect on the Purchase decisions of Consumer.

2.4.5. Size and Purchase Decisions of Consumers

Packaging shape and size are considered important when designing a product packaging in order to attract the attention of consumer. According to (Silayoi and Speece, 2004) package shape, size, and 17 elongations affect consumer's judgment and decisions about a product, although not always in an easily open way. Product consumption increases when packages are redesigned or obtainable in larger sizes than small size (as Tesfaye Ashebir, 2020 sited in Kotler& Keller, 2008). The product features and the target market influence/determine the size of a package (Smith & Taylor, 2004).

H5: Size has a significant effect on the purchase decisions of Consumers.

2.4.6. Innovation and Purchase Decisions of Consumers

Innovation: Silayoi & Speece (2004) highlight that technology developed for packaging comes from the current trends in products and consumer behaviors. Packaging innovation in this dynamic environment must be consumer oriented, meet the green marketing agenda, meet the nutritional requirements of the society, must be efficiently manufactured, and should have a long shelf life and meet food safety requirements of the people.

Silayoi & Speece (2004) are of the view that technology that comes in with a package plays a big role and thus forms a special form of informational element. Deliya & Parmar (2012) are of the view that innovative packaging increases the value of the goods if it meets a consumer needs. In most instance customers accept a product if its package is well innovated, thus product innovation plays a pivotal role in consumer decision making of FMCG products. As part of product innovation font style is also important. Deliya & Parmar (2012) affirm that font style of packaging grabs customer attraction.

H6: Innovations have a significant effect on the purchase decisions of Consumer.

CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOGY

3.1. Introduction

This chapter describes the methodology used in the study. The main topics that will be covered here are research approach, research design, research population, sample size, Sample procedure, sampling technique, Method of data collection instruments, Method of data analysis tools, Validity, Reliability, and ethical considerations.

3.2. Description of the Study Area

The study was conducted on customers of beverage companies located in Addis Ababa in connection with the effect of packaging on consumers' purchase decision behavior and to examine whether packaging factors namely Green Packaging, color, design, material, size, and innovation accessibility matters consumers in deciding to purchase of beverage products.

3.3. Research Approach

Quantitative research is characterized by deductive approaches to the research process aimed at proving, disproving, or lending credence to existing theories. This type of research involves measuring variables and testing relationships between variables to reveal patterns, correlations, or causal relationships. Leavy (2017).

3.4. Research Design

Research designs will fall under two traditional categories: explanatory and descriptive. The research objectives play a significant role in determining the most appropriate design. Three common objectives are (1) to gain background information and to develop hypotheses; (2) to measure the state of a variable of interest (for example, level of brand loyalty); or (3) to evaluate hypotheses that outline the connections between two or more variables, like the degree of brand loyalty and advertising. The choice of research design also depends on how much we already know about the problem and research objective. The less we know, the more likely it is that we should use exploratory research. Causal research, on the other hand, should only be used when

we know a fair amount about the problem and look for cause-and-effect relationships between variables related to the problem or research goal. By reading this chapter you will better understand how different research objectives are best handled by various research designs. C.Burns, Veeck. (2020).

In this context, the researcher is using a research design that combines descriptive and explanatory methods. The purpose is to describe and explain the different elements of packaging and how they influence consumer purchase decisions. By using this approach, the researcher aims to provide a comprehensive understanding of the relationship between packaging factors and consumer behavior in making purchase decisions. Moreover, the contribution of the packaging elements towards the dependent variable, which is consumer purchase decision, has been clearly examined. As the aim of the study is to describe the characteristics of sample population in connection with the effect of these packaging elements on consumer purchase decision and the researcher uses quantitative research approach, descriptive research design is suitable and appropriate. Moreover explanatory research design will be used and helps the researcher to find out the relationship between the independent variables, namely (Green packaging, color, design, material, size and innovation and the dependent variable, consumer purchase decision behavior.

3.5. Population and Sample Size

Kothari (2004) defines the term 'population' as the totals of items about which information is desired. He adds that the characteristics that are the object of study are referred to as attributes. Units possessing them are called as elementary units. Population is generally described as an aggregate of such units. The whole customers of certain selected beverage companies Consumers in Addis Ababa City will serve as the study's target demographic. We will frequently choose a small sample size of products from the population for our research. Selecting the appropriate sample size is crucial since excessively large samples can be a waste of money, time, and resources. However, conclusions from too-small samples may be erroneous. According to Kothari (2004), Sample size is associated with time and cost. It is on the basis of these two constraints one has to determine a sample which in turn will be able to produce results that are statistically significant, statistically robust or statistically justified, but, more importantly, representative of the whole population. An under-sized sample can be a waste of resources for

not having the capability to produce useful results. However, an excessively large sample consumes more resources than is necessary. The existing literature debates the issue of successful selection and meaningful sample-size. As a result, to determine the minimum sample size for the study Sample Procedure and Sample technique.

n= is a sample size,

Z= is the standard normal deviation set at 1.96 (for 95% confidence level), or Critical value of

the normal distribution at the required confidence level

e=the desired level of precision, i.e. the margin of error (taken as 0.05)

P= sample proportion, q=1-p p=0.5 and q= (1-0.5) =0.5 and

$$N = \frac{Z^2 p^2 (1-P)}{e^2}$$

$$N = \frac{(1.96)^2 (0.5)^2 (1-0.5)}{(0.05)^2} = 384$$

3.6. Sample Procedure and Sample Technique

Due to the large population size and limitations in time and cost, the researchers will use convenience and purposive non-probability sampling techniques to collect data for the study. These techniques will be chosen because they allowed for a more practical and efficient data collection process. Additionally, the study needed participants who will have knowledge about the topic under investigation. Convenience sampling will be used to distribute and handle survey questionnaires effectively and conveniently to customers in Addis Ababa. For the purpose of this study the target population for this research will be consumers of beer, wine and soft drinks located in Addis Ababa city and are found in all eleven sub cities. The student researcher easily got from eleven sub cities three sub cities and three woredas from each three sub cities are sufficient and was selected from the target population of eleven sub cities by using simple random sampling method. Because of the large number of the sample unit, time and cost constraint, after selecting three sub cities (Lideta, Lafto and Arada), consumers of beer, wine and soft drink included in the sample study was then selected by using convenience sampling

method. This approach allowed for easy distribution of the questionnaires to a convenient sample of respondents who met the study's requirements. The main reason for using judgmental sampling is that the researcher believes it can provide a representative sample by relying on their expertise and judgment. The approach being referred to in the text is a method or strategy that helps to reduce both the time and financial resources required for a particular task or process. By implementing this approach, individuals or organizations can achieve efficiency and cost-effectiveness, resulting in time and monetary savings. In this case, the researcher will identify customers and non-customers by asking them about their affiliation with the beverage products before distributing the questionnaires, ensuring that respondents will have knowledge of the study area. Thus, to do so purposive sampling technique is most appropriate. The text states that it was simple for the researcher to assess the knowledge of the respondents about the study area, which allowed them to distribute questionnaires accordingly. This means that the researcher could tailor the questions based on the respondents' level of understanding, ensuring that they were appropriate for each individual's knowledge and expertise in the subject matter. In this context, the researcher chose to use convenience sampling, a non-probability sampling technique, because the study is quantitative in nature. Additionally, since the subject of the study requires respondents with knowledge of the study area, the researcher employed judgmental sampling, which involves selecting participants based on the researcher's judgment and expertise.

3.7. Method of Data Collection Instruments

Both primary and secondary source will be utilized to collect the required data in accordance with the research objectives. Descriptive research including primary and secondary data has been carried out to achieve the goals of this analysis. Further categorizing it as per the objectives of the study can be categorized as causal research as it has a cause-and-effect relationship. To assess factors that affect customer purchase decisions, primary data were collected from respondents using a standardized questionnaire with a five-point Likert scale. To accomplish the objective of the research, the data obtained from participants were tabulated and reviewed using various statistical approaches for logical statements. Secondary data from existing journals, literature, and online searches have been gathered. Chattopadhyay, Sondhi and Dalal (2023). The primary sources of data for this research will be gathered from buyers of certain selected

beverage products in Addis Ababa city. Secondary data will be collected from the research institution and other relevant sources.

3.8. Method of Data Analysis Tools

Appropriate checks on the collected data from primary sources will be carried out. Besides, in house editing will undertake by the researcher with the purpose of detecting errors committed by the respondents during the process of completing the questionnaires. Then the edited data will be coded and manually enter in to the statistical package for social science (SPSS) software.

The study will uses quantitative data analysis methods. Statistical tools that will be used to analyze data for the research work included Descriptive statistics (frequency, mean, and standard deviation), correlation and multiple regressions. Demographically, the gender, age, educational level, income of the respondents and marital status will descriptively analyze also.

Based on the four hypotheses, the methods of statistical interference will be analyzed in this paper. Pearson Correlation analysis will conducted to verify for the existence of significant relationship between the packaging factors and consumer purchase decision behavior in purchasing of wine products. The multiple regression analyses will then carried out to establish by how much percent the independent variables explain the dependent variable. The presentation of the data will in table form and statistical package for social science (SPSS) came to support the analysis.

3.9. Ethical Consideration

In the context of research ethics in fieldwork involving human subjects, important rights such as informed consent, privacy, confidentiality, and protection from deception or harm are emphasized. Potential participants are fully informed about the research procedures and risks, and their voluntary participation is sought with the assurance that they can withdraw at any time without adverse consequences. The research also upholds the principle of anonymity, ensuring that participants remain anonymous even to the researcher.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

4.1. Demographic Characteristics of Respondents

The survey participants' demographic characteristics encompass gender, age, marital status, educational level, and staying loyal consumers of the beverage product. The table below presents the specific details of these respondent characteristics along with their corresponding percentages. The study distributed 384 questionnaires to consumers in Addis Ababa, Ethiopia of these, 364 questionnaires were completed and returned, resulting in a collection rate of 94.7%. The collected data was then entered into SPSS version 20 software for analysis and presented in this chapter.

Table 4.1: Gender of Respondents

Gender of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	287	78.8	78.8	78.8
	2	77	21.2	21.2	100.0
	Total	364	100.0	100.0	

Source: study survey 2024

Packaging is a vital factor in the consumer decision-making process, particularly in the beverage industry. It influences not only the perception of the product but also its attractiveness on the shelf, impacting consumer choices. This report explores how packaging affects the purchase decisions of consumers for beverage products, based on an analysis of survey data. The demographic profile of respondents provides a context for understanding the influence of packaging on different consumer segments. Based on the output of the demographic status of the respondents the majority of the respondents are male respondents holding the percentage of 78.8 and female respondents are 21.2 percent of the whole sample. This distribution indicates that the majority of the respondents are male, which may influence the findings related to packaging preferences and purchase behaviors.

Table 4.2: Age of Respondents

Age of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	43	11.8	11.8	11.8
	26-35	118	32.4	32.4	44.2
	36-45	87	23.9	23.9	68.1
	46-55	61	16.8	16.8	84.9
	above 56	55	15.1	15.1	100.0
	Total	364	100.0	100.0	

Source: study survey 2024

Packaging plays a critical role in the beverage industry, influencing consumer perceptions and purchase decisions. Effective packaging not only serves to protect the product but also acts as a key marketing tool that can attract and persuade consumers. This report examines the impact of packaging on the purchasing decisions of consumers, with a focus on how different age groups respond to various packaging attributes. Based on the collected data the majority of the respondents' age group is between 26 and 35, the age group 18-25 respondents 43 represent 11.8 percent of the sample, the age group 36-45 respondents 87 represent 23.9 percent of the sample, age group 46-55 respondents are 61 that represent 16.8 percent of the sample, age group above 56 years of age respondents are 55 that represent 15.1 percent of the sample. This age distribution provides a comprehensive view of consumer perspectives across different life stages, allowing for a nuanced understanding of how packaging influences purchase decisions in the beverage sector.

Table 4.3: Marital Status of Respondents

Marital status of Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	185	50.8	50.8	50.8
	2	136	37.4	37.4	88.2
	3	43	11.8	11.8	100.0
	Total	364	100.0	100.0	

Source: study survey 2024

Packaging is a pivotal element in the marketing and sale of beverage products, influencing consumer choices through its design, functionality, and presentation. This report delves into how packaging affects the purchase decisions of consumers in the beverage market, taking into account the marital status of respondents to provide a deeper understanding of consumer behavior. According to the collected data 185 of the respondents are married, 136 of them are single and 185 of them are divorced. This distribution provides a diverse perspective on how packaging impacts consumer choices across different life circumstances, reflecting varied needs and preferences.

Table 4.4: Level of Education Respondents

Level of Education Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	10.2	10.2	10.2
	3	51	14.0	14.0	24.2
	4	34	9.3	9.3	33.5
	5	35	9.6	9.6	43.1
	6	175	48.1	48.1	91.2
	7	28	7.7	7.7	98.9
	8	4	1.1	1.1	100.0
	Total	364	100.0	100.0	

Source: study survey 2024

Packaging is a key factor influencing consumer purchase decisions in the beverage industry. It not only protects the product but also enhances its appeal, conveys information, and reflects brand values. This report explores how packaging affects the purchase decisions of consumers, with a focus on educational background as a variable influencing these decisions. The survey questionnaire inquired about the educational backgrounds of the respondents. The results indicate the following distribution, 37 respondents did not acquire formal education, 51 respondents completed secondary school, 34 respondents hold certificates, 35 respondents have diplomas, 175 respondents possess a first degree, 28 respondents hold a second degree, and additionally, 4 respondents reported having attained a third degree. This diverse educational

background provides insights into how different levels of education may affect consumer perceptions of packaging and subsequent purchase decisions.

Table 4.5: Loyal Consumers in these beverage products Respondents

How long have you been staying loyal consumer of these beverage products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 5 years	6	1.6	1.6	1.6
	5-10 years	62	17.0	17.0	18.7
	11-15 years	130	35.7	35.7	54.4
	Over 16 years	162	44.5	44.5	98.9
	5	4	1.1	1.1	100.0
	Total	364	100.0	100.0	

Source: study survey 2024

In the competitive beverage industry, packaging serves as a crucial tool in attracting and retaining consumers. This report explores the influence of packaging on consumer purchase decisions, with a particular focus on how varying levels of brand loyalty impact these decisions. The analysis is based on survey data regarding the duration of loyalty to a specific beverage product. The survey assessed the duration of loyalty among respondents to a specific beverage product, yielding the following distribution: In response to the loyalty question, the survey participants exhibited varying levels of loyalty to a specific product. Specifically, 130 respondents expressed loyalty for a duration ranging from 11 to 15 years, 162 respondents reported being loyal for over 16 years, 6 respondents indicated loyalty to the beverage product for less than five years, 62 respondents demonstrated loyalty to the product for a duration spanning five to ten years, and additionally, 4 respondents expressed loyalty specifically for five years. This data provides a comprehensive understanding of how different levels of brand loyalty may influence perceptions of packaging and subsequent purchase decisions.

4.2. Validity and Reliability of the Study

4.2.1. Validity

When evaluating quantitative research, validity, and reliability are the two primary criteria used. Validity refers to the accuracy and soundness of the research, ensuring that it measures what it intends to measure. Reliability, on the other hand, pertains to the consistency and stability of the research findings, indicating that the results can be replicated or trusted over time. These criteria are essential for assessing the quality and credibility of quantitative research studies. Validity refers to the extent to which a measure is tapping what we think it is tapping. It refers to the extent to which the same results would be obtained if the study or measurement were repeated under similar conditions. In other words, A good measure should be both valid (measure what it's supposed to measure) and reliable (the results are dependable). (Leavy,2022).

There are different types of validity we can try to achieve, thus imbuing our measure with credibility (Adler & Clark, 2015). Face validity is a judgment call we make that, at face value, based on common sense, the measure is tapping what we claim it is tapping. If you presented the measure to someone walking down the street, they would know what the measure was supposed to examine or consider. Content validity is a judgment call made by experts in the particular area that the measure is valid. If you present the measure to a group of experts, they would agree it is legitimate. Construct validity refers to the extent to which a measurement accurately captures the intended concept and its related concepts. Achieving construct validity requires us to create highly specific operational definitions (Fallon, 2016). Statistical validity refers to the assessment of whether the chosen statistical analysis was suitable for the data and if the conclusions drawn align with the analysis and the principles of statistical laws. It ensures that the statistical methods used are appropriate and that the findings are reliable and accurate within the framework of statistical principles. Ecological validity means that the findings are generalizable to a real-world setting. In other words, the results would not occur only in a lab or other artificial setting but could also be applied to the real world. (Leavy,2022).

4.2.2. Reliability

In survey research, reliability tests are conducted to assess the internal consistency of scales. Two commonly used methods for this purpose are Cronbach's alpha and factor analysis.

Cronbach's alpha measures the extent to which items in a scale are correlated, while factor analysis examines the underlying factors or dimensions of a scale to assess its reliability. Test-retest reliability involves testing the measure twice with the same subjects to see whether the results are consistent (Fallon, 2016). For example, in a survey on a topic for which you'd expect consistent results over time (the subjects' responses are not prone to change over time), the retest method is appropriate. In a study in which responses may naturally change over time due to mood or maturation, such as in a study about happiness, this type of reliability is not a concern. Inter-rater reliability combats the effect of the particular researcher/observer on the results. For example, by having more than one researcher record their observations during an experiment, even for part of the time, the researchers' observations can be compared. The greater the consistency between the two sets of observations, the more reliable the data are (Fallon, 2016).

Interrater reliability can help safeguard against poor or improper training, researcher fatigue, and inadvertent bias. (Leavy, 2022).

To ensure the study's validity, data will be gathered from trustworthy sources, specifically, consumer of beverage products consumers, using survey questions based on existing literature and a frame of reference. The questionnaires underwent a pilot test before the actual survey, which involved 20 individuals over a week, resulting in valid responses. These steps were taken to establish the credibility and reliability of the study's findings.

Table 4.6: Reliability test

	Variables	Cronbach's alpha	No of Items
1	Green packaging	.791	5
2	Color	.702	5
3	Design	.795	5
4	Material	.949	5
5	Size	.802	5
6	Innovation	.899	5
7	Purchase Decisions of Consumer	.824	6
Total reliability		.893	36

The packaging elements are green packaging, color, material, Design, size, labeling and innovation; this variable may affect the dependent variable Purchase Decisions of Consumers and according to the reliability test all variables reliability test output is more than 0.7 and that indicate the reliability of the data distributed.

4.3. Descriptive Statistics

To realize the Effect of Packaging on Beverage Products Purchase Decisions of Consumer descriptive statistics are applied and the output is described as follows.

Descriptive statistics of Green Packaging

Table 4.7: Descriptive statistics of green packaging

Questions	N	Mean	Std. Deviation
Glass or cardboard packaging is environmentally friendly.	364	3.48	.838
The packaging of beverage products use is suitable for recycling.	364	3.45	.936
Beverage products use environmentally friendly technologies.	364	3.49	.969
Beverage products did not use plastic products.	364	3.57	1.017
A sustainability policy for the products Package.	364	3.54	.983
Valid N (listwise)	364		

Source: study survey 2024

Descriptive statistics have been employed to assess the impact of packaging on consumer purchase decisions regarding beverage products. As outlined by Pimentel (2010), mean values serve as indicators of respondent attitudes: scores falling between 1 and 1.8 signify strong disagreement with the question, while scores from 1.81 to 2.6 indicate disagreement. Mean values ranging from 2.61 to 3.4 suggest neutrality in respondent opinions, while scores between 3.4 and 4.2 signify agreement. Finally, mean values falling between 4.2 and 5 indicate strong agreement among respondents with the posed question. These categorizations help gauge the overall sentiment of respondents toward packaging and its influence on their purchase decisions.

The descriptive statistics presented in the table above pertain to perceptions regarding green packaging. For instance, the mean value for the statement "The packaging of the beverage is environmentally friendly; the material used is glass/cardboard than in plastic" is 3.48. This suggests that the majority of respondents agree with the assertion that beverage packaging made from glass or cardboard is more environmentally friendly than plastic packaging. Similarly, the mean value for "The packaging beverage products use is suitable for recycling" is 3.45, indicating widespread agreement among respondents regarding the recyclability of beverage packaging materials.

Additionally, the mean value for "Beverage products use environmentally friendly technologies when packing their products" is 3.49, further highlighting agreement among respondents regarding the use of environmentally friendly technologies in beverage packaging. Moreover, the mean value for "Beverage products did not use plastic products for packaging" is 3.57, suggesting agreement among the majority of respondents regarding the avoidance of plastic in beverage packaging. Lastly, the mean value for "Beverage products have a sustainability policy for the products Package" is 3.54, indicating agreement among respondents regarding the presence of sustainability policies in beverage product packaging.

These mean values reflect a general consensus among respondents regarding the importance of sustainability practices in beverage packaging. The findings highlight a positive trend towards environmentally friendly packaging solutions in the beverage industry, with a focus on reducing plastic usage and implementing sustainability policies.

These descriptive statistics provide valuable insights into consumer perceptions and attitudes toward green packaging practices in the beverage industry, aiding in the assessment of sustainability initiatives and informing future strategies for environmentally responsible packaging.

Descriptive statistics of color

Table 4.8: Descriptive statistics of color

Questions	N	Mean	Std. Deviation
Attractive packaging color indicates good product.	364	3.82	.678
Packaging Color attracts my attention.	364	3.79	.764
Packaging color is unique to me as compared to other visual packaging elements.	364	3.84	.582
Packaging Color is easy to remember.	364	3.96	.546
I can associate packaging color of beverage products.	364	3.84	.600
Valid N (listwise)	364		

Source: Study survey 2024

The descriptive statistics provided in the table above pertain to perceptions regarding Product color. For instance, the mean value for the statement "Attractive packaging color on beverage product indicates a good product" is 3.82. This suggests that the majority of respondents agree that an appealing packaging color signals the quality of the product. Similarly, the mean value for "Packaging Color on beverage product attracts my attention" is 3.79, indicating widespread agreement among respondents regarding the ability of packaging color to capture their attention.

Additionally, the mean value for "Packaging color on beverage product is unique to me compared to other visual packaging elements" is 3.84, further highlighting agreement among respondents regarding the distinctiveness of packaging color. Moreover, the mean value for "Packaging Color on beverage product is easy to remember" is 3.96, suggesting that the majority of respondents agree that packaging color is memorable. Lastly, the mean value for "I can associate packaging color of beverage products" is 3.84, indicating agreement among the majority of respondents regarding their ability to associate packaging color with specific beverage products. The descriptive statistics provided in the table above indicate strong agreement among respondents regarding the significance of product color in beverage packaging. These findings underscore the importance of product color in influencing consumer perceptions and preferences in the beverage industry.

These descriptive statistics offer valuable insights into consumer perceptions and attitudes toward product color in packaging, providing useful information for marketers aiming to enhance product appeal and brand recognition.

Descriptive statistics of Design

Table 4.9: Descriptive statistics of Design

Questions	N	Mean	Std. Deviation
Visual appeal of package design inspires me.	364	3.85	.523
Package design helps me to find the product easier.	364	3.87	.536
Package design is important in packaging.	364	3.81	.576
Influence of shelf placement and visibility.	364	3.84	.561
Packaging design grabs my attention.	364	3.74	.684
Valid N (listwise)	364		

Source: study survey 2024

The descriptive statistics presented in the table above pertain to perceptions regarding Product design. For instance, the mean value for the statement "Visual appeal of package design inspires me in beverage product" is 3.85. This suggests that the majority of respondents agree that visual appeal plays a significant role in inspiring their interest in beverage products. Similarly, the mean value for "Package design of beverage product helps me to find the product easier" is 3.87, indicating widespread agreement among respondents regarding the utility of package design in facilitating product identification.

Additionally, the mean value for "Package design is important in beverage product packaging" is 3.81, further highlighting agreement among respondents regarding the importance of package design in beverage product packaging. Moreover, the mean value for "Packaging design on beverage product is important in determining shelf placement and visibility" is 3.84, suggesting widespread agreement among respondents regarding the role of packaging design in influencing shelf placement and visibility. Lastly, the mean value for "Packaging design on beverage product grabs my attention" is 3.74, indicating agreement among the majority of respondents regarding the ability of packaging design to capture their attention. The key insight derived from the

descriptive statistics presented in the table above is the significant role of product design in shaping consumer perceptions and behaviors in the beverage industry. These findings underscore the critical role of product design in enhancing consumer engagement, facilitating product identification, and influencing purchasing decisions in the competitive beverage market.

These descriptive statistics offer insights into consumer perceptions and attitudes toward various aspects of product design, providing valuable information for marketers and product developers.

Descriptive Statistics of Material

Table 4.10: Descriptive statistics of material

Questions	N	Mean	Std. Deviation
The effectiveness of packaging material in preserving freshness.	364	3.25	1.225
The packaging material show the products are easy to open.	364	3.37	1.067
The packaging materials are Environmentally friendly.	364	3.15	1.238
The quality of packaging material is matter to me.	364	3.69	1.271
The packaging material shows the products are protected.	364	3.23	1.204
Valid N (listwise)	364		

Source: own survey 2024

The descriptive statistics presented in the table above pertain to perceptions regarding product material. For instance, the mean value for the statement "Quality packaging material retains the freshness of the beverage product & chances of damage are minimized" is 3.25. This suggests that the majority of respondents hold a neutral stance regarding the effectiveness of packaging material in preserving freshness and minimizing damage. Similarly, the mean value for "The packaging material in beverage products shows the products are easy to open" is 3.37, indicating that the majority of respondents also hold a neutral stance on the ease of opening beverage product packaging. Additionally, the mean value for "The packaging material in beverage products shows the products are environmentally friendly" is 3.15, further suggesting neutrality among respondents regarding the environmental friendliness of packaging material.

Moreover, the mean value for "The quality of packaging material of beverage product is matter to me" is 3.69, indicating agreement among the majority of respondents regarding the importance of packaging material quality. Lastly, the mean value for "The packaging material in beverage product shows the products are protected" is 3.23, suggesting a neutral stance among respondents regarding the protective capabilities of beverage product packaging material. These findings highlight the nuanced attitudes and perceptions of consumers towards packaging material in the beverage industry, with a particular emphasis on the importance of material quality and a relatively neutral stance on other attributes such as freshness retention, ease of opening, environmental friendliness, and protective capabilities.

These descriptive statistics offer insights into consumer perceptions and attitudes toward various aspects of product material, shedding light on factors that may influence their purchasing decisions.

Descriptive statistics of size

Table 4.11: Descriptive statistics of size

Questions	N	Mean	Std. Deviation
Small size is easy to handle.	364	3.46	.821
Larger packages are more noticeable and appealing.	364	3.40	.952
Larger packages are associated with value for money.	364	3.45	1.007
Size of package helps me to find the product easier.	364	3.48	.958
Large family members attracted by large size packaging.	364	3.41	.950
Valid N (listwise)	364		

Source: study survey 2024

The table presented above displays the descriptive statistics concerning product size perceptions. For instance, the mean value for the statement "Small size of beverage product attracts me because it is easy to handle" is 3.46, indicating that the majority of respondents agree with this sentiment, finding smaller product sizes appealing due to their ease of handling. Similarly, the mean value for "Larger beverage product packages are more noticeable and appealing" is 3.40, suggesting widespread agreement among respondents regarding the attractiveness of larger

packaging. Additionally, the mean value for "Larger beverage product packages are associated with value for money" is 3.45, further highlighting agreement among respondents regarding the perceived value offered by larger packaging. Moreover, the mean value for "Size of package helps me to find the beverage product easier" is 3.48, indicating agreement among the majority of respondents regarding the convenience of product size in locating beverage items. Lastly, the mean value for "Large family members attracted by large size packaging to match the requirement" is 3.41, suggesting agreement among respondents regarding the preference for larger packaging among households with multiple members.

The table summarizes the descriptive statistics on product size perceptions, showing that respondents generally agree on various aspects of beverage packaging size. Smaller sizes are preferred for ease of handling (mean 3.46), larger sizes are seen as more noticeable and appealing (mean 3.40), offer better value for money (mean 3.45), help in locating products more easily (mean 3.48), and are favored by larger households (mean 3.41).

These descriptive statistics offer insights into consumer perceptions and preferences concerning product size attributes, highlighting factors that influence their purchasing decisions.

Descriptive statistics of innovation

Table 4.12: Descriptive statistics of innovation

Questions	N	Mean	Std. Deviation
Innovative technology easy store, recyclable and eco-friendly.	364	4.04	.883
I accept a beverage product if its package is well innovated.	364	4.08	.858
Uniquely and creatively innovated packaging is noticeable or environmentally friendly.	364	4.04	.866
The technology used to pack products to ease in opening, use and closing.	364	4.02	.963
The innovation on the package enhances my knowledge on the product.	364	4.09	.891
Valid N (listwise)	364		

Source: study survey 2024

The table above presents the descriptive statistics about product innovation. For instance, the mean value for the statement "Bringing innovation in the packaging design also increases the value of the beverage product like easy store, recyclable, and eco-friendly" is 4.04. This indicates that the majority of respondents agree with the notion that innovative packaging enhances the value of beverage products. Similarly, the mean value for "In most cases, I accept a beverage product if its package is well innovated" is 4.08, suggesting widespread agreement among respondents regarding the importance of well-innovated packaging. Additionally, the mean value for "Uniquely and creatively innovated packaging can have a larger influence on whether the beverage product is noticeable or environmentally friendly" is 4.04, further highlighting agreement among respondents regarding the impact of innovative packaging on product visibility and environmental friendliness. Furthermore, the mean value for "The technology used to pack products of beverage well innovated to ease in opening, use, and closing" is 4.02, indicating agreement among the majority of respondents regarding the importance of innovative packaging technology. Lastly, the mean value for "The innovation on the package enhances my knowledge of the product" is 4.09, suggesting widespread agreement among respondents regarding the educational value of innovative packaging.

The table summarizes the descriptive statistics on product innovation, indicating that respondents generally agree on the value of innovative packaging for beverage products. Most agree that innovative packaging enhances product value (mean 4.04), leads to product acceptance (mean 4.08), increases visibility and environmental friendliness (mean 4.04), improves ease of use (mean 4.02), and enhances consumer knowledge (mean 4.09).

These descriptive statistics shed light on the perceptions and attitudes of consumers toward various aspects of product innovation, particularly in relation to packaging design and technology.

Descriptive statistics of Purchase Decisions of Consumer

Table 4.13: Descriptive statistics of Purchase Decisions of Consumer

Questions	N	Mean	Std. Deviation
My buying decision depends on the beverage product package.	364	3.29	1.191
You are decided to purchase due to its quality.	364	3.45	1.007
You are decided to purchase due to its competitive price.	364	3.51	1.156
You are decided to purchase due to its promotional activities.	364	3.79	1.204
You are decided to purchase due to its accessibility.	364	3.51	.980
Word-of-mouth entices my decision to purchase it.	364	3.68	.722
Valid N (listwise)	364		

Source: study survey 2024

The table above presents the descriptive statistics for consumer purchase decisions, encompassing various factors. For instance, the mean value for the statement "My buying decision depends on the beverage product package" is 3.29. This suggests that the majority of respondents hold a neutral stance regarding the influence of packaging on their purchase decisions. Similarly, the mean value for "You are decided to purchase beverage products due to its quality" is 3.45, indicating that most respondents agree with this statement.

Additionally, the mean value for "You are decided to purchase beverage products due to its competitive price" is 3.51, signifying agreement among the majority of respondents regarding the influence of competitive pricing. Similarly, the mean value for "You are decided to purchase beverage products due to its promotional activities" is 3.79, suggesting widespread agreement on the impact of promotional activities. the mean value for "You decided to purchase beverage products due to its accessibility" is 3.51, indicating agreement among most respondents regarding accessibility's influence. Lastly, the mean value for "Word-of-mouth about beverage product entices my decision to purchase it" is 3.68, implying that the majority of respondents agree with the influence of word-of-mouth in their purchase decisions.

The table summarizes the descriptive statistics on consumer purchase decisions for beverage products, highlighting various influencing factors. Respondents have a neutral stance on packaging influence (mean 3.29), agree that quality (mean 3.45) and competitive pricing (mean 3.51) affect their decisions, strongly agree that promotional activities (mean 3.79) and accessibility (mean 3.51) are influential, and recognize the impact of word-of-mouth (mean 3.68) on their purchase choices.

These descriptive statistics provide insights into the perceptions and preferences of consumers regarding various factors influencing their purchase decisions.

4.4. Inferential Analysis

4.4.1. Correlation Analysis

Table 4.14: correlation analysis

Correlations								
		Consumer Purchase Decision	Green Packaging	Packaging Color	Packaging Design	Packaging Material	Packaging Size	Innovation
Consumer Purchase Decision	Pearson Correlation	1	.180**	.127*	.156**	.853**	.392**	.346**
	Sig. (2-tailed)		.001	.016	.003	.000	.000	.000
	N	364	364	364	364	364	364	364
Green Packaging	Pearson Correlation	.180**	1	.130*	.348**	.187**	.054	.075
	Sig. (2-tailed)	.001		.013	.000	.000	.308	.152
	N	364	364	364	364	364	364	364
Packaging Color	Pearson Correlation	.127*	.130*	1	.485**	.043	-.017	.128*
	Sig. (2-tailed)	.016	.013		.000	.414	.748	.014
	N	364	364	364	364	364	364	364
Packaging Design	Pearson Correlation	.156**	.348**	.485**	1	.187**	.065	.080
	Sig. (2-tailed)	.003	.000	.000		.000	.214	.126
	N	364	364	364	364	364	364	364

Packaging Material	Pearson Correlation	.853**	.187**	.043	.187**	1	.283**	.185**
	Sig. (2-tailed)	.000	.000	.414	.000		.000	.000
	N	364	364	364	364	364	364	364
Packaging Size	Pearson Correlation	.392**	.054	-.017	.065	.283**	1	.368**
	Sig. (2-tailed)	.000	.308	.748	.214	.000		.000
	N	364	364	364	364	364	364	364
Innovation	Pearson Correlation	.346**	.075	.128*	.080	.185**	.368**	1
	Sig. (2-tailed)	.000	.152	.014	.126	.000	.000	
	N	364	364	364	364	364	364	364
** . Correlation is significant at the 0.01 level (2-tailed).								
* . Correlation is significant at the 0.05 level (2-tailed).								

Source: study survey 2024

When interpreting correlation coefficients, Cohen (1988) offers useful guidelines: For correlation coefficients ranging from $r = 0.10$ to 0.29 or from $r = -0.10$ to -0.29 , the effect size is considered small. For correlation coefficients between $r = 0.30$ to 0.49 or between $r = -0.30$ to -0.49 , the effect size is deemed medium. For correlation coefficients from $r = 0.50$ to 1.0 or from $r = -0.50$ to -1.0 , the effect size is categorized as large. These guidelines aid in understanding the magnitude of correlation coefficients and their practical significance in empirical research.

The study includes several independent variables: green packaging, color, design, material, size, labeling, and innovation, all of which could potentially influence the dependent variable, Consumer Purchase Decisions.

The correlation analysis reveals interesting insights into the relationships between these variables Consumer Purchase Decisions and green packaging, the correlation coefficient (R) is 0.180 , with a significance value of 0.001 . This suggests that there is a statistically significant relationship between green packaging and Consumer Purchase Decisions. For product color, the correlation coefficient (R) is 0.127 , but the significance value is 0.016 , indicating that there is statistically significant relationship between product color and Consumer Purchase Decisions. Product design, With an R value of 0.156 and a significance value of 0.003 , there is a significant relationship between product design and Consumer Purchase Decisions. For product material,

the correlation coefficient (R) is 0.853, and the significance value is 0.000, indicating a highly significant relationship between product material and Consumer Purchase Decisions. Product size, the correlation coefficient (R) is 0.346, with a significance value of 0.000, indicating a significant relationship between product size and Consumer Purchase Decisions. For product innovation, the correlation coefficient (R) is 0.355, and the significance value is 0.000, indicating a significant relationship between product innovation and Consumer Purchase Decisions.

These results suggest that while some variables like green packaging, Packaging color, product design, product material, product size, and product innovation are significantly related to Consumer Purchase Decisions,. These findings provide valuable insights for understanding the factors influencing consumer behavior concerning product attributes.

4.4.2. Regression Analysis

4.4.2.1. Regression Assumption

When performing linear regression for inferential analysis, it is crucial to ensure that certain key assumptions are met to validate the model's estimates and predictions. These assumptions underpin the reliability of the inferences drawn from the regression model. The four key assumptions are:

1. **Linearity:** The relationship between the predictor (independent variable) and the response (dependent variable) must be linear.
2. **Independence:** The residuals (errors) should be independent.
3. **Homoscedasticity:** The residuals should have constant variance at every level of the independent variable.
4. **Normality:** The residuals of the model should be normally distributed.

In this study, we specifically test two of these assumptions: the linearity of the relationship between the variables and the normality of the residuals. Meeting these assumptions is essential before making any inferences about the model estimates or using the model for predictions. Verifying linearity ensures that the predictor and response have a directly proportional relationship while checking for normality confirms that the residuals follow a normal distribution, supporting the validity of the inferential statistics used in the analysis.

4.4.2.1.1. Linearity

If the points in the plot appear to fall along a straight line, it indicates a strong linear relationship between the two variables. This alignment suggests that changes in one variable are directly proportional to changes in the other variable. The closer the data points are to forming a straight line, the stronger the linear relationship, which supports the assumption that one variable can be reliably predicted from the other. This characteristic is crucial for linear regression analysis and other statistical methods that assume a linear relationship between variables.

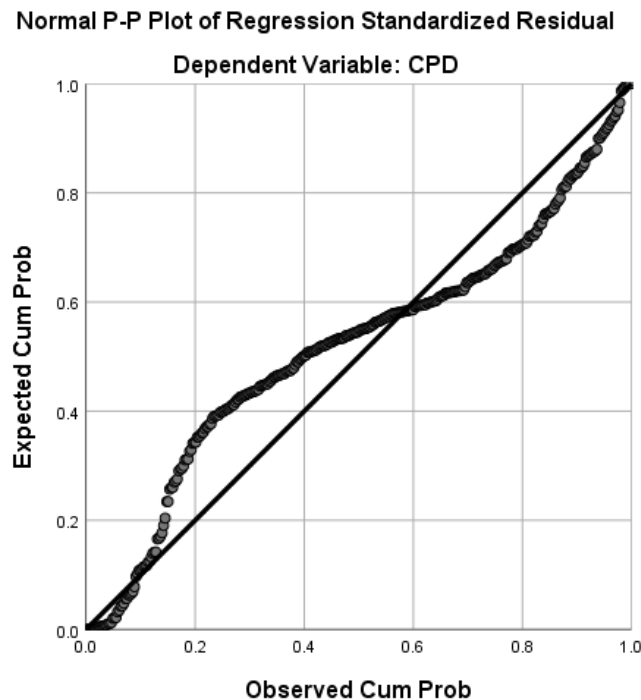


Figure 4.1: Linearity assumption

The P-P plot for the regression standardized residuals of the dependent variable CPD helps assess the normality of residuals in the regression model. In this plot: The points mostly follow the diagonal line, indicating that the residuals approximate a normal distribution. There are some deviations from the line, especially in the lower and upper tails. This suggests that while the residuals are generally normally distributed, there are some areas where the distribution deviates from normality, particularly at the extremes. The mild deviations observed indicate that the normality assumption is reasonably met, but not perfectly. This should be considered when

interpreting the results of the regression analysis, as significant deviations from normality could affect the validity of certain statistical tests and model assumptions.

The P-P plot suggests that the residuals are approximately normally distributed, with some deviations at the tails. This indicates that the regression model's assumptions are largely satisfied, but there may be some minor issues with the extreme values.

4.4.2.1.2. Normality

For most parametric tests to yield reliable results, one key assumption is that the data should be approximately normally distributed. This means the data should follow a bell-shaped curve, peaking in the middle and being symmetrical around the mean. However, it is important to note that the data does not need to be perfectly normally distributed for these tests to be effective. As long as the distribution is close enough to normal, the parametric tests can still provide valid and reliable results. This tolerance for slight deviations from normality ensures that parametric tests remain robust and widely applicable in various practical scenarios.

Table 4.15: Normality

Normality					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Consumer Purchase Decision	364	-.584	.128	.221	.255
Green Packaging	364	-.179	.128	-.338	.255
Packaging Color	364	-2.250	.128	5.521	.255
Packaging Design	364	-1.804	.128	3.743	.255
Packaging Material	364	-.619	.128	-.893	.255
Packaging size	364	-.031	.128	-.357	.255
Innovation	364	-1.215	.128	1.634	.255
Valid N (listwise)	364				

Source: study survey 2024

According to Hair, Black, Babin, and Anderson (2010), the criteria for a sample to be considered normally distributed are that the absolute skewness values should fall between -2 and +2, and the absolute kurtosis values should be between -7 and +7. These thresholds help assess the symmetry and peakedness of the data distribution, respectively. Based on the results shown in the table, the skewness values for the sample are all within the -2 to +2 range, indicating that the data does not exhibit excessive asymmetry. Similarly, the kurtosis values are within the -7 to +7 range, suggesting that the distribution of the data does not have extreme peaks or flatness.

Thus, the values for skewness and kurtosis provide strong evidence that the sample is normally distributed. This normality is crucial for the validity of many statistical tests and regression analyses, as it underpins the assumptions required for these methods to produce reliable and accurate results.

4.4.2.2. Multiple Linear Regression

Table 4.16: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885 ^a	.784	.780	.33864
a. Predictors: (Constant), Innovation, Green Packaging, Packaging Color, Packaging Material, Packaging Size, Packaging Design				

Source: own survey 2022

Table 4.16 provides detailed statistics, including R, R square, Adjusted R square, and the Standard Error of the Estimate. Additionally, it lists the independent variables included in the regression model. R (0.885^a): This is the correlation coefficient between the independent variables and the dependent variable, accounting for all inter correlations among the independent variables. A value of 0.885 indicates a strong correlation. R Square (0.784): This represents the proportion of the variance in the dependent variable that is predictable from the independent variables. An R square of 0.784 means that 78.4% of the variability in the dependent variable (Purchase Decisions of Consumer) can be explained by the model. Adjusted R Square (0.780): This is a modified version of the R square that adjusts for the number of predictors in the model.

An Adjusted R Square of 0.780 indicates that 78.0% of the variance in the dependent variable is accounted for by the independent variables, considering the model's complexity and providing a more accurate measure of the model's explanatory power. Standard Error of the Estimate: This value provides an estimate of the standard deviation of the residuals or prediction errors, indicating the accuracy of the predictions made by the regression model. The statistics in Table 4.13 suggest that the regression model, including the specified independent variables, explains a substantial portion of the variance in consumer purchase decisions, with high R and Adjusted R Square values indicating a strong predictive capability.

4.4.2.3. Anova

Table 4.17: Anova

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	148.300	6	24.717	215.534	.000 ^b
	Residual	40.939	357	.115		
	Total	189.239	363			
a. Dependent Variable: Consumer Purchase Decision						
b. Predictors: (Constant), Innovation, Green Packaging, Packaging Color, Packaging Material, Packaging Size, Packaging Design						

Source: study survey 2024

ANOVA indicates whether the overall model significantly predicts the outcome variable (Field, 2005). It assesses the statistical acceptability of the model, determining if the independent variables collectively provide a good prediction of the outcome variable. In this case, the ANOVA table shows a significance result of 0.000 ($p < 0.05$), confirming a strong degree of prediction. Table 4.14 demonstrates that the independent variables significantly predict the dependent variable, consumer purchase decisions, with $F = 215.534$ and $\text{sig} = 0.000^b$. The F-test is used to determine the overall probability that the relationship between the dependent variable and the independent variables is not due to chance (SPSS, version 20). The ANOVA results indicate that the model's findings are statistically reliable and do not occur by chance, following proper data collection and distribution procedures.

4.4.2.4. Regression Coefficient

George et al. (2003) discuss the standardized beta (β) coefficient, which indicates the unique contribution of each factor to the model. A high beta value and a small p-value (less than 0.05) suggest that the predictor variable significantly contributes to the model. When a statistic is significant, it means that the result is reliable, though it does not necessarily imply that the finding is important or useful for decision-making, as noted by Andy Field (2005).

The regression coefficient (β) of the independent variables on the dependent variable helps illustrate the direction and strength of their relationship. Since the β coefficients for the independent variables are positive, there is a positive relationship between the independent and dependent variables.

Table 4.18: Regression Coefficient Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.487	.211		2.313	.021
	Green Packaging	.026	.027	.025	.951	.342
	Packaging Color	.181	.048	.108	3.786	.000
	Packaging Design	-.123	.051	-.073	-2.427	.016
	Packaging Material	.525	.017	.797	30.207	.000
	Packaging Size	.122	.028	.118	4.327	.000
	Innovation	.139	.026	.145	5.391	.000
a. Dependent Variable: Consumer Purchase Decision						

Source: study survey 2024

The study's independent variables are green packaging, color, material, design, size, and innovation. According to the regression output of standardized beta, t-value, and significance value the following interpretation is done.

For Green Packaging, the Standardized Coefficient (Beta) value is 0.025, the t-value is 0.951 and the Sig value is 0.342, which means Green Packaging has a small positive effect on consumer purchase decisions, but it is not statistically significant ($p > .05$), indicating that its impact is not meaningful in this model.

For Packaging Color, the Standardized Coefficient (Beta) value is 0.108, the t-value is 3.786 and the Sig value is 0.000, which means Packaging Color has a positive effect on consumer purchase decisions and is statistically significant ($p < .001$), suggesting that more appealing packaging colors are likely to enhance consumer purchase decisions.

For Packaging Design, the Standardized Coefficient (Beta) is -0.073, the t-value is -2.427 and Sig value is 0.016, which means, Packaging Design has a negative effect on consumer purchase decisions and is statistically significant ($p < .05$). This suggests that -.123 indicates that one unit increase of independent variable may leads to decrease of dependent variable by -.123 Or certain design aspects may deter consumers, possibly because they are not as functional or appealing.

For Packaging Material, the Standardized Coefficient (Beta) value is 0.797, the t-value is 30.207 and the Sig value is 0.000, which means, Packaging Material has a very strong positive effect on consumer purchase decisions and is highly significant ($p < .001$). This indicates that the quality and type of packaging material are crucial factors influencing consumer decisions.

For Packaging Size, the Standardized Coefficient (Beta) value is 0.118, the t-value is 4.327, and Sig value is 0.000 which means, Packaging Size has a positive effect on consumer purchase decisions and is statistically significant ($p < .001$). This suggests that the size of the packaging plays an important role in consumer preferences.

For the Innovation, Standardized Coefficient (Beta) value is 0.145, t-value is 5.391 and Sig value is 0.000

Interpretation: Innovation in packaging has a positive effect on consumer purchase decisions and is statistically significant ($p < .001$). This implies that innovative packaging can significantly enhance consumer appeal and influence purchase decisions.

4.5. The Hypothesis Analysis

H1: Green packaging has a significant effect on the purchase decisions of consumers.

The significance value for green packaging is 0.342, which is greater than the typical threshold of 0.05. This suggests that green packaging does not have a significant effect on consumer purchase decisions in this study. Therefore, the null hypothesis is accepted, and the alternative hypothesis is rejected.

This finding contrasts with the literature, which suggests that consumers value environmentally friendly products (Mahmoud et al., 2022). The discrepancy might be due to a variety of factors, including the inconsistency between consumers' environmental values and their actual purchasing behavior.

H2: Color has a significant effect on the purchase decisions of consumers.

The significance value for packaging color is 0.000, indicating a strong significant effect. The null hypothesis is rejected, and the alternative hypothesis is accepted. This finding aligns with the literature (Sukri et al., 2022) that emphasizes the importance of color in influencing consumer perceptions and purchase intentions. The color of the packaging helps differentiate products and attract consumer attention, thus significantly impacting their purchase decisions.

H3: Design has a significant effect on the purchase decisions of Consumers. The significance value for packaging design is 0.016, indicating a significant negative effect. The null hypothesis is rejected, and the alternative hypothesis is accepted. Contrary to expectations from the literature (Yeo et al., 2020), which highlights the importance of design in attracting consumers, this study found that certain design aspects might negatively impact consumer purchase decisions. This suggests that while design is crucial, not all design choices are beneficial, and some may detract from the product's appeal.

H4: Material has a significant effect on the Purchase decisions of Consumers.

The significance value for packaging material is 0.000, showing a highly significant positive effect. The null hypothesis is rejected, and the alternative hypothesis is accepted. This finding is consistent with the literature (Smith and Taylor, 2004), which states that the material of

packaging affects perceived quality and consumer decisions. High-quality materials that preserve the product's condition are crucial for consumer satisfaction and purchase intentions.

H5: Size has a significant effect on the purchase decisions of Consumers.

The significance value for packaging size is 0.000, indicating a significant positive effect. The null hypothesis is rejected, and the alternative hypothesis is accepted. This aligns with previous studies (Silayoi and Speece, 2004) which assert that package size influences consumer judgment and decisions. Larger packages may be associated with better value and convenience, thereby enhancing their attractiveness to consumers.

H6: Innovations have a significant effect on the purchase decisions of Consumers.

The significance value for product innovation is 0.000, showing a significant positive effect. The null hypothesis is rejected, and the alternative hypothesis is accepted. This result supports the literature (Silayoi & Speece, 2004) indicating that innovative packaging that meets consumer needs and aligns with current trends significantly affects consumer purchase decisions. Innovation in packaging can add perceived value and differentiate products in the market.

Overall Hypothesis Findings

The regression analysis results largely support the hypotheses drawn from the literature, with significant effects found for packaging color, material, size, and innovation on consumer purchase decisions. However, green packaging did not have a significant impact, suggesting that while consumers may express a preference for environmentally friendly products, this does not necessarily translate into purchasing behavior. Additionally, the negative impact of packaging design highlights the complexity of design choices and their effects on consumer perceptions.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS, RECOMMENDATIONS

5.1. Summary

The study presents descriptive statistics on consumer perceptions regarding various aspects of green packaging, product color, design, material, size, innovation, and their impact on consumer purchase decisions. The study also aimed to examine the impact of various product attributes—green packaging, color, material, design, size, and innovation—on consumer purchase decisions. The key insights from the analysis are:

Green Packaging, Respondents generally agree that glass or cardboard packaging is environmentally friendly (mean = 3.48) and suitable for recycling (mean = 3.45). They also acknowledge the use of environmentally friendly technologies (mean = 3.49), avoidance of plastic (mean = 3.57), and the presence of sustainability policies (mean = 3.54). **Product Color,** Consumers agree that attractive packaging color indicates product quality (mean = 3.82) and captures attention (mean = 3.79). Packaging color is perceived as distinctive (mean = 3.84) and memorable (mean = 3.96), and respondents can associate it with specific products (mean = 3.84).

Product Design, there is a strong agreement on the importance of visual appeal (mean = 3.85), utility in finding products (mean = 3.87), overall importance in packaging (mean = 3.81), influence on shelf placement (mean = 3.84), and ability to grab attention (mean = 3.74). **Product Material:** Respondents are neutral regarding the effectiveness of packaging material in preserving freshness (mean = 3.25) and ease of opening (mean = 3.37). There is neutrality towards environmental friendliness (mean = 3.15) and protection (mean = 3.23). However, material quality is seen as important (mean = 3.69).

Product Size, Smaller sizes are preferred for ease of handling (mean = 3.46), while larger sizes are more noticeable (mean = 3.40) and perceived as offering better value (mean = 3.45). Product size aids in locating products (mean = 3.48) and is preferred by larger families (mean = 3.41). **Product Innovation,** There is strong agreement that innovative packaging enhances product value (mean = 4.04), acceptance (mean = 4.08), visibility, and environmental friendliness (mean = 4.04). Innovative technology eases usage (mean = 4.02), and it enhances consumer knowledge

(mean = 4.09). Consumer Purchase Decisions, Respondents hold a neutral stance on the influence of packaging on purchase decisions (mean = 3.29) but agree that product quality (mean = 3.45), competitive pricing (mean = 3.51), promotional activities (mean = 3.79), accessibility (mean = 3.51), and word-of-mouth (mean = 3.68) are influential.

The study evaluated the impact of six independent variables, green packaging, color, material, design, size, and innovation—on consumer purchase decisions using regression analysis. Green packaging has a small positive effect on consumer purchase decisions, but it is not statistically significant ($p > .05$). This indicates that its impact is not meaningful in this model. Packaging color has a positive effect on consumer purchase decisions and is statistically significant ($p < .001$). More appealing packaging colors are likely to enhance consumer purchase decisions. Packaging design has a negative effect on consumer purchase decisions and is statistically significant ($p < .05$). This suggests that certain design aspects may deter consumers, possibly because they are not as functional or appealing. Packaging material has a very strong positive effect on consumer purchase decisions and is highly significant ($p < .001$). The quality and type of packaging material are crucial factors influencing consumer decisions. Packaging size has a positive effect on consumer purchase decisions and is statistically significant ($p < .001$). The size of the packaging plays an important role in consumer preferences. Innovation in packaging has a positive effect on consumer purchase decisions and is statistically significant ($p < .001$). Innovative packaging can significantly enhance consumer appeal and influence purchase decisions.

Despite literature suggesting consumers value environmentally friendly products, this study found green packaging does not significantly impact purchase decisions. This might be due to a gap between stated preferences and actual behavior. Supports literature emphasizing the importance of color in influencing consumer perceptions and purchase intentions. Color helps differentiate products and attract attention. Contrary to expectations, some design aspects may negatively impact purchase decisions. This suggests the complexity of design choices and their effects on consumer perceptions. Consistent with the literature stating that material affects perceived quality and consumer decisions. High-quality materials are crucial for consumer satisfaction and purchase intentions. This aligns with studies indicating that package size influences consumer judgments. Larger packages may be perceived as offering better value and

convenience. Supports literature on the significant impact of innovative packaging. Innovations that meet consumer needs and trends can add perceived value and differentiate products.

The study confirms the significant effects of packaging color, material, size, and innovation on consumer purchase decisions, aligning with existing literature. However, green packaging did not show a significant impact, highlighting a potential gap between consumer preferences for environmentally friendly products and actual purchasing behavior. Additionally, the negative impact of packaging design suggests that not all design choices are beneficial, emphasizing the need for careful consideration of design elements.

5.2. Conclusion

The research questions for the study are what is the effect of green packaging on the beverage product purchasing decisions of consumers?, what is the effect of color on the beverage product purchasing decisions of consumers?, what is the effect of design on the beverage product purchasing decisions of consumers?, what is the effect of material on the beverage product purchasing decisions of consumers?, what is the effect of size on the beverage product purchasing decisions of consumers?, and what is the effect of Innovations on the beverage product purchasing decisions of consumers?. The study investigated the impact of various packaging attributes—green packaging, color, material, design, size, and innovation—on consumer purchase decisions for beverage products. Using descriptive statistics and regression analysis, the study derived key insights and drew conclusions based on the findings in relation to the research questions.

Respondents generally agreed that packaging made from glass or cardboard is environmentally friendly and suitable for recycling, recognizing the importance of avoiding plastic and implementing sustainability policies. However, the regression analysis showed that green packaging had a small positive effect on purchase decisions, which was not statistically significant, suggesting its limited impact in this model. Consumers perceived attractive packaging colors as indicators of product quality, distinctiveness, and memorability, enhancing their ability to associate specific products with certain colors. The regression analysis confirmed that packaging color had a positive and statistically significant effect on purchase decisions, indicating that appealing colors enhance consumer purchase decisions. There was strong

agreement on the importance of visual appeal, utility in product location, influence on shelf placement, and attention-grabbing capability. However, regression analysis revealed a statistically significant negative effect of packaging design on purchase decisions, suggesting that some design choices may deter consumers. Respondents had a neutral stance on the effectiveness of packaging material in preserving freshness and ease of opening, but they recognized the importance of material quality. The regression analysis showed a very strong positive and statistically significant effect of packaging material on purchase decisions, highlighting the importance of high-quality materials. Smaller sizes were preferred for ease of handling, while larger sizes were more noticeable and perceived as offering better value, aiding in product location, and preferred by larger families. The regression analysis demonstrated a positive and statistically significant effect of packaging size on consumer preferences, indicating that packaging size plays an important role in purchase decisions. There was strong agreement that innovative packaging enhances product value, acceptance, visibility, environmental friendliness, ease of use, and consumer knowledge. The regression analysis confirmed that innovative packaging had a positive and statistically significant effect on consumer appeal and purchase decisions.

Based on the finding of the study conclude that despite growing consumer preference for environmentally friendly products, green packaging did not significantly impact purchase decisions. This discrepancy might be due to a gap between stated preferences and actual purchasing behavior. Consistent with the literature, color significantly influences consumer perceptions and purchase intentions by helping differentiate products and attract attention. Contrary to expectations, certain design aspects negatively impacted purchase decisions, indicating the complexity of design choices and their effects on consumer perceptions. Consistent with the literature, material quality strongly affects perceived product quality and consumer purchase decisions. Aligns with existing studies; indicating that larger packages are perceived as offering better value and convenience. Supports the literature; showing that innovative packaging enhances perceived product value and differentiates products in the market.

The study confirms the significant effects of packaging color, material, size, and innovation on consumer purchase decisions, aligning with existing literature. However, green packaging did

not show a significant impact, highlighting a potential gap between consumer preferences for environmentally friendly products and actual purchasing behavior. Additionally, the negative impact of packaging design suggests that not all design choices are beneficial, emphasizing the need for careful consideration of design elements.

5.3. Recommendations

Based on the findings of the study the recommendations are drawn,

Promote Environmentally Friendly Packaging: Emphasize the use of glass and cardboard packaging in marketing campaigns to appeal to eco-conscious consumers. Highlight the packaging's recyclability and the company's sustainability policies.

Enhance Product Color Strategy: Use distinctive and attractive colors to signal quality, capture attention, and improve brand recognition. Conduct market research to identify appealing color schemes for target demographics.

Invest in Design: Focus on creating visually appealing, functional, and attention-grabbing packaging designs. Ensure designs facilitate product identification and optimize shelf placement for better visibility.

Improve Material Quality: Enhance the perceived effectiveness of packaging materials in preserving freshness, ease of opening, and environmental friendliness. Highlight these improvements in marketing communications to address consumer neutrality.

Optimize Product Size Options: Offer a range of product sizes to cater to different consumer needs. Emphasize the benefits of smaller sizes for convenience and larger sizes for value and family use.

Foster Innovation: Continuously innovate packaging designs and technologies to enhance product value, ease of use, and environmental benefits. Communicate these innovations to consumers to drive acceptance and purchase decisions.

Leverage Consumer Influencers: Focus on quality, competitive pricing, promotional activities, and word-of-mouth to influence purchase decisions. Develop strategies that enhance product accessibility and create compelling promotional campaigns.

Enhance Product Material Quality: Prioritize the quality and appeal of materials used in products, emphasizing sustainable and high-quality materials to influence consumer preferences.

Promote Product Innovation: Invest in research and development to continuously introduce new features and improvements, differentiating products in a competitive market.

Focus on Green Packaging: Incorporate eco-friendly packaging solutions to attract environmentally conscious consumers, despite its less pronounced impact compared to material and innovation.

Improve Product Design: Create aesthetically pleasing and functional designs that meet consumer needs and preferences.

Optimize Product Size: Offer products in various sizes to cater to different consumer requirements and preferences.

Reevaluate the Role of Product Color: Conduct further research to understand consumer color preferences better and explore their potential impact on specific market segments, even though it did not show a significant relationship with consumer purchase decisions in this study.

By focusing on these significant factors and continuously assessing consumer preferences, companies can better align their product offerings with consumer demands, enhancing market competitiveness and increasing sales.

5.4. Implications for Future Research

The findings from the descriptive and inferential statistics analysis offer several avenues for future research to further understand consumer perceptions and behaviors related to product packaging in the beverage industry. Here are some key implications for future research:

- ✓ Investigate the specific attributes of green packaging (e.g., material type, Color, recyclability) that most influence consumer perceptions and purchase decisions.
- ✓ Examine the long-term impact of green packaging on brand loyalty and customer retention.
- ✓ Conduct experiments to identify which color schemes are most effective in different market segments.

- ✓ Explore the psychological and emotional responses to packaging colors and how they affect purchasing behavior.
- ✓ Study the impact of specific design elements (e.g., shapes, fonts, graphics) on consumer attraction and product differentiation.
- ✓ Analyze how packaging design can be optimized for various retail environments (e.g., online vs. offline stores).
- ✓ Assess the effectiveness of educational campaigns on the benefits of different packaging materials in changing consumer attitudes.
- ✓ Conduct demographic-specific studies to understand how different age groups, family sizes, and lifestyle segments perceive and prefer product sizes.
- ✓ Evaluate the balance between convenience and value perception in different consumer segments.
- ✓ Perform a comprehensive analysis of the relative importance of packaging versus other factors (e.g., price, quality, promotion) in influencing purchase decisions.
- ✓ Investigate the interplay between packaging and digital marketing strategies, such as social media promotions and influencer endorsements.
- ✓ Conduct cross-cultural research to understand how perceptions of green packaging, color, design, material, size, and innovation differ across various cultural contexts.
- ✓ Assess the global applicability of packaging strategies and identify regional preferences.
- ✓ Implement longitudinal studies to track changes in consumer perceptions and behaviors over time, especially in response to evolving sustainability trends and regulatory changes.
- ✓ Examine the long-term impact of sustained packaging innovations on market share and consumer loyalty.
- ✓ This research does not cover all beverage products, this study was conducted in the Beer, wine, and Soft drink companies' consumers, future studies can assess other beverage products found in Ethiopian.

By addressing these areas, future research can provide deeper insights into the factors that drive consumer preferences and behaviors, enabling companies to develop more effective and sustainable packaging strategies that resonate with their target audiences.

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APPENDIX: QUESTIONERS

Addis Ababa University School of Commerce Department of Marketing Management

Questionnaire to be filled by beverage Consumers

Dear Respondents

I would like to express my sincere appreciation for your time, and honest and prompt responses. My name is _Yared Getachew_ Student at Addis Ababa University. I am researching the topic of “The effect of packaging on beverage products purchase decisions of consumer: Evidence from Consumers in Addis Ababa, Ethiopia” for the partial fulfillment of the requirements of the degree of master of marketing management. This questionnaire aims to assess to determine the effect of packaging on beverage products purchase decisions of consumer.

I sincerely assure you that the information you provide will be used only for academic purposes. In this regard, no other person shall access the data collected. In any sort of report that I might publish, I will not include any information that will make it possible to identify any respondent. The information that you offer me with this questionnaire will be used as primary data which I am conducting as a partial requirement of master of Marketing Management. Your involvement is regarded as a great input to the quality of the research results. Your honest and thoughtful response is invaluable.

If you have any questions, you can contact me on my mobile number or Email Address: +251 910 17 73 41 or yaredgetachew251@gmail.com

Kind regards

Yared Getachew

Note: There is no need to write your name. In all cases, where answers to options are available, please tick (☐) in the appropriate box.

Part I: Questions Related to Background Information

1. Gender of respondents

Male

Female

2. Age of respondents

18-25

26-35

36-45

46-55

Above 55

3. Marital Status

Married

Single

Divorce

Others

4. level of education

No Education

Primary School

Secondary School

Certificate

Diploma

First Degree

Masters

Doctorate

5. How long have you been staying loyal consumer in these beverage products?

Less than 5 years

5-10 years

11-15 Years

Over 16 years

Part II: Packaging

Direction: please tick the number that you feel most appropriate, using the scale from 1 to 5 (Where 1 = Strongly Disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, and 5 = Strongly Agree)

S.N	Green Packaging (GP)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
GP1	The packaging of the beverage is environmentally friendly; the material used is glass/ cardboard than in plastic and glass.					
GP2	The packaging of beverage products uses are suitable for recycling.					
GP3	Beverage products use environmentally friendly technologies when packing their products.					
GP4	Beverage products did not use plastic products for packaging,					
GP5	Beverage products have a sustainability policy for the products Package.					
Packaging Color (PC)						
PC1	Attractive packaging color on beverage product indicates good product					
PC2	Packaging Color on beverage product attracts my attention.					
PC3	Packaging color on beverage product is unique to me as compared to other visual packaging elements					
PC4	Packaging Color on beverage product is easy to remember					

PC5	I am associated with packaging color of beverage products					
Packaging design (PD)						
PD1	Visual appeal of package design inspires me in beverage product.					
PD2	Package design of beverage product helps me to find the product easier.					
PD3	Package design is important in beverage product packaging.					
PD4	Packaging design on beverage product is important in determining shelf placement and visibility					
PD5	Packaging design on beverage product grabs my attention					
Packaging Material (PM)						
PM1	Quality packaging material retains freshness of the beverage product & chances of damage are minimized.					
PM2	The packaging material in beverage products show the products are easy to open.					
PM3	The packaging material in beverage products show the products are Environmentally friendly.					
PM4	The quality of packaging material of beverage product is matter to me.					
PM5	The packaging material in beverage product shows the products are protected.					
Packaging Size (PS)						
PS1	Small size of beverage product attracts me, because it is easy to handle.					

PS2	Larger beverage product packages are more noticeable and appealing.					
PS3	Larger beverage product packages are associated With value for money.					
PS4	Size of package helps me to find the beverage product easier.					
PS5	Large family members attracted by large size packaging to match the requirement.					
Innovation (INO)						
INO1	Bringing innovation in the packaging design also increase the value of the beverage product like easy store, recyclable and eco-friendly.					
INO2	In most cases I accept a beverage product if its package is well innovated.					
INO3	Uniquely and creatively innovated packaging can have a larger influence on whether the beverage product is noticeable or environmentally friendly.					
INO4	The technology used to pack products of beverage is well innovated to ease in opening, use and closing.					
INO5	The innovation on the package enhances my knowledge on the product.					

Part III : Consumer Purchase Decision

Direction: Please tick the number that you feel most appropriate, using the scale from 1 to 5 (Where 1 = Strongly Disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree, and 5 = Strongly Agree)

Consumer Purchase Decision (CPD)		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
CPD 1	My buying decision depends on the beverage product package.					
CPD 2	You are decided to purchase beverage products due to its quality.					
CPD 3	You are decided to purchase beverage products due to its competitive price.					
CPD 4	You are decided to purchase beverage products due to its promotional activities.					
CPD 5	You are decided to purchase beverage products due to its accessibility.					
CPD 6	Word-of-mouth about beverage product entices my decision to purchase it.					

Thank you for completing the questionnaires!

መጠይቅ

አዲስ አበባ ዩኒቨርሲቲ

በመጠጥ ደንቦች የሚሞላ መጠይቅ

ውድ ምላሽ ሰጪዎች

ውድ ጊዜያችሁን ሰውታችሁ በአቀኝነት እና በታማኝነት ለምትሰጡኝ ፈጣን ምላሽ ልባዊ አድናቆቴን፣ ለመግለጽ እፈልጋለሁ።

ስሜ ያሬድ ጌታቸው የአዲስ አበባ ዩኒቨርሲቲ ተማሪ ስሆን “የመጠጥ ማሻጊያ በሽማቾች የግዥ ውሳኔ ባህሪ ላይ የሚያሳድረው ተፅዕኖ” በሚል በገበያ አስተዳደር ትምህርት ክፍል የማስተር ዲግሪ ማሟያነት ጥናት ለማካሄድ ፅሁፍ እያዘጋጀው እገኛለሁ። ይህ ጥያቄ የመጠጥ ምርት ማሻጊያዎች በሽማቾች የግዥ ውሳኔ ባህሪ ላይ የሚያሳድረውን ተፅዕኖ ለመወሰን የሚረዳ ጥናት ነው።.

የምትሰጡኝ መረጃ ለዚህ ጥናት ዋና ግብዓትነት ከማገልግሉ በተጨማሪ ለትምህርት ዓላማ ብቻ እንደሚውል ከልብ አረጋግጥላችኋለሁ። በዚህ ረገድ ማንም ሰው የተሰበሰበውን መረጃ ማግኘት አይችልም። ጥናቱ ቢታተም በማንኛውም ዓይነት ሪፖርት ላይ ማንኛውንም ሰው ለይቶ ለማወቅ የሚያስችል መረጃ አልጨምርም። እርስዎ የሚሰጡኝ ምላሽ ለጥናቱ ዋና ግብዓት በመሆን ያገለግላል። ለተደረገልኝ ማንኛውም ድጋፍ በቅድሚያ ከልብ አመሰግናለሁ።

ማንኛውም ጥያቄ ካልሆነ በዚህ ስልክ ቁጥር ወይም ኢሜል አድራሻ ሊያገኙኝ ይችላሉ።
0910177341 ወይም yaredgetachew251@gmail.com

ከልብ ምስጋና ጋር

ያሬድ ጌታቸው

ማሳሰቢያ፡- ውድ ምላሽ ሰጪዎቻችን ስምዎን መፃፍ አያስፈልግም እባክዎን የእርስዎ ምርጫ የሆነውን (✓) ምልክት በማድረግ ሃሳብዎትን ይግለጹ

ክፍል I

ከግል መረጃ ጋር የተዛመዱ ጥያቄዎች

6. ያታ

ወንድ

ሴት

ዕድሜ

18-25

26-35

36-45

46-55

በላይ 55

7. የጋብቻ ሁኔታ

ያገባ

ያላገባ

የፈታ

ሌላ

8. የትምህርት ደረጃ

ትምህርት የለኝም

የመጀመሪያ ደረጃ ት/ቤት

ሁለተኛ ደረጃ ት/ቤት

ሰርተፍኬት

ዲፕሎማ

የመጀመሪያ ዲግሪ

ማስተር

ዶክትሬት

9. በነዚህ የመጠጥ ምርቶች ላይ ለምን ያህል ጊዜ ተጠቃሚ ሆነው ቆይተዋል?

ከ5 ዓመት ያነሰ

ከ 5-10 years

ከ11-15 ዓመት

ከ16 ዓመት በላይ

ክፍል II የምርት ሽፋን

ማሳሰቢያ፡ ውድ ምላሽ ሰጪዎቻችን እባክዎን የእርስዎ ምርጫ የሆነውን (✓) ምልክት በማድረግ ሃሳብዎትን ይግለፁ 1 = በጥብቅ የማይስማሙ ከሆነ 2 = አለመስማማት፣ 3 = ገለልተኛ ፣ 4 = ይስማማሉ፣ እና 5 = በጥብቅ ይስማማሉ)

ተ.ቁ	አረንጓዴ ማሻጊያ (አማ)	በጥብቅ አልስማማም	አልስማ ማም	ገለልተኛ	እስማማ ለሁ	በጥብቅ እስማማለ ሁ
		1	2	3	4	5
አማ1	የአካባቢ ብክለትን ለማስቀረት ሲባል የመጠጥ ማሻጊያ የሚጠቀሙት ከፕላስቲክ ይልቅ በካርቶን ነው ።					
አማ2	የመጠጥ ምርት ማሻጊያዎች በድጋሚ ጥቅም ላይ እንዲውሉ ምቹ ተደርገው የሚሰሩ ናቸው።					
አማ3	የመጠጥ ምርቶች ሲታሸጉ ለአካባቢ ተስማሚ የሆኑ ቴክኖሎጂዎችን ይጠቀማሉ					
አማ4	የመጠጥ ምርቶች የፕላስቲክ ማሻጊያዎችን አይጠቀሙም።					
አማ5	የመጠጥ ምርት ማሻጊያዎችን በተመለከተ ምቹ የሆነ ፒሊሲ አለ።					
የማሻጊያ ቀለም (ማቀ)						
ማቀ1	የመጠጥ ምርት ማሻጊያ የሚሰጠው ከለር መሆን ምርቱን ጥሩ መሆን ያሳያል።					
ማቀ2	የመጠጥ ምርት የማሻጊያ ከለር ትኩረትን ይስበዋል ።					
ማቀ3	የመጠጥ ምርት የማሻጊያ ከለር ከሌሎች የእይታ መስህቦች በተሻለ ለኔ ልዩ መልዕክት አለው።					
ማቀ4	የመጠጥ ማሻጊያ ከለር በቀላሉ ምርቱን ለመለየት ይረዳል።					

ማቀ5	ከመጠጥ ምርት ማሽኒያ ከለር ጋር ምርጫዬ የተያያዘ ነው።					
የማሽኒያ ንድፍ (ማገ)						
ማገ1	የመጠጥ ማሽኒያ ንድፍ ለአይን ማራኪና ደስ የሚል ሲሆን ፍላጎት እንዲኖረኝ ያነሳሳኛል።					
ማገ2	የመጠጥ ማሽኒያ ንድፍ በቀላሉ ለመለየት ይረዳኛል።					
ማገ3	የማሽኒያ ንድፍ ለመጠጥ ማሽኒያ ወሳኝ ነው።					
ማገ4	የማሽኒያ ንድፍ ለመጠጥ ምርት ለሚኖረው ቆይታ እና እይታ ጠቃሚ ነው					
ማገ5	የመጠጥ ምርት የማሽኒያ ንድፍ ትኩረቴን ይይዘዋል።					
የማሽኒያ ቁሳቁስ (ማቁ)						
ማቁ1	ጥራት ባለው ጥሬ ዕቃ የሚሰራ የመጠጥ ማሽኒ ምርቱ ትኩስ እንዲሆን እና የመበላሸት እድሉን እንዲቀንስ ያደርጋል።					
ማቁ2	የመጠጥ ምርት ማሽኒያዎች የሚሰሩበት ጥሬ እቃ (ቁሳቁስ) ምርቱ በቀላሉ እንዲከፈት የሚረዳ ነው።					
ማቁ3	የመጠጥ ምርት ማሽኒያዎች የሚሰሩበት ጥሬ እቃ (ቁሳቁስ) የአካባቢ ብክለት የማያስከትሉ ናቸው።					
ማቁ4	ጥራት ባላቸው ጥሬ ዕቃ የሚሰሩ የመጠጥ ማሽኒያዎች በኔ አጠቃቀም ላይ ወሳኝነት አለው።					
ማቁ5	የመጠጥ ምርት ማሽኒያዎች የሚሰሩበት ጥሬ እቃ (ቁሳቁስ) ምርቱ እንዳይጉዳ የሚከላከሉ ናቸው።					

የማሽጊያ መጠን (ማመ)						
ማመ1	ትንሽ መጠን ያለው የመጠጥ ምርት ማሽጊያ ትኩረቱን ይስበኛል ምክንያቱም በቀላሉ ለመያዝ ምቹት አለው።					
ማመ2	ተለቅ ያለ መጠን ያለው የመጠጥ ምርት ማሽጊያ የበለጠ በቀላሉ እንዲታወስና መስብህ እንዲኖረው ያደርጋል					
ማመ3	ተለቅ ያለ መጠን ያለው የመጠጥ ምርት ማሽጊያ ከዋጋ ጋር መጠኑ ተያያዥነት አለው					
ማመ4	የመጠጥ ምርት ማሽጊያ መጠኑ በቀላሉ ምርቱን ለመለየት ይረዳኛል					
ማመ5	ትልቅ አባል ያለው ቤተሰብ ተለቅ ያለ ሽፋን ያለው የመጠጥ ምርት ቢሆን ከፍላጎታቸው ጋር ይያያዛል።					
የማሽጊያው ዘመናዊነት (ማዘ)						
ማዘ1	አዲስ ወይም የተሻሻለ ዘመናዊ ማሽጊያ ያለው የመጠጥ ምርት ማምጣት እሴቱ እንዲጨምር ያደርጋል ከነዛም ውስጥ የመጠጥ ምርቱ በቀላሉ ማስቀመጥ ፣ መልሶ ማሽጊያው አገልግሎት ላይ እንዲውል እና አካባቢን የማይበክል እና ጎዳት እንዳያመጣ የሚያስችል ነው።					
ማዘ2	ብዙ ጊዜ የመጠጥ ምርት ማሽጊያው በጥሩ ሁኔታ የተሰራ ወይም ፈጠራ ያለው ሲሆን በኔ ዘንድ ተቀባይነት አለው።					
ማዘ3	በተለየ ሁኔታ ልዩ ሆኖ እና አዲስ ፈጠራ ኖሮት የሚሰራ የመጠጥ ማሽጊያ የመጠጥ ምርቱ በቀላሉ እንዲታወስ ወይም ከአካባቢ ብክለት ከማያስከትል አንጻር ሆኖ የሚሰራ ነው።					

ማዘ4	በጥሩ ሁኔታ አዲስ ፈጠራ ታክሎብት የሚሰራ የመጠጥ ምርት ማሸጊያ ቀላሉ ምርቱን ለመክፈት ፣ ለመጠቀም እና መልሶ ለመዘጋት የሚሰችል ነው።					
ማዘ5	በመጠጥ ምርት ማሸጊያ ላይ የሚኖር አዲስ ተክኖሎጂ ወይም ፈጠራ በምርቱ ላይ የሚኖረኝን እውቀት ይጨምርልኛል።					

ክፍል III የሽማግሌ የግዢ ውሳኔ

ማሳሰቢያ: ውድ ምላሽ ሰጪዎቻችን እባክዎን የእርስዎ ምርጫ የሆነውን (✓) ምልክት በማድረግ ሃሳብዎትን ይግለጹ 1 = በጥብቅ የማይስማሙ ከሆነ 2 = አለመስማማት, 3 = ገለልተኛ ፣ 4 = ይስማማሉ, እና 5 = በጥብቅ ይስማማሉ)

የሽማግሌ የግዢ ውሳኔ (ሽግው)		በጥብቅ አልስማም	አልስማም	ገለልተኛ	እስማማለሁ	በጥብቅ እስማማለሁ
		1	2	3	4	5
ሽግው-1	የኔ የመጠጥ ምርት ግዢ የሚወሰነው በምርቱ ማሸጊያ ላይ ተወስኖ ነው					
ሽግው-2	የኔ የመጠጥ ምርት ግዢ የሚወሰነው በምርቱ ጥራት ላይ ተወስኖ ነው					
ሽግው-3	የኔ የመጠጥ ምርት ግዢ የሚወሰነው በምርቱ መወዳደሪያ ዋጋ ላይ ተወስኖ ነው					
ሽግው-4	የኔ የመጠጥ ምርት ግዢ የሚወሰነው በምርቱ የማስተዋወቂያ እይታ ላይ ተወስኖ ነው					
ሽግው-5	የኔ የመጠጥ ምርት ግዢ የሚወሰነው ምርቱ በቀላሉ ሊገኝ በሚችልበት ሁኔታ ላይ ተወስኖ ነው					
ሽግው-6	የኔ የመጠጥ ምርት ግዢ የሚወሰነው ከሌሎች ስለምርቱ በምሰማው መረጃ ላይ ተወስኖ ነው					

ጥያቄዎቹን ስለጨረሱ እናመሰግናለን!