



**THE EFFECT OF BRANDING AND PACKAGING
DESIGN ON CONSUMERS BUYING DECISION: THE
CASE OF ROBERA COFFEE PLC**

**ADDIS ABABA UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF BUSINESS ADMINISTRATION
GRADUATE PROGRAM UNIT**

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ADDIS ABABA, ETHIOPIA

**THE EFFECT OF BRANDING AND PACKAGING
DESIGN ON CONSUMERS BUYING DECISION: THE
CASE OF ROBERA COFFEE PLC**

**Addis Ababa University
faculty of business and economics**

**A Thesis submitted to school of graduate student of Addis Ababa
University faculty of business and economics in partial fulfilment for
Award of
Masters of Arts degree in business administration**

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NOVEMBER, 2020

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ADDIS ABABA UNIVERSITY
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This is to certify that the thesis prepared by Jewahir Siraj entitled: The effect of branding and packaging on consumers buying decision in case of Robera coffee product, submitted in partial fulfilment of the requirements for the degree of Master in business administration complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Declaration

I, Jewahir Siraj, hereby declare that this paper entitled “The effect of branding and packaging on consumers buying decision in case of Robera Coffee PLC,” 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 acknowledged.

Student

Signature

Date

Letter of Certification

This is to certify that Jewahir Siraj carried out her research work on the topic of ‘The effect of branding equity and packaging on consumers buying decision in case of Robera coffee PLC ‘under my supervision. This work is original in nature and it is suitable for submission of the award of master’s degree in Business Administration.

The Research Advisor: Mohammed Seid (PhD)

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ABSRTACT

The paper aims to analyse the effect of branding and packaging design on consumers buying decisions in the case of Robera Coffee PLC. Consumers of Robera coffee PLC established the study population. The study followed a quantitative research approach, explanatory design, case study method, and questionnaire as data collection instrument. Convenience sampling was used to select 200 respondents. Multiple linear regression was used to analyze the study results. Results signpost all antecedent variables explained the outcome variable except brand association. Presented in order of their effect size brand material, packaging information, brand loyalty, packing colour, perceived quality, and brand name awareness, respectively influenced consumer buying decision in the case organization. The paper concludes packaging design has more influence than branding in shaping the buying decision of Robera coffee PLC consumers. Finally, we recommend the management of Robera Coffe PLC not to emphasize and invest resources on activities related to brand association.

Keywords: Branding, Packaging, Consumer Buying Decision,

Acronyms/Abbreviations

A	Agree
ANOVA	Analysis of Variance
BA	brand association
BE	Brand equity
BL	brand loyalty
BNA	brand name awareness
CBBE	Customer based brand equity
CPD	Consumer Purchase Decision
DA	Disagree
df	the degrees of freedom
eg	For example
Et. al	And others
H	Hypothesis
i.e.	that means
N	Neutral
n.d.	No date
OBE	Overall Brand Equity
PC	Packaging Colour
PI	Product Information
PM	Packaging Material
PQ	perceived quality
PP	Pages
R	Overall Correlation
R ²	Correlation Coefficient
SA	Strongly Agree
SD	Strongly Disagree
Sig.	Significance
SPSS	Statistical Packages for Social Science
VIF	Variance Inflation Factor
β	Coefficients of an Equation

List of Tables

Table 4.1 response rate

Table 4.2 Description of the Characteristics of the Respondents

Table 4.3 Respondent's Perception on ROBERA COFFEE

Table 4.4 Descriptive Statistic of the Factors under Study

Table 4.6: Pearson Correlation Coefficient between the Dependent and Independent

Table 4.7 model summary

Table 4.8 ANOVA of regression model

Table 4.9: Regression Coefficient of Independent Variables

Lists of Figures

Figure 2.1: Brand equity model Source: Aaker (1991, pp. 15)

Figure 2.2: from (Silayoi & Speece, 2007) and (Jalilvand *et al.*, 2011)

Contents

CHAPTER ONE	- 1 -
1. INTRODUCTION	- 1 -
1.1 Background of the study	- 1 -
1.2 Statement of the problem	- 2 -
1.3 Research question	- 3 -
1.4 Research objectives	- 4 -
1.4.1 General Objective	- 4 -
1.5 Scope of the study	- 4 -
1.6 Significance of the study	- 4 -
1.7 Limitations of the study	- 5 -
1.8 Definition of terms	- 5 -
1.9 organization of the study	- 7 -
CHAPTER TWO	- 8 -
REVIEW OF RELATED LITERATURE	- 8 -
2.1 INTRODUCTION	- 8 -
2.2 LITERATURE REVIEW	- 8 -
2.2.1 Theoretical Literature	- 8 -
2.2.1.1 Branding and packaging	- 8 -
2.2.1.2 Brand equity and packaging design	- 10 -
2.2.1.3 Consumer Purchase decision	- 20 -
2.2.2 Empirical literature review	- 22 -
2.2.2.1 Empirical evidence on product packaging	- 22 -
2.2.2.2 Empirical evidences on brand equity	- 25 -
2.3 Conceptual frame work	- 28 -
Chapter three	- 30 -
Research design and Methodology	- 30 -
3.1 introduction	- 30 -
3.2 Research methodology	- 30 -
3.3 Research approach	- 30 -
3.4 Research design	- 31 -
3.5 Sampling design	- 31 -
3.5.1. Study Population	- 31 -
3.5.2. Sampling Techniques/Methods	- 32 -
3.5.3. Sample size	- 32 -
3.5.4. Sampling Procedure	- 33 -

3.6 Research instrument / data source	- 34 -
3.7 Data analysis	- 34 -
3.8 Reliability Test	- 35 -
3.9 Validity Test	- 35 -
3.10 Ethical Consideration	- 36 -
Chapter four	- 37 -
4.1. Introduction	- 37 -
4.2. Data Screening	- 37 -
4.3. Descriptive Analysis	- 39 -
4.3.1 Descriptive Analysis of the Determinant Factors	- 41 -
4.4. Inferential Analysis	- 46 -
4.4.1 Parametric Statistical Assumptions	- 46 -
4.4.1.1. Normality Test	- 46 -
4.4.1.2. Multi-Collinearity Test	- 48 -
4.4.1.3. Linearity Test	- 48 -
4.4.1.4. Homoscedasticity	- 49 -
4.4.2 Correlation Analysis	- 49 -
4.4.3 Regression Analysis	- 51 -
4.3.3.1. Evaluation of the Model	- 51 -
4.3.3.2. Evaluation of the Model ANOVA	- 52 -
4.3.3.3. Evaluation of the Model Parameters	- 53 -
4.3.3.4. Model for Role of Branding and Packaging on Purchase decision	- 54 -
4.5. Interpretation in Terms of Research Hypotheses	- 55 -
5.1 Introduction	- 58 -
5.2 Summary of Findings	- 58 -
5.3 Conclusion	- 60 -
5.4 Recommendation	- 62 -
REFERENCES	- 65 -
Appendix	- 79 -

CHAPTER ONE

1. INTRODUCTION

This research will show insight on effect of branding and packaging on consumers buying decision of coffee product. It presents the background of the study. It stated the problem statement as well as the objectives of the study. This research has also indicated the limitation of the study, the research question and methodology of study.

1.1 Background of the study

Coffee consumption in the world was estimated to nearly nine million tons in 2015 with an average global consumption growth rate of 2% and fills about 400 billion cups every year with about 40% of the world's population believed to consume coffee regularly(ICO, 2015). This shows that at present, coffee is one of the most highly popular beverage commodities worldwide. Ethiopia is the largest producer of coffee in Sub-Saharan Africa, and the fifth largest coffee producer in the world (ICO, 2015). According to the Central Statistical Agency of Ethiopia (2015), Ethiopia produces large volumes of coffee beans every year, with 420 million kilograms of coffee beans produced and consumed locally up to about 220 million kilograms. That is, more than half of its total annual coffee production during the coffee marketing season in 2015 alone (IOC, 2015). Currently, domestic consumption of coffee with an annual per capita consumption of 2.2 kilograms; Ethiopians are heavy coffee drinkers, ranked as one of the largest coffee consumers in Sub-Saharan Africa (Alemayehu.A, 2014). Coffee in Ethiopia has economic, social and cultural significance to the country. It has mainly consumed during social events such as family gatherings, spiritual celebrations, and at times of mourning. In any case, a curiously modern improvement in Ethiopian major cities with respect to coffee utilization is the rise of small roadside stalls selling coffee to passer by customers. The small roadside stalls serve coffee in a traditional manner (Alemayehu.A, 2014). In addition, he explained that fashionable, foreign markers of the countries modernity have also aggressively entering in to the market.

Each time a client strolls in a store, she/he will see an enormous assortment of brands and packaging's. In reality, packaging is all over. Nearly the total parcel in this modern day comes with a brand and package, let it be a basic, plain or one with fabulous printing and appropriately created. The idea of keeping things has commenced considering that the age

of migrant the notion of keeping things has commenced considering that the age of nomadic hunters and gatherers; the place things were stored in herbal materials such as leaves, timber pieces, animal skins and nut shells. This thinking has later highly advanced into the so known as packages these days, as a result to support human contemporary lifestyles via each progressive stage of human community (World Packaging Organization 2008).

ROBERA PLC is a company found in Addis Ababa, Ethiopia. The company is primarily working in Coffee / Simmered Coffee business sectors. Robera Pvt. Ltd, which is a coffee trade company established 35 years ago. The company buys, stores, processes, and sends out great quality coffee. The company buy raw coffee (both dry and damp) from agriculturists through agent. Robera Pvt. Ltd. processes 10000 – 15000 tons of coffee in every year. After processing, 80% of the crude coffee has been changed over as the ultimate product. The remaining 20% incorporates coffee husks and other impurities. Coffee husks are for the most part sold out for heating purposes at a rate of 35 Ethiopian birr/ one pack (Around 50Kg).

The company works a coffee processing plant that utilizes one of the most recent innovations imported from Paul Kaack- of Germany. Present day coffee cleaning and processing apparatus with pre-cleaner, huller, polisher, grader and handpicking belt are being utilized within the plant. After cleaning and grading coffee has been roasted by using roasting machine. Roasting machine is prepared with electrical heater of capacity 21 kW and 18 kcal/ hour. The roasting machine is being worked 4 – 6 hours in a day all through the year

Our country is rich in coffee production but the sales rate is small due to many reasons one of which is poor packaging and branding. Once the appearance of overall branding and packaging changes the understanding of consumers. Talking about first-time purchasing, customers tend to be attracted with the aid of complex and novel exterior visible design on packages. Knowing how the product draws in consumer's interest from the huge number of product packaging marks the primary step of victory (Wang 2007).

1.2 Statement of the problem

Companies have to understand what impact their customer shopping conduct and what type of brand and packaging are they shopping towards at some point of their purchase decision. Market research helps organizations to create the right packaging for a product, as well as the packaging factors that are important to their customers. Packaging is used

for easily transport and safety purpose. Packaging helps corporations differentiate the merchandise from alternative brand.

According to Alvarez and Casielles (2005) organizations' intentions are creating brands in order to request to and keep the existing customers. The scholars have diagnosed the significance of having loyal customers; due to the fact loyal customers tend to buy extra frequently, and are much less possibly to be influenced by means of competitors' promotion and communication strategies. Companies can use this grasp in a very strategic way in order to provide the right products and offerings to the right consumer at the proper time.

Consumers also respond to packaging based totally on previous information, learned reactions and character preferences (Aaker 2010). So, packaging elements, shapes, colours, sizes and labels. And the brand response of customer will be based on brand awareness, perceived quality, brand association, and brand loyalty and overall these factors might affect the consumers purchase decision.

This study is motivated because the study on product branding and packaging on coffee processing industry is beneath the inquired about. Moreover, it is important to notice that the Ethiopian environment is different from other developing countries, even if the country is categorized under developing country its production of coffee is massive making the country Africa's top producer, but sales is low due to the many problems one of it is not giving much attention to branding and packaging: as one of the important factors for products to be sold. Robera coffee has only been working on their brand name and it has only made a progress on one end. But in adding both the branding and packaging it will have more consumers and good sales, since a great branding and packaging makes a difference to distinguish and separate stock to the customers. Subsequently, it is way better to see the effect of our country context to enhance and expand understanding the attribution of branding and packaging on consumers buying decision of coffee products in Addis Ababa

1.3 Research question

The main research question of the study is:

- What is the effect of branding and packaging on consumers buying decision of ROBERA coffee product the case of Addis Ababa?

1.4 Research objectives

1.4.1 General Objective

The general objective of this study will be to identify the effects of branding and packaging on consumer buying decision on ROBERA coffee products.

In doing so the research has a following **specific** objectives:

- To examine and identify the effect of packaging design on consumer buying decision
- To examine and identify the effect of brand on consumer buying decision

1.5 Scope of the study

This study will cover “the effect of branding and packaging on customers buying decision of coffee product in case of ROBERA coffee”. The research will cover the effect of branding and packaging on consumers buying decision on a specific coffee processing PLC.

For the purposes of this ponder will explore will took place in Addis Ababa, in one area with this specific products (Coffee). All members that are selected at the chosen areas is based on their eagerness to take an interest.

The variables under this study are limited to packaging design and brand equity dimensions. Under this we will cover the packaging colour, packaging material, product information, brand awareness, brand association, perceived quality and brand loyalty

The study uses quantitative research approach, with primary and secondary data source. Survey research method selected where the questionnaire was collected and the information. It also used employed structured survey

1.6 Significance of the study

The findings of this research is expected to contribute a lot to ROBERA COFFEE owners/managers to know what consumers think of their product. Additionally, it will give few highlights about the foremost well-known contributors of consumer based brand equity and packaging design to develop new marketing strategies for their products. Hence, a company administration can think of diverse ways to communicate with their consumers

The information provided from this study will helps those companies that already existing in or planning to enter the market, in selling and increasing their market. In the scholarly world,

the discoveries of this investigate might serve as the benchmark to conduct assist consider on the concept of consumer based brand equity dimensions on consumer purchase decision in Ethiopia context

In addition this study is meant to be reference material for other subsequent researches who might be interested in delivering into similar or related topic. It also assist the producers in principles and methods of branding and packaging concept, which is the definition of what branding and packaging, should basically be or do for a particular product and must also be compatible with public policy. It will also benefit them in branding and designing packages for their products to suit the taste and preference of the target showcase and to empower them know what buyers but on the package. To the consumers, the study will also help on what they should expect on the product branding and packaging such as brand name, product information, perceived quality, brand loyalty, and brand awareness etc.

1.7 Limitations of the study

The study is limited to effect of branding equity and packaging on consumers buying decision of coffee product. The research also has its own limit concerning the resource and availability of previous data. Subsequently the research will use only questionnaire as a data collection instruments.

1.8 Definition of terms

Brand awareness is the capacity of a potential buyer to recognize or review that a brand may be a part of a certain item category. A connection between product class and brand is included. Brand awareness includes a continuum extending from a questionable feeling that the brand is recognized, to a belief that it is as it were on within the product class. This continuum can be spoken to by three exceptionally distinctive levels of brand awareness. The role of brand awareness in brand equity will depend upon the context and upon which level of awareness is achieved (Aaker, 1991).

Perceived Quality Aaker's (1991) characterizes Quality as consumer's recognition of the overall quality or prevalence of a product or benefit with regard to its planning reason, relative to alternatives.

Quality from a consumer's point of view is alluded to as perceived quality. Quality, within the customer's setting, isn't specialized but recognitions around the products, tangible and intangible, that the customer watches (Aaker, 1992).

Brand Association is anything connected in memory to a brand. The association not only exists but has a level of strength. It is formed as a result of the consumer's brand belief, which can be created by the marketer, formed by the customer himself through coordinate involvement with the product, and/or shaped by the customer through inductions based on existing associations. Product traits, number, client benefits, use/application, user/customer, celebrity/person, life-style/personality, item course, competitors & Country/geographic zone are the different associations (Aaker, 1991).

Brand Loyalty A brand loyalty is a measure of the attachment that a customer has to a brand (Aaker, 1991) - It reflects how likely a customer will be to switch to another brand, particularly when that brand makes a alter, either in cost or in item features

Product design -The wrapping material around a customer item that serves to contain, recognize, depict, secure, show, promote and something else make the item attractive and keep it clean. Packaging is more than fair your product's pretty confront. (Business visionary little trade 2019)

Packaging color - Packaging colours are one of the elements that will set your business apart from others and your choice of colours will set your product apart from your competitors' products. The colours you choose should send the right subliminal messages to inspire any potential customer to buy your product. Colour is the most perfect way to reflect and improve a bound together picture and branding of your item because it is such a visual medium. (Scott 2018)

Packaging Material - are utilized to encase or hold together the packaged products. You'll be able to pack the packaged merchandise into or onto the packaging material the packaging material can be a load carrier. The foremost imperative packaging materials are, for case, cartons, boxes, containers, wire bushel, and pallets. (Sap 2019)

Packaging Information - The names on packages are vital components of the overall promoting mix and can support promoting claims, set up brand identity, upgrade title recognition, and optimize shelf space allotments. The consumer can change his/her decision on the basis of information printed on the packaging. For the most part in Merchandises and every day FMCG the buyer can perform assessment on the premise of printed data. (Global Journal of Management and Business 2012)

1.9 organization of the study

This paper will comprises five chapters. The first chapter will deal with the introduction part that consists of background of the study, statements of the problem, research questions, objectives of the study, scope, significances, limitation of the study and last the definition of terms. The second chapter will comprises a review of the related literatures. The research design and methodology will be presented in the third chapter. In chapter four, the results and findings of the study will be analysed .Finally; on chapter five it will deal with summary of findings, conclusions and recommendations form the obtained result by the researcher

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 INTRODUCTION

This chapter will survey significant literatures composed by distinctive authors. The theoretical literature part has emphasized on the theoretical establishment of branding, product packaging on customer purchase decision on coffee processing industry in which the dependent and independent variables will be defined. The purpose to conduct the literature review is to understand each variable in this research topic in terms of their definition, characteristics and relationships

The first section of the chapter has inspected on theoretical literature and empirical confirmations from other related research works in order to conduct a detail examination on the concepts and definitions within the empirical literature part.

The second section is a conceptual framework was proposed based on the important theoretical models that relate to the research topic.

2.2 LITERATURE REVIEW

2.2.1 Theoretical Literature

2.2.1.1 Branding and packaging

Brand

In the constantly changing world where the customers essential choice and conduct in making decisions about which item to purchase or benefit to use the offering company needs to construct and hold their product brand and packaging in a way which makes it fundamental to their customer. Branding and packaging has the capacity to influence item quality deductions through unpretentious highlights in its plan.

Brand has numerous definitions; diverse authors give their own avocation towards the meaning of a brand. The definitions are valuable to get brand from diverse points of view. According to Kotler (2000) meaning, a brand is essentially a seller's promise to deliver a specific set of features, benefits and services every time to the buyers. A brand could be a special name or symbol such as logos, trademarks or package design proposed to recognize the products or services of either vender or bunch of vendors and recognize those products or services from those

of competitors as defined by (Aaker, 1991). Aaker (1992) qualifies this definition by saying that a brand signals to the customer the source of the item, and ensures both the customer and the producer from competitors who would endeavour to supply items that show up to be identical. As per Keller (2003) characterizes that a brand is an emotional and physiological affiliation a firm has with a customer; solid brands obtain opinion, feeling and in some cases physiological response from a customer. The brand is not just a name since the name made to identify the product though the brand is made to add value to the product and offer it an identity and the excellent brands can recommend an assurance of quality (Keller, 2003).

Therefore a brand is the recognition of an organization that exists within the minds of those who experience the product. It may be a nonstop, distinctive trade name laced with joins of identity, quality, enjoying and other. In addition it's a long lasting substance, profoundly established in reality, but in addition reflecting the discernments and perhaps in fact the propensity of customers. Branding is the practice by which companies creating unique and solid recognitions within the minds of customers for their item offerings from competition (Keller, 2003). The way to branding is that customers recognize varieties among brands in a product category (Kotler and Keller, 2006); Branding can lock-in in making customers mental courses of activity and serving buyers to organize their mindfulness around things in a way that produces clear their decision making and giving the firm a value.

Packaging

Packaging is characterized as all items made of any material of any nature to be utilized for the containment, security, handling, conveyance, and presentation of merchandise, from the crude materials to prepared goods, form the producer to the user or customer (Prendergast, 1995). In other words, packaging might be a material utilized to contain, secure and handle products.

Packaging has multidimensional functions. It offers information about the product and organization, a strategy to communicate with customers and defend to the quality of product (Silayoi & Speece, 2007).Packaging is basically utilized in showcasing for the reason of deals packaging, drawing in last customers as well as fortifying product's picture. Packaging is the single most imperative factor in purchasing decision made at the point of sale (Gray & Guthrie, 1990). In this manner packaging has the impact of affecting client on their purchase choice additionally building picture of the company

2.2.1.2 Brand equity and packaging design

A) Brand Equity

Is the commercial value that infers from customer discernment of the brand name of a specific item or benefit, rather than from the item or benefit itself? Aaker (1992) defines it as a set of brand assets and liabilities associated to a brand, its name and symbol that incorporate to or subtract from the value given by a product or benefit to a firm or to that firm's customers. For resources or liabilities to underlie brand value they must be connected to the name or symbol of the brand. In case if the brand's name or symbol ought to alter, some or all of the resources or liabilities may be affected or even lost, in spite of the fact that a few may well be moved to a modern name and symbol.

Before brand equity let's see what brand value is. Brand value may be a set of resources and liabilities related to a brand, its name and image that include to or subtract from the value given by a product or benefit to a firm and/or to that firm's customers (Aaker, 1991). The brand title isn't fair a title, but too a title that have value (brand Equity). The essential concept over here is that brand value is portrayed with regard to the included value that firms get from building and owning brands. That's why clients are willing to pay more for one firm than the other can give indistinguishable services in all regards, but for the brand title.

In due course, a brand could be a premise of competitive advantage. Indeed in spite of the fact that producers forms and product plans effortlessly replicated, final impression within the minds of people and organizations from a long time of promoting movement and item involvement may not be copied effectively. With this concept, branding can be seen as a significant ways of protecting a competitive advantage (Keller, 2004). Likewise, Kapferer (2008) explained that a brand is one of the very few strategic ways available to a company, which can offer a life-long competitive advantage.

In order to obtain competitive advantage, companies ought to create an advantage to buyers through utilizing fruitful brand methodology. A physically effective brand obviously does recognize the item from comparative items, recognizing instrument in any case having a well-built brand name isn't adequate. As stated by Blythe (2005) the product itself also needs to be different in some way. Similarly a strong brand is a brand with essential products or with strong intangible added- value, Kapferer (2008).

Concurring to Kottler and Keller (2012) for branding procedures to be fruitful and brand value to be made, customers must be impacted by critical contrasts among brands within the product or benefit category. Additionally, Keller (2004) clarified that contrasts in results come up from the included -value skilled to an item because of prior period marketing action for the brand. The brand included- values are those that are significant and respected by customers and which are over the fundamental functional part of the product (DeChernatory and McDo-nald, 2003). Which means, in arrange to induce buyers and fulfil the targets required companies ought to centre on making the included- values based on customer's needs.

As brand value make strides customer self-assurance within the purchase decision through reducing expected hazard with respect to a brand purchase decision due to the expressed reasons by (Aaker, 1996; Keller, 2003). They expressed as one senses more persuaded in obtaining a brand because of recognition with a brand and this recognition creates assurance and for the reason that brand stands for consistency and affirmation it gives certification of guaranteed conveyance.

After seeing different perspective on brand value let's see what brand equity means. As Aaker (1996) states that brand equity assets are vital since they create value for an organization. Then he further includes that each resource creates value in a distinctive way, and produces value for both the customer as well as for the company. These resources/ liabilities must be related to a brands image or name to fortify the accomplishments made through the resources. Moreover, creating a strong brand helps shoppers by offering a large amount of information about products and makes easy their purchase decision (Aaker, 1996). In common from hence definitions, brand value is the benefits (included- esteem) that firms infer from building and owning solid brands. Subsequently, firms ought to grant a due consideration for the improvement of a solid brand and after that consumers' can effortlessly pulled in to a company's offerings.

- **Customer Based Brand Equity Model -The Aaker's Model**

Agreeing to Xu and Chan (2010) the customers based brand value is a ponder of brand equity from the customer's point of view, and it can be clarified as diverse brand information such as customers association, recognition, which influences customer's reaction to the promoting of a brand (Keller, 1993; Tong and Hawley, 2009). As expressed in Wang et al. (2008) customer-based brand equity will be made when

customers are getting to be familiar with a brand and get a handle on a few brand joins in their memory such as favorable, solid and unique As clarified by Keller (2003) too client based brand equity is the differential result of brand information on buyer reaction to the promoting of the brand. Which implies to demonstrate a brand is supposed to have positive (negative) customer-based brand equity on the off chance that customers react more (less) satisfactorily to the item, price, promotion, or conveyance of the brand than they do to the comparative promoting mix element whereas it is credited to a erroneously named or anonymous version of the item or service. In this show, conceptual definition has utilized to characterize operationally brand value and the foremost comprehensive system for examining brand value. This show is one of the previous distributed ponders conceptualized brand equity from the customer's viewpoint, come together both the attitudinal and behavioral perspectives of brand equity. It had empirically tried and the foremost commonly cited in a number of prior thinks about (Atilgan et al., 2005; Kim and Kim, 2004; Yoo and Donthu, 2001). This model moreover helps this ponder to retest the measurements of brand equity on ROBERA COFFEE clients in Addis Ababa. Aakers (1991) hypothesis of brand value is significant for effective brand administration and educated this consider as long as a point by point understanding of brand value from the customer's point of see. The foremost vital conceptual measurements of brand value identified and conceptualized into five categories as brand awareness, perceived quality, brand associations, brand loyalty, and other restrictive brand resources such as licenses, trademarks and channel connections (Yoo and Donthu, 2001). These give the stepping-stones for understanding the brand co creation prepare. Among these five measurements, the primary four measurements of brand value that can readily caught on by shoppers Yoo and Donthu (2001) speak to customer sees and responses to the brand, whereas exclusive brand resources are not pertinent to customer based brand equity. For the reason of this consider, exclusive brand resources had not found significant by the researcher. Instep other this dimension degree client based brand equity from company point of view. The Aakers (1991) dimensions of BE is illustrated as follows.

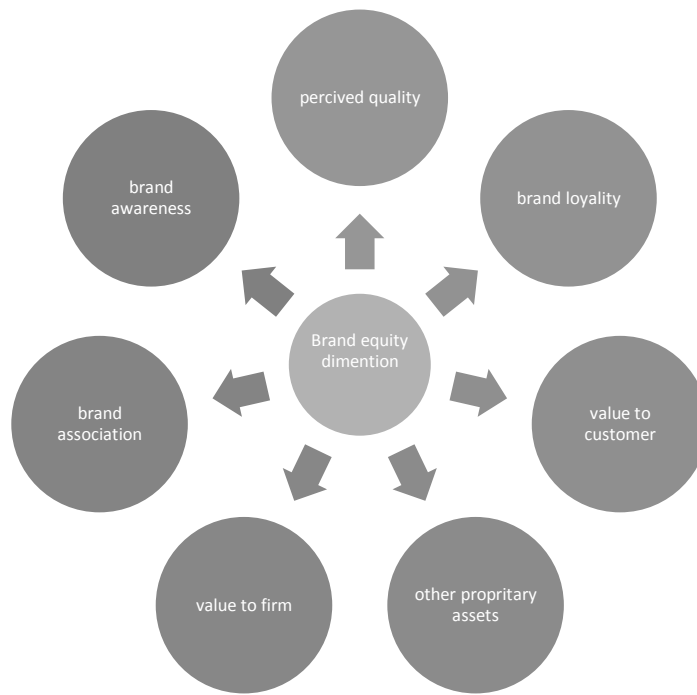


Figure 2.1: Brand equity model Source: Aaker (1991, pp. 15)

B) Brand Equity Dimensions

The components of customer based brand equity lists according to Aaker's model: Brand awareness, perceived quality, brand association, and brand loyalty and so all these factors that brand equity measurement concept assesses in the mind of consumers is the overall value or brand equity. The entire recognition of all variables are then included together to discover the true brand equity by deconstructing components. Each dimension in this proposed model stated and discussed briefly as follows.

1) Brand Awareness

Brand awareness is the primary and essential measurement of customer based brand value, which means without awareness a customer cannot conceivably set offerings within the setting. According to Aaker (1991, pp.61) brand awareness is characterized as “the capacity of a buyer to recognize or re-call that brand may be a part of certain product category”. Where the relation between the product and the brand is involved. Likewise, Keller (2003) defined brand awareness as the customers' ability to recall and recognize the brand as reflected by their ability to identify the brand under different circumstances and to connect the brand title, symbol, logo, and so forward to certain associations in memory. In particular, brand name

awareness is related with a brand name that will come up to the mind and the straightforwardness with which it does so.

Therefore, from this definition there are two perspective we grasp that consists of brand recognition and brand recall performance by consumers in different situations. Keller (1993) further clarifies that, brand recognition “relates to consumers” ability to validate the prior exposure to the brand when given the brand as a cue”. This means, brand acknowledgment requires that customers accurately separate the brand as having been seen or heard already.

On the other hand, brand recall is “associated to consumers” capacity to retrieve the brand when given the product category, the needs satisfied by the category, or some other type of probe as a cue”. This means consumers can instantly generate the brand from memory

Brand recall refers a situation when consumers see a product category, they can recall a brand name exactly, whereas brand recognition used to describe consumer’s ability to identify a brand when there is a brand cue (Keller, 1993: Aaker, 1996). Similarly, Aaker (1996) states that for a new or niche brand, the important issue is recognition. But for a well-known brand, recall and top-of–mind is more sensitive and significant. This implies that, buyers can tell a brand accurately in the event that they ever saw or listened it.

Brand awareness encompasses a straight effect on the purchase choice of the customer. As stated by Aaker (1991, pp.62) there are three stages of brand awareness:

Brand recognition: It is the capability of customers to recognize a certain brand among other items.

Brand recall: This can be a circumstance whereby a customer is anticipated to name a brand in an item course.

Top of mind: This is often alluding to as the primary brand that a customer can review among a known class of item or benefit.

Brand awareness plays a part customer choice making by affecting the arrangement and quality of brand affiliations within the brand image. In any case, awareness only may not direct to buy; awareness may only result in consideration almost the item. According to Pappu and Quester (2006) brand awareness is a first and necessary, but not satisfactory condition that leads to purchase. It is a fundamental condition for brand equity, without which customers cannot have brand associations, discernments of quality and brand devotion (Pappu and Quester, 2006).

2) Brand Loyalty

Aaker (1991, pp.91) define loyalty as “the connection that a client is a brand, and respect it as to be a key aspect of the brand equity and it is related with utilization experience”. It is additionally defined as “the slant to be loyal to a central brand, which outlined by the study to purchase the brand as an essential choice” (Oliver, 1997, as cited on Yoo and Donthu, 2001, pp.3). According to Keller (1998) behavioural loyalty connected to customer behaviour within the market that can be shown by number of rehashed purchases or commitment to rebuy the brand as an essential choice. Cognitive loyalty which implies that a brand comes up first in a consumers’ mind, when the have to be make a buy choice emerges, that's the consumers’ first choice (Keller, 1998).

Similarly, Aaker (1996) makes out price premium is directly related and as the fundamental indicator of loyalty. The cognitive loyalty closely associated to the peak level of awareness (top-of-mind), where the matter of attention also is the brand, in a given category, which the consumers recall first (Keller, 1998). As a result, a brand ought to be able to end up the respondents’ first choices (cognitive loyalty) and as a result acquired more than once (behavioural dependability) (Keller, 1998).

3) Brand Associations

Keller (1993) defines brand associations as the information in the consumer’s mind linked to the brand. At the beginning, a brand may just be only a name, symbol or design. However, when clients begin in to encounter the products, they begin shaping positive or negative affiliations towards the products and the brands According to Kotler and Keller (2006, pp. 188) brand associations “consist of all brand-related considerations, sentiments, discernments, pictures, encounters, convictions, demeanours and is anything connected in memory to a brand”. This means, brand associations allude to consumers’ affiliations and interpretation of the brand, which contains utilitarian and enthusiastic brand affiliations.

The useful qualities are the substantial highlights of an item as characterized by Keller (1993) performance is defined as a consumer’s judgment about a brand’s fault-free and enduring physical operation and excellence in the product’s physical construction. Its non-functional attributes include symbolic features, which are the intangible features that meet consumers’ needs for social approval, personal expression or self-esteem. (Keller 1993). These comprise

trustworthiness, perceived value, differentiation and country of origin of the brand (Aaker, 1991, pp.109).

Concurring to Aaker (1996) customers consider the organization that's the individuals, values, and programs that lies at the back of the brand. Organizational associations furthermore includes corporate-ability associations, which are those associations associated to the company's expertise in producing and delivering its outputs and corporate social responsibility associations, which include organization's activities with high conclusion to its perceived societal commitments (Chen, 2001).

To whole up, distinctive from brand associations of customer products, in administrations, affiliations related to the centre benefit and those related to helping and supporting administrations are recognized.

4) Perceived Quality

Brand awareness does not automatically result in consumer bonding with the brand. However, brand bonding arises after customer is familiarizing admirable quality delivered by the company. As a result, brands not only built by awareness, but furthermore by quality of the product. Perceived quality is one of the most and the centre build to measure brand value (Aaker, 1996). Perceived quality is “usually at the heart of what clients are buying and is frequently utilized to distinguish or position brands against others (Klopper, 2011, pp.38). It is also an important brand asset as, among all brand associations, only perceived quality has been shown to drive financial performance through the price premium that consumers are prepared to pay”(Klopper, 2011). According to Zeithaml (1988) definitions perceived quality is the customer's choice around a product's in general prevalence or advantage that's diverse from objective quality or genuine quality. Objective quality refers to the specialized, quantifiable and irrefutable nature of products/services, forms and quality controls. As stated by Anselmsson *et al.* (2008) high objective quality does not automatically contribute to brand equity. Since it is impractical for consumers to make absolute and accurate judgments of the objective quality, they use quality characteristics that they link with quality.

Perceived quality thus shaped to judge the quality of a product/service. Perceived quality is one of the qualifications of customer satisfaction and has a positive outcome on customers purchase goal as explained by (Fayrene and Lee, 2011). Perceived quality covers all stages of a customer's interfacing with a company, as well as all indications and experiences that happen

sometime recently, amid and after the exchanges. Therefore, perceived quality consists of the combination of all customer experiences.

As of Kotler (2000) customer's judge benefit quality in terms of the result of the service, i.e. what they acquired, and the functional quality of the process, i.e. the way the service delivered. When consumers perceive a brand to be of high quality, they are more likely to acquire the brand over rival brands, pay a premium price, and prefer the brand (Netemeyer *et al.*, 2004). In addition, according to Aaker (1991) the added -value of perceived quality is accepted to result in higher brand devotion, bigger customer base and more well organized promoting programs.

B) Packaging design

Packaging design is defined as the graphic and structural elements that comprise a packaging, such as shape, colour; size and typeface (Karjalainen 2007; Underwood 2003; Van Rompay, Pruyn, & Tieke 2009). These components may serve as certain incite that have the capacity to draw consideration and suggest product qualities through associations.

Ulrich R Orth et al. (2010) says package design is a fundamentally portion of anticipating a brand image, which is now and then outlined to communicate images of high quality, whereas at other times signalling reasonable prices. That's , reasonable as clients may be oblivious of the scent of normally arranged coffee when they enter a common store, they may be ignorant of packaging design when they select a thing. Instep, they may deliberately prepare express signals that they see as edifying for a vital quality, such as names for soundness, or cost for quality. Instead of expressly communicating data (Silayoi & Speece 2004), packaging design may initiate automatic product affiliations or „make sense“ when it is used in way that is compatible with customer desires or with the character of the product (Karjalainen 2007).

A typical packaging design on the other hand, has the advantage that it draws more attention and increases saliency in the market place (Schoormans & Robben 1997). In this way, packaging design straightforwardly influences customer consideration at the point of purchase, additionally influences aesthetical assessments depending on the degree of category representation.

Because it were as of late, researchers have started to seem charmed in packaging design as a branding instrument that signals item traits by communicating these properties in a simple,

typical or metaphorical way. A number of studies analysing the portion of such images and representations in making product separation and personality are based on embodiment accounts, such as Conceptual Representation Hypothesis (Lakoff & Johnson 1999), Perceptual Symbol Systems (Barsalou 1999), and Associated Systems Theory (Carlston 1994). The common ground of these speculations is the thought that people make conclusions with regard to concepts by drawing from existing affiliations with concrete sensor motor information, such as improvement, shapes or colours. Especially, these conclusions with regard to characteristics are built up through repeated co-occurrence between substantial states and semantic concepts. For case, the acumen that tall substances are regularly able, makes a strong connection between verticality and adequacy, and thus activates acceptances with regard to viability on the preface of verticality (or bad habit versa).

1) Concept on Packaging color

Brewer (2006) found that customers learn colours associations from current brands in the market, which lead them to prefer certain colours for various product categories. Utilizing colour as a cue on packaging can be a possibly solid association, particularly when it is one of a kind to a particular brand. In any case, individuals in several societies are uncovered to distinctive colour affiliation and create colour inclinations based on their possess culture's associations. Furthermore, Brewer (2006) found that informational elements tend to be less important than visual in low involvement product decisions: "so graphics and colour become critical".

Packaging colour plays an especially very important role in act with customers. Funk & Ndubisi (2006) have focused that colours will stir the intrigued in a very product and may energize customers toward its shopping. They outlined 5 dimensions of colour as following, as well as colour significance, angle towards colour, colour attractiveness, normative colour, and colour preferences. Colour significance states that not all colours have same significance for purchasers. As a case, white is coupled to peace though unpractised looks cool. Point towards an item colour can foresee their looking behaviour customer s unit a parcel of conceivable to recall coloured parcel of advertisements than non -coloured parcel in standardizing colour, customers get to impact from outside components or setting. Customers might like beyond any doubt colours over others in a few items for case; a colour that a client inclines toward for an outfit might not be most well-known for furniture. Colour inclinations anticipate customer's shopping for inclinations in relate outlet.

The proper use of colours helps in particular and directing the point towards that item (Singh 2006); but, it had been conjointly noted that colour of packaging can indeed be misleading as an illustration, (Muttie 2011) according that twenty per cent of the 25 cigarettes“ customers believe that cigarettes tagged as lightweight area unit less dangerous than the cigarettes tagged as dark

2) Concept on Packaging material

Client can trade its choice with respect to packaging fabric high remarkable packaging draws in buyer at that point low palatable packaging the first applications utilized the home grown materials at that time: Bushel of reeds, wineskins (Bota gear), timber holders, pottery vases, ceramic amphorae, timber barrels, woven sacks, etc. Processed materials had been use to shape applications as they have been evolved: for example, early glass and bronze vessels. The look at of antique applications is an essential component of archaeology. Iron and tin plated steel have been used to make cans in the early nineteenth century. Paperboard cartons and corrugated fibreboard bins have been first brought within the late 19th century.

Packaging advancements inside the first twentieth century enclosed plastic closures on bottles, obvious cellophane over wraps and panels on cartons, expanded process potency and improved meals safety. As additional materials which include aluminium and several forms of plastic had been advanced, they were incorporated into packages to enhance performance and capability. So packaging materials has strong effect on shopping for behaviour. (Global magazine Inc. 2012)

3) Concept on Product Information

Siloyai (2006) said that behaviour of customers with high association towards a product category is less affected by image and visual stimuli. In such cases, customers require more information and take more time to create assessments. For instance, customers who are more concerned with wellbeing and nutrition are more likely to pay consideration to detailed data of food items.

The enormous literature on product information in nourishment packaging is declaration to its impact on buyer perceptions (Hieke and Taylor 2012 or Hershey 2013). Research have looked at relative placement of facts (Rettie and Brewer 2000), and mainly the effect of numerous portions of product statistics at packaging (Silayoi and Speece 2004). Various investigates have

decided that an excessive sum of measurements on packaging data contrarily impacts client response and beliefs (Meyvis & Janiszewski 2002).

2.2.1.3 Consumer Purchase decision

In order to create an appropriate product or service, companies need to understand the consumer's behaviour and perception, and to meet their needs and requirements. According Kotler *et al.*, (2005) the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase decision and the purchase decision. The first factor is the attitudes of others. Purchase decision is also influenced by unexpected situational rea-sons. The customer may shape a purchase decision based on variables such as anticipated family in-come, anticipated cost and anticipated benefits from the product. When the customer is about to act, startling situational variables may emerge to alter the buy decision. In this way inclinations and indeed purchase decisions don't continuously result in genuine purchase choice. They may coordinate purchase behaviour, but may not completely decide the result. A consumer's choice to alter, postpone or maintain a strategic distance from a purchase decision is impacted intensely by perceived risk. The amount of perceived risk shifts with the sum of cash at stake, the amount of buy vulnerability and the amount of shopper self-confidence. A consumer takes certain measures to reduce risk, such as avoiding purchase decisions, gathering more information and looking for national brand names and products with warranties.

Furthermore Dodds *et al.* (1991) described purchase decision is the considered willingness of a potential buyer that will attempt to buy product or service. In any case, the buy decision must be upheld by the availability of the specified product; otherwise, the favour or the buy decision will be insignificant (Chang, 1998). The purchase decision defined practically as the possibility of shopping and it is subject to willing purchase, considering purchase and recommendation purchase (Dodds *et al.*, 1991). There are three things based on that can be the indicators showing that the customers have the decision to buy and those three indicators are information, interest, and attending (Hosein, 2012). Hosein (2012) clarified the pointers as intrigued that "involves having a few individual feeling about the shown products without considering the ultimate outcome". Attending involves "actual physical presence at the place". Data relates to "additional information that's gathered though going to and the information was not known or accessible a few time recently". How brand equity can affect the purchase decision of consumers indicated by Aaker (1991; 2009) who stated that brand equity has a

positive impact towards the consumers purchase decision. Kotler (2000) also stated that in the case of brands with high brand equity is critical for a brand to expect higher willingness to purchase, assuming that high brand equity positively influences purchase intent and become dominant in the market. Further, brand equity is an integral part of evaluating the brand and positively influencing the purchase decision (Aaker, 1991; 2009). The consumer-based brand equity terms in outline of buy eagerly has been examined as of late and it can be expressed on the off chance that an item brand is known, at that point it can expanded the shoppers select probability and them buy purposeful (Chi et al., 2009). Consumers in different countries give dissimilar

Generally branding and packaging are exceptionally important for companies as they encourage the buying process. Branding will offer assistance companies in making believe inside their clients, driving to long-term affiliations. Branding is utilized to form a product one of a kind and distinct from other items within the market .the brand associations of customer products, in administrations, affiliations related to the centre benefit and those related to helping and supporting administrations are recognized. And brand awareness plays a part customer choice making by affecting the arrangement and quality of brand affiliations within the brand image furthermore there product quality has also its own effect thus shaped to judge the quality of a product/service. It is one of the qualifications of customer satisfaction and has a positive outcome on customers purchase goal as explained by (Fayrene and Lee, 2011). This will be beneficial for companies in the long-run. Packaging in addition is exceptionally important because it makes a difference in drawing in clients and compelling them to buy the product. It makes a difference in drawing the consideration of clients by giving them information about the brand. Subsequently, marketers ought to center on these two perspectives in case they wish to maintain brand loyalty and create long-term connections with clients. Client can trade its choice with respect to packaging material high remarkable packaging draws in buyer even at low palatable packaging. In additton researches like Brewer (2006) found that customers learn colours associations from current brands in the market, which lead them to prefer certain colours for various product categories. Utilizing colour as a cue on packaging can be a possibly solid association, particularly when it is one of a kind to a particular brand. In any case, individuals in several societies are uncovered to distinctive colour affiliation and create colour inclinations based on their possess culture's associations. Therefore by looking the previous reviews both packaging and branding has significant effect on consumers purchase decision.

2.2.2 Empirical literature review

Introduction

This research looks into other researches which have studied on the effect of branding and packaging on different products

2.2.2.1 Empirical evidence on product packaging

1) Packaging color and purchase decision

In today's competitive retail space, it's critical for brands to create a colourful impression on buyers and stand out from the swarm on the racks. Researches are claimed to draw consideration when their appearances aren't conventional inside product magnificence (Garber et al. 2000; Schoormans & Robben 1997). In other words, past investigation has determined that deviating packages draw in interest. Other research shows that deviating package colourations and shapes lure attention (Garber et al.2000; Schoormans & Robben 1997). At that point once more, found that photographs on packages pull in intrigued in specific instances when buyers are less familiar with a logo Underwood et al. (2001)

Moreover studies have examined issues in conjunction with packages as implied of drawing in the attention and intrigued of buyers (Underwood 2001; Garber 2000; Goldberg 1999; Schoormans & Robben 1997). Distinctive studies researched programs as a implies of verbal exchange as well as a strategy of making the brand known and what the product implies (Underwood & Klein 2002; Garber et al. 2000, Schoormans & Robben 1997; Gordon 1994; Homer & Gauntt 1992; Rigaux-Bricmon 1981; McDaniel & Baker 1977). In reality, Goldberg et al. (1999) found that by rejecting such non-verbal symptoms as colours, the eye to verbal signs can be amplified. Photographs on packages are emphasized to draw interest, in specific. when clients are not exceptionally familiar with the manufacturers (Underwood et al. 2001).Research that have centred on other single signs and symptoms than pictures on programs have determined that such single package deal signs and symptoms as colourings (Gordon et al. 1994),

Behzad (2014) portray in his investigate that colours and illustrations play vital key roles in advancing product sales. Colour is a great source of data to communicate with the shoppers either contrarily or emphatically and it is evaluated that 62-90% of individual's appraisal and assessment is based on colours alone. (Singh, 2006).

This contentions was made by diverse researchers on nonverbal signs such as packaging colour and the verbal signs pictures on packaging, the research is basically center within the nonverbal signs that's the packaging colour. The researcher accepts that the colour has an impact on deals execution of a company

H1: a Packaging Colour has critical and positive effect on customer purchase decision

2) Packaging material and purchase decision

Packaging material have incredible impact on consumer's obtaining choice. High quality packaging draws in the consumer's than the low quality packaging.

The packaging material and wrappers are too exceptionally imperative variables in item packaging; as most of the consumer's didn't purchase the items due to unpleasant packaging material and wrappers. The study uncovers that buyers accept in a product or brand diminishes reliably when its packaging is damaged up to 55% of clients cleared out the brand, and 36% move towards another brand. Numerous of the individuals of nowadays century need more stylish and uniqueness so they need a great packaging material. The material and wrappers are too impact the sales as if the product is of great quality but it has no successful and great material of packaging the customers will see and move towards another product which have of quality fabric and curiously wrapper plans. There's no critical distinction between product involved buyers and uninvolved ones in terms of package design inclinations for the constitution desires that it produces. (Thomas, 2011)

Adelina Broadbridge (2007), "Client buying conduct and perception closer to retail and entirety infant products". A stage study strategy such as each qualitative and quantitative investigate techniques got to be embraced. The masses was characterized as „parents of children underneath the age of 5 who utilize infant care stock. Both the qualitative and quantitative research appeared that respondents embraced comparative hazard decrease procedures of their buy of child care products. This think about examined customer discernments and buying conduct of child care merchandise. The results of the essential studies shown that clients have to be compelled to sense sure with the item in terms of unwavering quality and execution of packaging

Based on the inquire about result gotten by distinctive researchers, the clients ought to feel sure to utilize the item by looking into the quality of packaging material, effortlessly storable and in

common comfort to be utilized. So the researcher accepts that packaging material has an impact on deals execution of a company.

H2: a Packaging material has critical and positive effect on customer purchase decision

3) Packaging information and purchase decision

Packaging as the essential vehicle for communication with the buyer that gives points of interest approximately the product at the point of deals including the nutritional value, added ingredients, nation of origin, the producer and best before date. Educational information on packaging play a vital portion in decision-making (Silayoi & Speece, 2004, 2007; Rita, 2009; Kuvykaite et al., 2009).

Liang Lu (2008) worked on a paper which is; Packaging as a strategic tool .Packaging is an important part of the product that not only serves a functional purpose, but too acts as a cruel of communicative data of the items and brand character. Packaging must be utilitarian; it must secure the products in good storage, in shipment and frequently in utilize. Other than, it's also operated which is able to offer clients the good thing about to access and utilize on the point of comfort

P.H.K.Prathiraja and A.Ariyawardana (2003) incorporates a great study within the effect of dietary labelling on Shopper Buying Behaviour. This study appears that clients utilize natural process naming once making a buying call which it's especially inferable to wellbeing awareness. A larger part of the respondents uncovered that they're willing to pay one thing additional for the natural process information given on nourishment things.

Lunardo (2007) worked on "The Influence of Eco-Labeling on Consumer Behaviour". The main purpose of this study was to evaluate the relative significance of the labelling in Packaging compared to completely diverse item properties (like whole sale, price, etc.) for consumers" shopping for choices. The strategy approach that they chose was isolated alternative examination, which is especially effective for this kind of examination. Furthermore this study endeavours to analyse the significance of the labelling and packaging varies between item groups. They surveyed a complete of 302 customers; two thirds of the interviews were conducted in German language. The factors chose inside this ponder, show mood, time, buying purpose with respect to maintainability marketing. The most vital results of analysis is that the important disposition to buy packaging energy economical merchandise.

K Sony (2008) examined the buyer responses toward property framing in product packaging. The most reason of this study is to inquire about the effect of message framing, level of association, and numerical contrast on shopper reaction. Fresh-milk product was chosen because the question for explore. This study has the consequent research for packaging fashion upheld the discoveries. Fresh milk is commonly considered as Health-related product. The study is beneficial in giving marketers an extra exhaustive picture in any case message framing the influences client reaction in various numerical options and level of inclusion. It'll indeed be valuable in creating a hit packaging strategy.

A study conducted by (Borin et al. ,2011) performed an examination in which he take out the result of varied levels of environmental data on key client measurements& too assessed environmentally kind products versus those people groups who have negative natural impacts. These client recognition of product quality, value were reportable by them and additionally they get eagerly didn't oppose this idea impressively between product and positive messages from the environment and people with no message. They discover out that item with negative natural messages were throughout lower than items with positive environmental messages

In this manner, based on the distinctive researchers discerning on product information, the researcher came to accept that product data has an impact on deals of a product.

H3: a Packaging information has critical and positive effect on customer purchase decision

2.2.2.2 Empirical evidences on brand equity

A study conducted by AKHTAR N. et al.(2016) to examine the effect of brand equity dimensions on consumer buy choice in understudies of college of instruction Lahore, Okara campus. They utilized 100 questionnaires among the understudies by utilizing likelihood inspecting strategy and utilized relapse and relationship to decide the relationship between autonomous and subordinate factors. The outcomes is about appears that brand equity impact purchase decision. Based on their discoveries they suggested that on the off chance that the companies need to impact the purchase decision of its clients at that point they ought to donate legitimate consideration towards its brand equity administration.

Another comparable examine conducted by Suryadi D. (2015) to discover the effect of brand equity towards customer's buy decision of PT. X's sweet product in Indonesia. This analyst

utilized basic irregular inspecting with 102 respondents and analysed by utilizing multiple-linear regression. By the conclusion of this research, he found how brand equity influences customer's purchase deliberate at the same time and how each component of brand equity influences customer's purchase decision. In this investigate, he found that brand equity at the same time impact customer's buy decision and out of four independent factors of BE, brand association and perceived quality are the individual components that impact customer's purchase decision and the rest two awareness and loyalty don't essentially give individual impact to the subordinate variable.

Within the same way, inquire about conducted by (ROOZY E. et al.2014) on the Impact of Brand Equity on Consumer Buy Deliberate within the nourishments industry in India based on the Aaker four-component show of brand equity. They found that that brand loyalty has the foremost impact on expanding the brand equity and the purchases decision taken after by perceived quality and brand association separately whereas the brand awareness isn't sufficient for buy choice, decision and decision. In general, the awareness in their work implies the consumer's capacity to re-minding and recognizing the name of an extraordinary trademark. The purchase decision happens once in a while without recognition. Way better to say that in spite of the fact that the mindfulness is a basic figure for a brand, it cannot lead to deal suddenly (Aaker, 1993).

They concluded that in fact the brand aware-ness does not just lead to progressing the brand equity. They also recommended that the brand awareness ought to be accompanied by the emphasis on the product features, which equity together with the awareness is more effective.

1) Brand awareness and customer purchase decision

Brand awareness increases the familiarity of consumers towards the product, and brand aware-ness is very crucial to purchase decision because based on Cahyadi and Astuti (2007) there is a tendency to purchase the items based on their nature with the brand. They argued that if consumers are aware about the brand then more possibility to build strong the brand equity that could lead to purchase decision. Based on this, the following hypothesis is formulated

H4: Brand name awareness has a significant positive effect on consumer purchase decision

2) Brand loyalty and customer purchase decision

Brand loyalty will make the customer connect with the brand and David Aaker (1991) said that brand loyalty affects purchase decision is demonstrated by there's no way someone to be steadfast to certain brand without any purchasing behaviour. Yoo et al. (2000); Atilgan *et al.* (2005) too

reported that brand loyalty has been found to be one of the most drivers of purchase decision. Besides, faithful customers show more positive responses to purchase decision. As a result, brand loyalty will contribute to developing customer purchase decision. Based on this, the following hypothesis is formulated

H5: Brand loyalty has a significant positive effect on consumer purchase decision

3) Brand association and customer purchase decision

Aaker (1991, p.109) Brand affiliation is "anything linked in memory to a brand " that makes a difference customer to pick up information, differentiate the brand, persuade to purchase, and give positive impression towards the brand. Concurring to Cahyadi & Santoso (2014) brand affiliations positive sentiments can lead someone to have that brand as the reference and it can lead to purchase decision. Hence, the understudy researcher hypothesizes that in case customer recognition concerning the brand is special at that point it'll improve the purchase decision. Based on this the following hypothesis formulated.

H6: Brand associations have a significant positive effect on consumer purchase decision

4) Perceived quality and customer purchase decision

Aaker (1991) explained that Perceived quality is not the actual quality of the product but the customers' subjective evaluation of the product. It is identified that perceived quality is the extraordinary unmistakable quality to deciding brand loyalty for rehash buy of items. Perceived quality that delivers value of differentiation and uniqueness and perceived quality is crucial to purchase decision because it determines how people value the brand, which will affect their willingness to purchase (Cahyadi & Santoso, 2014). Based on this, the following hypothesis is formulated

H7: Perceived quality has a significant positive impact on consumer purchase decision

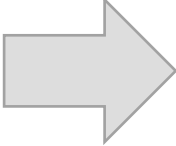
2.3 Conceptual frame work

The conceptual framework had taken from two studies (Silayoi & Speece, 2007) and (Jalilvand *et al.*, 2011). Based on the different researcher's arguments above it is important to know the advantage of branding and packaging for customer purchase decision. This frame work shows the dependent and independent variable. Therefore all researchers believe that branding and packaging has a positive relation with customer purchase decision

The effects of brand equity components and packaging on consumer purchase decision are; brand awareness, perceived quality, brand association, brand loyalty, packaging information, packaging material and packaging colour .are independent variables that have influence and impact on dependent variable which is consumer purchase decision



Figure 2.2: from (Silayoi & Speece, 2007) and (Jalilvand *et al.*, 2011)

Independent variable		Dependent variable
Brand association		Customer purchase decision
Brand awareness		
Brand loyalty		
Perceived quality		
Packaging material		
Packaging colour		
Packaging information		

Chapter three

Research design and Methodology

3.1 introduction

There are several methods and procedures that are going to be used in the study. In this chapter it presents research methodology that guided this study. It includes the following subheadings: description of the study area, the research approach, the research design, the research instrument, the sampling design, and the data analysis methods employed in this particular study. It also includes reliability and validity of the study and the ethical considerations observed at time of the study.

3.2 Research methodology

Interview, questionnaire and focus group discussions are the three known types of research methods. Focus groups are formally organized, structured groups of individuals brought together to discuss a topic or series of topics during a specific period of time (Marczyk, DeMatteo and Festinger 2005). Questionnaire may be a strategy of choosing on how the test is to be overviewed (e.g. by mail, by phone, in individual) and developing the particular questions that will be utilized (Marczyk, DeMatteo and Festinger, 2005). Interview is qualitative data required to understand in-depth motivation for people's behaviour or feelings Adams (2007).

This study will use questionnaire and close end questionnaires to conduct information from respondents because it is helpful to collect large amount of information in short period of time with larger sample size.

Second, it is also the easiest method to analyse scientifically than other forms of research methods. Furthermore, this method is a relatively cost effective and also can be carried out by the researcher or by any number of people with limited affect to its validity and reliability.

3.3 Research approach

When conducting a research, there are different ways to consider in approaching the research problem. Bases on the objectives of the study and the availability of relevant information, this study uses quantitative research design to investigate the effect packaging and branding on consumer buying decision, as quantitative technique helps to explore ,present , describe and examine relationships and trends within data and as it also helps to collect results in numerical and standardized data.

According to Cooper (2003) as cited by Faradic (2009) quantitative research helps to determine the relationship between an independent variable and dependent variable in a population. It is also used to explain causal relationships to facilitate generalization and to predict the future whereas a qualitative research method provides a complete picture of the situation by increasing the understanding of social process and interrelations. According to Saunders *et al.* (2012) quantitative research is suitable to analyse numerical data and statistical tests to infer the findings of the research.

Since the aim of this study is to assess the causal relationship between packaging and branding on consumer buying decision the study will follow explanatory research design.

3.4 Research design

According to Kothari (2004) research design is the ultimate plan for the collection, measurement and the analysis of data. Research design defines the sampling method, sample size, measurement and data analysis processes as stated in (Saunders *et al.*, 2009). This study will try to examine the effects of branding and packaging on customer purchase decision based by this brand equity dimensions and packaging design perspectives on coffee product. Taking this in to account, the research design that employed in this study was both explanatory and descriptive research using the cross-sectional survey design. Since the aim of this study is to assess the causal relationship between packaging and branding on consumer buying decision also something as described by (Creswell, 2009).

For this study, cross-sectional field survey method is employed since in cross-sectional survey design, independent and dependent variables have measured at one point in time using a single questionnaire in an economical way as indicated by (Magenta and Magenta, 2003; Creswell, 2009).

3.5 Sampling design

Sampling design is a numerical work that gives you the likelihood of any given sample being drawn. A sample design is a clear plan for getting a sample from a given populace. Sample design may as well lay down the number of things to be included within the sample i.e., the size of the sample.

3.5.1. Study Population

According to Copper and Schindler (2006) population is define as the entire group of individuals, events or objects having a common observable characteristics. Population is the

total sum of collected units from which the researcher draws some inferences of the study (Copper and Schindler, 2006). The population for this study consists of ROBERA COFFEE consumers in Addis Ababa. A reasonable sample measure will be drawn from this populace. This population considered to possess the qualities desired and have the capacity to facilitate the realization of the specific objectives of the study.

3.5.2. Sampling Techniques/Methods

The study utilized probability and non-probability sampling to gather essential information. This research is conducted by employing a non-probability convenience sampling procedure. Convenience sampling is the ponder choice of a member due to the qualities the member possesses. It's a non-random technique that does not need underlying theories or a set number of members. Basically put, the analyst decides what must be known and sets out to discover individuals who can and are willing to provide the data by ideals of knowledge or experience. It is typically used to identify and select the information-rich cases for the most proper utilization of available resources. This includes identification and determination of people or groups of person that are capable and well educated with a phenomenon of intrigued. In addition to information and encounter, the significance of availability, willingness to take part, and the capacity to communicate encounters and conclusions in an expressive and reflective manner.

3.5.3. Sample size

The study is conducted in the middle district of Addis Ababa. The research focuses on ROBERA COFFEE due to its stay in the business for so long and has built in numerous customers and the study will focus on the frequent customers using convenience sampling technique. The study is be conducted on customers of ROBERA coffee

Since we are using frequent customers we will be using the finite sampling technique to identify our sample size. The formula will be as follows

$$\text{Unlimited population: } n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2}$$

$$\text{Finite population: } n' = \frac{n}{1 + \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2 N}}$$

Where

Z is the Z score

ε is the margin of error

N is population size

p̂ is the population proportion

$$n' = \underline{350}$$

$$1 + 1.96 * 0.5(1-0.5) / (0.05)^2 * 350$$

$$n' = 184$$

According to Israel (2013) many researchers commonly add 10% to the calculated sample size in order to accommodate for possible non-response, inappropriate responses and for persons that the researcher is unable to contact. Hence, in this study, for contingency purpose an extra 16 (adding 10% on the calculated sample size, 200) respondents added in sampling procedure for errors committed during sample collection. As indicated in Kothari (2004, pp.154) sampling error is inversely related to the size of the sample i.e., sampling error decreases as the sample size increases and vice-versa.

Taking all into account, a total sample size of 200 respondents who are ROBERA coffee consumers will be used for this study. By using conveyance sampling technique and simple random sampling every individual will have equal chance of being selected.

3.5.4. Sampling Procedure

In this study a Research pilot test is suggested and given that minimum size of 10 tests; by Saunders *et al.* (2009). The pilot test of the research questionnaires will be randomly distributed to 25 respondents to collect preliminary data to ensure that the questions were clear and not ambiguous, such that responses would be consistent with the purpose of the study.

After assessing the results of the pilot study and addressing any issues resulting from it, the actual data will be distributed and data collection of the full-scale survey. However, before the actual data collections, the researcher will assured the respondents about the confidentiality of their feedback. A polite deadline suggested to fill the questionnaires and this primary data collected through questionnaires that administered by online system and

offline by dropping where they are, picking method from the consumers who are drinking ROBERA COFFEE.

In the course of the survey, the researcher will personally distribute to the target population through online personal contact and collect the questionnaires at the midday if not responded and in the afternoons where the coffee consumers would be easily accessible and greater in number which will be a good time to meet most of the consumers and to insure that the respondents are diverse.

3.6 Research instrument / data source

The researcher will use primary sources of data. In this study primary data generated and presented through a structured questionnaire will be fully applied. This developed questionnaire will be arranged into a demographic, descriptive and five point Likert scale anchored from “strongly disagree” to “strongly agree” on the scale.

The questionnaire will have three sections. The first section covers demographic profile of the participants like age, gender, education level and marital status. The second part covers the descriptive question and the third section covers structured on a Likert scale of 1-5 shows their degree of agreement or disagreement to the sentences about the constructs under study.

3.7 Data analysis

After making sure the questionnaires are clear and legible the gathering of primary data proceeded. Preliminary analytical reviews was performed to obtain an understanding and to help assess the risk of error in order to determine the nature, timing and extent of procedures. Then filling the data in their category and entering it to spread sheet in order to make it ready for analysis.

For method of analysis both descriptive and inferential method of data analysis was employed in this study. Descriptive statistics is the term given to the analysis of data that helps describe, show or summarize data in a meaningful. However Descriptive statistics do not, allow us to make conclusions beyond the data we have analysed or reach conclusions regarding any hypotheses we might have made. They are simply a way to describe our data. Furthermore inferential statistics are techniques that allow us to use these samples to make generalizations about the populations from which the samples were drawn.

3.8 Reliability Test

According to Hair et al. (2006) reliability refers to the consistency, stability or dependability of a measurement technique over time and across settings or conditions. It should remain the same, if research has to be repeated (Pallant, 2005). If the measurement is reliable, and then there is less chance that, obtained score is due to random factors and measurement error.

Reliability analysis was made on the main part of the research instrument, which was analysed through Cronbach alpha. As explained by Kothari (2004) Cronbach's alpha is used to provide a measure of the internal consistency of a test or scale and expressed as a number between 0 (meaning no consistency) and 1 (meaning complete consistency or all items yield corresponding values) Reliability coefficient alpha scales with a coefficient between 0.80 and 0.95 will considered to have very good reliability (Zikmund *et al.*, 2010).

- Scales with a coefficient between 0.70 and 0.80 consider having good reliability,
- Scales with a coefficient between 0.60 and 0.70 indicates fair reliability and
- Scales with coefficient is below 0.6, the scale has poor reliability (ibid).

To meet consistency reliability, the questionnaire distributed to thirty customers who were similar to the population of the study.

3.9 Validity Test

Validity is the strength of conclusion, inferences, or propositions. Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In other words, validity is the extent to which difference found with a measuring instrument reflects the difference among those being tested (Kothari, 2004).

Number of different steps will be used to ensure the validity of the study:

- Data was collected from the reliable sources, from respondents who have experiences in purchasing and using packed coffee.
- Survey questions was made based in literature reviews and frame of references ensure result validity.
- A pilot study that is conducted to determine whether the questionnaire was actually measuring what it intended to measure. 25 respondents will be given questionnaire for the different locations to test the research instrument before distributing it to the whole sample. This pilot study enabled the researcher to modify any vague item to ensure that the research is valid.

3.10 Ethical Consideration

Ethical consideration was addressed in experiments involving either human subject or animals.

Social science research is widely regarded as providing substantial benefits to societies, usually these studies is designed to solve problem a given society faces or to influence policy makers to make amendment in favour of the society (Smith 1998).

- Among the significant ethical issues that will be considered in this research process, will include consent and confidentiality. In order to secure the consent of the selected participants, everything will be relayed all-important details of the study, including its aim and purpose. Respondents will be assured that the information given not to be use for any other purpose except academic work.
- The study will not misuse any information discovered, the researcher and the study will have certain moral responsibility maintained towards the participants.
- This study has a duty to protect the rights of people in the study as well as their privacy and sensitivity.

All these ethics will be applied unless there are other serious reasons to do, like any illegal issues etc.

Chapter four

4.1. Introduction

As shown in the past chapter, this chapter of the paper dissected the impact of packaging on customer purchase decision on ROBERA COFFEE processing industry in A.A, Ethiopia. To this conclusion, the results gotten from the study analysed through SPSS out puts Mean, Standard deviation, moreover recurrence, and percentage.

The survey data was disseminated and returned at ROBERA COFFEE. In this portion of the paper, information introduction, investigation and interpretation that's made on to begin with expressive insights taken after by presumption test, a relationship examination, and a different straight relapse examination utilized to test the defined hypothesis is presented within the following sections.

4.2. Data Screening

All the essential information collected and managed information through surveys. A complete of 200 had given at first to customers of ROBERA COFFEE, which are found in Addis Ababa. In any case, as it were 189 surveys have collected specifically from the respondents. Out of which, six examiners were erased since they were with numerous lost values and wrongly detailed. Hence, 183 surveys were useable for examination yielding a 91.5 percent response rate.

Table 4.1 response rate

Questionnaire data	200	100%
Questionnaire Returned	189	94.5%
Questionnaire discarded	6	3%
Questionnaire for analysis	183	91.5%

Source: Own survey data (2019)

Table 4.2 Description of the Characteristics of the Respondents

item	variables	category	Respondents	
			frequency	percent
1	sex	Male	112	61.2
		Female	71	38.8
2	Age	18-35	144	78.7
		36-54	29	15.8
		>54	10	5.5
3	Marital status	single	120	65.5
		married	56	30.6
		divorced	7	3.8
		widow	0	
4	Academic level	High school and below	7	3.8
		diploma	26	14.2
		Bachelor's degree	116	63.4
		Masters	34	18.6

Source: Own survey data (2019)

As it can be seen in table 4.2 item 1 of 112 (61.2 %) of the respondents were male and 71 (38.8%) were females. This implies that both males and females were spoken to within the sample for this ponder but men were the lion's share in filling up the survey.

In with respect to age category appeared in item 2 of the same table over, respondents in connection to age gather of respondents drop between 18 to 35 years were 114 (78.7%) the following most elevated age extend falls between 36 to 54 years were 29 (15.8 %) and it too consolidated other age groups such as 10 (5.0%) falls beneath age group of over 54. The larger part of respondents were in between 18 to 35 with 78.7%. This appeared that most of the respondents were young.

In item 3 of the same table above It appears that 120(65.5%) are single, 56 (30.6%) are married and 7(3.8%) are divorced. This demonstrate larger part of the customer are single.

In connection to academic level appears respondents. In item 4 of the same table because it can be Seen, 7 (3.8%) of the respondents are from high school and below, 26(14.2%) have

diploma, 116(63.4%) have their bachelor's degree and 34 (18.6 %) are ones with their master's degree the subtle elements are displayed in table 4.2.

4.3. Descriptive Analysis

To draw the demographic profile of the respondents. The study utilized frequencies and percentages to decide the number of times a respondent answered a specific question. An exertion has made to get the profile of the ROBERA COFFEE customers. The subtle elements displayed in table number. 4.2 As followed.

Table 4.3 Respondent's Perception on ROBERA COFFEE

Item	Variable	Category	Respondents	
			Amount	Percent (%)
1	Purchase of packed coffee	Always	60	32.8
		Sometimes	120	65.6
		Never	3	1.6
2	How long being customer of ROBERA COFFEE	For a year	80	43.7
		For 2-3 years	70	38.3
		For 4-6 years	22	12.0
		More	11	6.0
3	How often they consume ROBERA COFFEE	Almost every day	58	31.7
		Weekly-Once	35	19.1
		2-3 times a week	63	34.4
		Monthly-Once	27	14.8
4	Why they prefer ROBERA COFFEE	Because of its taste/ stimulant	126	68.9
		Because of its image	26	14.2
		Because of it's easy to handle	9	4.9
		Because of its packaging	22	12.0
5	Quality rating ROBERA COFFEE	Very good	86	47.0
		some-what better	92	50.3
		Indifferent	4	2.2

		Poor	1	0.5
6	Overall performance rating on ROBERA COFFEE	Best	82	44.8
		some-what better	93	50.8
		Not good	3	1.6
		almost the same that of other brands	5	2.7

Source: Own survey data (2019)

Within the above table 4.3 item1 respondents purchase packed coffee 60(32.8%) replied always, 120(65.6%) sometimes and 3(1.6%) replied never. This infers most of the individuals nowadays buy packed coffee instead of buying the beans and simmering them

In item 2 of table 4.3, the respondent clients 80(43.7%) are clients for year which makes it recent customers, 70 (38.3%) are for 2-3 years and 22(12%) are for 4-6 years, and the rest are 11(6.0%) of the overall respondents. Since lion's share of respondents become the customer of the ROBERA COFFEE for more than two years so, this indicates most of the respondents are familiar with the company product.

As of the item 3 of table 4.3, which states the consumption frequency of ROBERA COFFEE, varied among respondents. The 58 (31.7%) of the respondents said they drink ROBERA COFFEE almost every day, and 63(34.4 %) respondents preferred to drink the ROBERA COFFEE 2-3 times in a week, 35 (19.1%) weekly once, and 27 (14.8%) drink the ROBERA COFFEE once monthly, From this it can be realized that daily and 2-3 times in a week drinkers of ROBERA COFFEE are relatively loyal than those who take ROBERA COFFEE monthly or occasionally.

As it can be seen in item 4 of table 4.3, customers were inquired approximately the basis that produces them to lean toward ROBERA COFFEE. 126(68.9%) of the respondent were preferred ROBERA COFFEE due to taste, taken after by those who expressed convenience for the image are 26(14.2%), as to the 9(4.9%) favour it since it's simple to handle and 22(12%) because of its packaging. From this finding, one can appreciate that great taste and image of a brand are the two fundamental thought processes for ROBERA COFFEE preference, great taste being the high-ranking one. This implied that making and bringing better consumer perceived

esteem could be a vital weapon in drawing in and holding clients of ROBERA COFFEE. In this manner, ROBERA COFFEE Company through its quality assurance proficiency must always survey the quality of its product. Then a company can provide a great coffee that can satisfy the needs and needs of the consumers in expansion to the creation of proceeds demand.

With regard to Item 5 of the table 4.3 the customers were asked to rate the quality of the ROBERA COFFEE on four scale as very good, somewhat better , indifferent, poor and very poor. The more prominent portion of the ROBERA COFFEE shoppers were evaluated quality of the ROBERA COFFEE as very good 86(47%) somewhat better 92 (50.3%) , indifferent 4 (2.2%) and poor 1(0.5%).

Item 6 of the same table, the respondents inquired to rate the over-all supposition on the ROBERA COFFEE on five point scale as best, somewhat better, almost the same that of other brands, not good and worst. The larger part 93(50.8%) of the ROBERA COFFEE customers were rated ROBERA COFFEE as somewhat better taken after by 82(44.8%) as best and 5 (2.7%) as almost the same that of other brand and 3(1.6%) appraised as not great or worst brand.

4.3.1 Descriptive Analysis of the Determinant Factors

Descriptive statistics namely, mean and standard deviation for all the factors have computed to decide and prioritize which factors are more vital to customers, and which one are slightest critical in deciding their purchase decision. The higher the mean value implies that the more respondents concur to that, they said factors might have an awesome impact on customer purchase decision. When dissecting the mean and standard deviations of factors, it is important to take note that a significantly huge value of standard deviation implies that the information tried is distant away from the mean though a littler value means that the tried variable is much closer to the mean.

Table 4.4 Descriptive Statistic of the Factors under Study

Descriptive Statistics				
Variable items		N	mean	Standard deviation
Brand name awareness	Among different competing companies, I can identify ROBERA COFFEE easily	183	3.68	0.825
	When I think of having coffee, ROBERA COFFEE comes first to my mind	183	3.67	0.751
	I can quickly recall the symbol or logo of ROBERA COFFEE brand	183	3.68	0.720
			3.67	0.766
Perceived quality	ROBERA COFFEE provides me the good taste	183	3.89	0.448
	Drinking ROBERA COFFEE makes me active for longer hours	183	3.77	0.549
	Even if other brand products are good, I still think that ROBERA COFFEE is better	183	3.82	0.508
			3.83	0.502
Brand association	Some characteristics of ROBERA COFFEE is the first that clicks my mind	183	3.66	0.607
	I feel energized after taking ROBERA COFFEE	183	3.85	0.490
	I experience the sense of socialization at ROBERA COFFEE	183	3.70	0.604
			3.74	0.567
Brand loyalty	When consuming coffee, ROBERA COFFEE will be my first choice no matter what	183	3.56	0.760
	I would remain loyal to ROBERA COFFEE even though the price becomes higher than that of competitors.	183	3.43	0.898
	I wouldn't replace ROBERA COFFEE by other coffee brands	183	3.46	0.875

			3.48	0.844
Packaging colour	I feel like it is important to look for packaging colour when deciding which product to buy	183	3.67	0.681
	I believe that changing the colour of packaging could lead to change in purchase decision of coffee	183	3.76	0.644
	If I have a little experience with a product, I search for products using packaging colour to help me make a more informed decision	183	3.7	0.648
			3.71	0.66
Packaging material	I think that the packaging material shows the product's quality	183	4.13	0.826
	When I see the packaging material I will feel like the product is protected	183	4.26	0.829
	I PREFER that the packaging material of coffee is easy to open.	183	4.13	0.799
			4.17	0.818
Packaging information	I feel like it's important to look for product information when deciding which product to buy.	183	3.78	0.510
	If I have a little experience with the product, I search for product information to help me make a more informed decision.	183	3.75	0.646
	I feel like printed information increases my confidence on the product	183	3.5	0.618
			3.68	0.591

Source: Own survey data (2019)

As appeared within the above table, the mean and standard deviation of chosen measurements of customer based brand equity, packaging design and customer purchase decision given by respondents of the ponder. It appeared the mean of packaging material is 4.17 which mean result is found within the extend of strongly agree categories, brand mindfulness, perceived quality,

brand association, packaging colour, packaging information are over 3.4 which suggests it is within the range of agree and strongly agree categories of the Likert scale .

This appears that the packaging material has more prominent impact on customer purchase decision of ROBERA COFFEE in Addis Ababa. Subsequently, the total impact of the over result appears that respondent gives huge emphasis to ‘packaging material of ROBERA COFFEE. However, it does not mean that each customer wants have exceptionally awesome packaging material of ROBERA COFFEE. Subsequently, in arrange to win them, administration at ROBERA COFFEE Company ought to arrange well and trustworthy themes. They must too note that packaging design not as it were attributes and the functional benefits but also offer passionate benefits that have an identity and give a platform for differentiation.

The second variable is around customer perceived quality for ROBERA COFFEE; at this point, the mean value is 3.83, found within the agree category. This result illustrates that, most respondents seen that the overall greatness or prevalence of ROBERA COFFEE benefit and /or products are promising and are existed in a great position and it is the coordinate impact on CPD.

The third variable is almost brand association; here the cruel value is 3.74, found within the agree category which demonstrates that most shoppers have good brand image and / or association with the brand of ROBERA COFFEE since they feel that they can effortlessly review and relate ROBERA COFFEE administrations and/or items to ROBERA COFFEE.

The fourth variable is Packaging colour and here the mean value is 3.71, it is found within the agree category which show it’s within the concur category, this demonstrate that utilizing appealing colours in packaging we can get customer consideration additionally increase customer purchase decision.

The fifth variable is Packaging information and the mean value is 3.68 which shows the mean value is within the agree category. Which show packaging information these days are fundamental for drawing in client and their unwavering quality on the product.

The 6th Brand awareness 3.67 this implies that the awareness creation or the plan of limited time subject can incredibly influence brand loyalty. Usually since today’s customers are getting to be harder to please, they are more intelligent, more cost brief, more requesting, less

pardoning and usually come inside reach of by numerous competitors with break even with or even way better offers.

With regard to the seventh variable i.e. brand loyalty, the mean value 3.48 and found within the agree category implies that most of the respondents of ROBERA COFFEE are faithful client most of them seen that they feel sense of loyalty. However in any cases, the standard deviation of brand loyalty is 0.844. It implies that even though the mean value of brand loyalty is high, the data tried isn't near to the mean value.

When somebody compares the normal score values for all free factors of ponder the, there's no significant contrast. All of them appeared positive result or within the strongly agree and agree on a 5-point Likert scale with inconsequential distinction between them.

The standard deviation of the brand name awareness, perceived quality, packaging material, packaging information packaging colour and brand association is additionally somewhat smaller, meaning a more coherent view among the respondents. In any case, the standard deviation of brand loyalty small higher. It implies that even in spite of the fact that the mean value of brand loyalty is high, the information tried isn't near to the mean value.

Descriptive statistics				
Variable item		N	Mean	Std. Deviation
Customer purchase decision	Overall I feel like product printed information on package, has an effect on CUSTOMER PURCHASE DECISION	182	3.78	.618
	Over all I believe that qualities of the packaging material have an effect on CUSTOMER PURCHASE DECISION.	183	3.90	.426
	Over all I believe packaging colour has an effect on CUSTOMER PURCHASE DECISION.	183	3.85	.455
	Over all I believe brand awareness has an effect on CUSTOMER PURCHASE DECISION.	183	3.50	.901
	Over all I believe brand association has an effect on CUSTOMER PURCHASE DECISION.	183	3.73	.664
	Over all I believe brand loyalty has an effect on CUSTOMER PURCHASE DECISION.	183	4.31	.809

	Over all I believe perceived quality has an effect on CUSTOMER PURCHASE DECISION.	183	3.80	.588
		183	3.84	0.637

Source: Own survey data (2019)

As shown in the above table the mean and standard deviation of the study of customer purchase decision the dependent variable comes with the mean value of 3.84 and a 0.637 standard deviation which determined that they it's in strongly agree and agree category therefore this the given independent variables has a significant effect on the dependent variable as survey response described in the Likert scale.

4.4. Inferential Analysis

In this sub-topic, correlation and multiple regression analysis on the dependent and independent variables had carried out. Before the information deciphered to be one result of research, parametric tests had carried out. The data had handled twice as classic assumption test, and multiple-linear regression as followed.

4.4.1 Parametric Statistical Assumptions

The reason why must have the test is because in case the information does not pass classic presumption test, at that point the result after the data got handled can be misleading or one-sided (Lind et al., 2012). The examination is called Fundamental Assumption Test that comprises of basically four tests, and those tests are normality, multicollinearity, linearity and homoscedasticity tests (Lind et al., 2012).

4.4.1.1. Normality Test

Normality test examines whether the information is normally conveyed in typical dispersion curve or not. There are two ways of testing the normality, by graphical strategy and statistical strategy.

Normality of an information ought to test some time recently running the regression analysis since of numerous regressions requires that the free factors within the investigation be regularly conveyed. Concurring to Brooks (2008), as cited by Decrease (2012) in case the residuals are regularly disseminated, the histogram ought to be bell- shaped and hence this consider implemented graphical strategies to test normality of data.

Among the others, one of the assumptions was normality of the data ought to be tried before running the analysis of the data utilizing skewness and kurtosis. Agreeing to Field (2005) typicality conveyed data expected that the information are from one or more normally distributed populaces. The method of reasoning behind hypothesis testing depends on having ordinarily disseminated populaces and so in case these suspicions are not met at that point the rationale behind hypothesis testing is imperfect. Skewness ought to be between +2 and -2 extend, on the off chance that the information is normally disseminated. Kurtosis is the crested ness or levelness of the dispersion and this dissemination should too commonly drop between +2 and -2, in spite of the fact that some authors concurring to (Garson, 2012), are more tolerant and allow kurtosis to fall within +3 and -3. As appeared within the table the data of this consider is ordinarily disseminated since the skewness and kurtosis esteem are inside +2 and -2, +3 and -3 ranges respectively

Table 4.4: Normality of Distribution Using Descriptive Statistics

<u>Item</u>	N	skewness		kurtosis	
		mean	St. Error	mean	St. Error
Brand name awareness	183	- 2.547	0.18	6.972	0.357
perceived quality	183	-3.291	0.18	12.180	0.357
brand association	183	-3.446	0.18	14.544	0.357
brand loyalty	183	-1.511	0.18	1.196	0.357
packaging colour	183	-2.798	0.18	8.916	0.357
packaging material	183	-1.978	0.18	5.792	0.357
packaging information	183		0.18	13.448	0.357

Source: Own survey data (2019)

Appendix I also showed the histogram standardized residuals and normal P-P plot of regression-standardized residuals. It suggesting normally distributed residuals, which is one

of the assumptions of linear regression analysis. Hence, all the variables fulfilled the assumption of normality.

4.4.1.2. Multi-Collinearity Test

Great data is free from multicollinearity issue. The indicator is by looking at collinearity diagnostics in statistics table 4.5. In this ponder, the Tolerance Values of all packaging and brand value measurements or the variables are over 0.20 and moreover, the VIFs are beneath 10. Thus, the researcher accepted that Multicollinearity was not an issue for the current study. Which suggests assist showing no indications of multicollinearity issue and after that the model fits the requirement.

Table 4.5 multi collinearity

Dimensions	Collinearity statistics	
	tolerance	VIF
Brand name awareness	0.676	1.479
perceived quality	0.585	1.710
brand association	0.493	2.027
brand loyalty	0.666	1.502
packaging colour	0.459	2.181
packaging material	0.607	1.647
packaging information	0.591	1.692

Source: Own survey data (2019)

4.4.1.3. Linearity Test

Linearity defines the dependent variable as a direct work of the indicator independent variables (Darlington, 1968). Different regressions can precisely assess the relationship between dependent and independent variables when the relationship is straight in nature (Osborne& Waters, 2002). Remaining plots appeared that there were a few residuals take off from linearity and would

anticipate to see an irregular scatter points around the even line. Consequently, by utilizing visual assessment of the diffuse plot appendix II, it illustrated approximately the straight connections of dependent variable with each of the free variables in this ponder. Subsequently, the variables met the linearity presumption.

4.4.1.4. Homoscedasticity

The ultimate assumption the various linear regression analysis makes is homoscedasticity. The assumption of homoscedasticity implies to break even with variance of botches over all levels of the independent variables (Osborne & Waters, 2002). This infers that analysts anticipate that blunders are spread out reliably between the variables (Keith, 2006). Homoscedasticity can be checked by visual examination of a plot of the standardized residuals (on Y-axis) by the regression standardized predicted value (on X-axis) (Osborne & Waters, 2002). In case there's no encroachment of presumptions, standardized residuals have to be compelled to diffuse randomly around a level line of zero. In the idealize world, residuals are aimlessly scattered around zero giving in fact dispersion (Osborne & Waters, 2002). In expansion, the inspection of the plots in appendix II observed a great changeability within the plots and hence, the variables fulfilled the homoscedasticity suspicion well.

To summarize, the independent and dependent variables met all the assumptions illustrated that the demonstrated researcher got for a sample might accurately connected to the people of interested. Meaning the coefficients and parameters of relapse said to be reasonable as communicated in (Field, 2005). Significance level traces how likely a result is to be due to chance (Kothari, 2004). The foremost common significance level is 0.95, meaning that the finding highlights a 95% chance of being veritable. Subsequently, for this consider, an importance level of 0.95 was set. The figure 0.05 is called the p esteem, appearing the 95 % probability that any chosen tests from the consider populace would give the same comes approximately. In this way, any genuine comes almost gotten from the consider having p values more prominent than 0.05 considered as statistically insignificant.

4.4.2 Correlation Analysis

The relationship among CBBE dimensions and customer purchase decision computed and shown by utilizing Pearson correlation coefficient that showed up the quality and course of the relationship. Concurring to overview result showed up on the table 4.6

Among the 183 respondents the table 4.6 below talks to the table of connections shows up the variable which they are associated. Concurring to diagram result showed up on the table 4.6

the Pearson correlation coefficient ($r=0.418$, $p=0.00$) suggests that there's a strong positive and significantly relationship between brand name awareness and customer purchase decision. The positive sign of this relationship induced that in case ROBERA COFFEE Company increment or diminish its brand name awareness would bring a corresponding change in customer buy decision

From result for the moment variable it can be seen that perceived quality ($r=0.544$, $P=0.00$) is unequivocally and significantly related with customer purchase choice. This recommending that, a change in consumer's recognition around the generally brilliance or prevalence of ROBERA COFFEE advantage and/or things will have a comparing modify on client purchase decision. From the same table below it in addition observed that brand association ($r=0.590$, $p=0.00$) is unequivocally and basically related with buyer buy choice. This infers that consumer's extraordinary brand image and / or association with the brand will have a comparing alter on the customer buy decision

In the table below reports that brand loyalty ($r=0.642$, $p=0.00$) is unequivocally related with customer buy decision. Infers that increase or reduce in ROBERA COFFEE consumer's loyalty contains a comparing impact on buyer buy decision. Where two components packaging colour and customer purchase decision are unequivocally related ($r=0.725$, $p=.000$). There's strong association between these two components, which is significant. It as well gathers that utilizing charming colours in packaging prepared to grab client consideration also increment customer purchase decision.

It also appears relationship between two variables. Packaging material and client buy decision are positively related ($r=0.752$, $p=.000$). There's solid connection between these two variables, which is critical. It implies that the client can adapt item on sake of its packaging background. This result is also valuable to marketer so that they make items with best conceivable packaging material.

Table below appears two variables printed information positively connected ($r=0.735$, $p=.000$). There's strong connection between these two variables, which is significant. From the result gotten the respondents are data arranged gives more thought to information since it is indicated over most of the respondents have a bachelor degree. So manufacturer who are included in coffee must give due consideration to the information named within the packed coffee.

Table 4.6: Pearson Correlation Coefficient between the Dependent and Independent

Independent variable	No of observation	Consumers purchase decision	
		Person correlation	P-value or sig(2-tailed)
Brand name awareness	183	0.418**	0.00
perceived quality	183	0.544**	0.00
brand association	183	0.590**	0.00
brand loyalty	183	0.642**	0.00
packaging colour	183	0.725**	0.00
packaging material	183	0.752**	0.00
packaging information	183	0.735**	0.00

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

Source: Own survey data (2019)

4.4.3 Regression Analysis

4.3.3.1. Evaluation of the Model

In this ponder, a different linear regression has calculated to anticipate the dependent variable, which is customer buy choice by the brand name awareness, perceived quality, brand affiliation, brand dependability, packaging colour, packaging material and packaging information. This sort of regression is utilized when there are at smallest two independent variables and one dependent variable (Cooper &Schinlder, 2014). This region answered the targets of this investigate, which was nearly the impacts of independent variables to dependent variable.

As you'll be able see the model layout table 4.7 below the adjusted R Square estimation tells us the degree of fluctuation inside the dependent variable that's accounted for by the independent variables. The adjusted R2 tells us how much change inside the result would be accounted for within the occasion that illustrate had been induced from the people from which the test was taken. In this case the coefficient of confirmation adjusted R2 was 0.901. This proposes that nearly 90.1% of the dependent variable (i.e. purchase choice) can be

clarified by the free factors (i.e. brand name awareness, perceived quality, brand association, brand loyalty, packaging colour , packaging material and packaging information.) , taking off roughly 9.99% to be clarified by other exogenous components. Adjusted R2 values besides illustrate the by and large effect of all the independent variable on the dependent variable.

Table 4.7 model summary

model	R	R squared	Adjusted R Squared	Std. Error of est.
1	0.95	0.905	0.901	0.94

Source: Own survey data (2019)

4.3.3.2. Evaluation of the Model ANOVA

The following part of the SPSS yield reports an investigation of variance (ANOVA). The outline table 4.8 that appears the different wholes of squares described and the degrees of flexibility related with each. From these two values, the average sums of squares can be calculated by isolating the sums of squares by related degrees of freedom. The foremost critical of the table is the F-ratio, which may be a test of the null hypothesis that the regression coefficients are all break even with to zero. The ANOVA table appears F value is 234.772, which is significant at p less than 0.00; this result appears that there's less than 0% chance that F-ratio this huge would happen, in case invalid speculation proposed almost F-ratio were genuine. Hence ready to conclude that our regression model comes about significantly way better expectation of purchase decision of coffee product which regression demonstrate in general predicts purchase significantly well.

Table 4.8 ANOVA of regression model

ANOVA of the regression model						
model		Sum of squares	Df	Mean square	F	sig
1	Regression	1476.26	7	210.89	234.772	0.000
	Residual	155.405	173	0.898		
	Total	1631.67	180			

Source: Own survey data (2019)

4.3.3.3. Evaluation of the Model Parameters

The third result of SPSS regression analysis gives details of the show parameters (the beta values) the significance of this values. The quality of each indicator (autonomous factors) influencing the measure (subordinate variable) can be explored through standardized Beta coefficient. The regression coefficient clarifies the normal sum of alter within the dependent variable that's caused by a unit alter within the independent variable. The bigger esteem of Beta coefficient an independent variable brings more back to the independent variable as the more vital determinant in anticipating the dependent variable. From the table below

Table 4.9: Regression Coefficient of Independent Variables

Independent variable	Un-standardise coefficients		Standardized coefficient	Statistical significance	Level of influence
	B	Std. Error	Beta		
Constant	1.499	.751		.047	
Brand name awareness	0.129	.045	.081	.005	sixth
perceived quality	0.255	.069	.113	.000	Fifth
brand association	0.051	.071	.024	.473	
brand loyalty	0.388	.037	.301	.000	second
packaging colour	0.291	.063	.160	.000	Fourth
packaging material	0.513	.044	.353	.000	First
packaging information	0.599	.061	.301	.000	second

Source: Own survey data (2019)

4.3.3.4. Model for Role of Branding and Packaging on Purchase decision

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on dependent variable. The specified regression equation takes the following form:

$$CPD = BNA + PQ + BA + BL + PC + PM + PI$$

$$CPD = \alpha + \beta_1 (BNA) + \beta_2 (PQ) + \beta_3 (BA) + \beta_4 (BL) + \beta_5 (PC) + \beta_6 (PM) + \beta_7 (PI)$$

$$CPD =$$

$$1.499 + 0.129 * BNA + 0.255 * PQ + 0.051 * BA + 0.388 * BL + 0.291 * PC + 0.513 * PM + 0.599 * PI$$

Where: 1.499 is constant, which cross the customer purchase decision axis/ the value of Y when all X values are zero.

CPD= customer purchase decision

BNA= brand name awareness

PQ= perceived quality

BA = brand

BL= brand loyalty

PM= Packaging material

PC = packaging colour

PI= Packaging information

The regression coefficient clarify the normal sum of change independent variable that caused by a unit of change within the independent variable. Subsequently, the over regression equation demonstrates that when brand name awareness, perceived quality, brand association, brand loyalty, Packaging colour, packaging material and packaging information increase each of them by one unit, too likely have an impact on increments customers buying decision of ROBERA COFFEE by 0.129, 0.255, 0.051, 0.388, 0.291, 0.513, and 0.599 individually.

4.5. Interpretation in Terms of Research Hypotheses

The student researcher has tested investigate hypotheses as taken after based on the analysis. To test this hypothesis, a numerous regression was run on SPSS which have overall wellness of the model which was presented within the past paragraphs and the significance of each independent variable in affecting the dependent variable.

H1: There's a significant and positive relationship between brand awareness and customer buy decision.

This is supported at $\beta = 0.129$, and p esteem of 0.000 at $p = 0.01$. It is appears that brand awareness dimension certainly have a significant and positive impact on customer buy decision. A one-unit increment in BNA will bring a 0.47 unit increment in CPD. Therefore, it is demonstrated that the hypothesis H1 is backed. The mindfulness variable contains a positive relationship with client buy choice showing that when more customers are able to review ROBERA COFFEE from memory, the superior the brand's buy choice will be. Aaker (1991) states that when consumers are able to recall a brand from memory when thinking of a given product group, it indicates a strong brand position for the given brand.

The discoveries in this study support past considers by Oscar et al. (2015); Gunawardane,N. R.(2015) where there consider comes about recommend that brand name awareness is the most grounded determinant of consumer purchase decision. On the other hand, other studies have found weaker support for the same discoveries are such as ponder the by Shoaib et al. (n.d.); Tong and Hawley (2009). While the research conducted that did not come up with similar discoveries are such as the think about by Suryadi D. (2015); ROOZY E. et al. (2014). They investigated the impact of brand value measurements on client buy choice or choice based on Aaker's (1991) four-dimensional brand value show, but the discoveries uncovered that brand title mindfulness had no back on impacting shopper buy decision.

H2: There's a noteworthy and positive relationship between seen quality and buyer buy decision.

Perceived quality has p-value of 0.000 which is less than the significance level subsequently, the researcher upheld this speculation at $p=0.05$. It implies perceived quality altogether influences the buyer purchase deliberate. A unit increment in perceived quality (PQ) will create a 0.255 unit increment in customer buy choice. So, Hypothesis 2 is backed. Lovelock et al. (2008) too contends that clients assess benefit quality by comparing what they anticipate against what they see. Hence, since the products from this brand meet the consumer's desires, it can be said that customers have higher benefit desires to ROBERA

COFFEE. The finding was moreover steady with outcomes about by other analysts ponders by Gunawardane, N. R. (2015); and ROOZY E. et al. (2014). Their result affirms that perceived quality would have a greater impact on purchase decision in a comparable context. This consider moreover in line with the discoveries of Tong and Hawley (2009) investigate on Measuring Customer

H3: There is a significant and positive relationship between brand association and consumer purchase decision.

According to the research discoveries of this ponder within the analytical part, brand association is the slightest determinant factor and insignificant for the buy decision of the ROBERA COFFEE suppliers. This can be backed at $\beta = 0.051$ and p esteem of 0.437 at $p < 0.05$. A unit increment in brand association (BA) will create a 0.437 unit increment in buyer purchase decision. The finding was in line with other past studies by Gunawardane, N. R. (2015) uncovered that brand association has weaker impact on buy decision than other brand equity dimensions.

H4: There is a significant and positive relationship between brand loyalty and consumer purchase decision.

The relationship coefficient (β) in brand loyalty is 0.37 and p value of 0.000, which is statistically significant at the 0.00 level. Thus, the discoveries appeared that the theory (H4) is supported. Moreover, it too considered as the most grounded determinant of client purchase choice in ROBERA COFFEE. The result was compatible with earlier investigates conducted inside the setting of brand equity measurements impact on client buy choice by Shoaib et al. (n.d.); Tong and Hawley (2009); Oscar et al. (2015). Moreover, the result was reliable with past investigate conducted by ROOZY E. et al. (2014) on the setting of customer buy choices components from the viewpoint of brand equity measurements. They found that that brand loyalty has the foremost affecting factor on expanding the purchases deliberate of customers. On the other hand, there are other considers that did not come up with comparative discoveries are such as ponder by Suryadi D. (2015); loyalty don't significantly give individual impact to the consumer purchase decision.

H5: Packaging Colour has significant and positive effect on customer purchase decision.

Based on the tables and defences given within the preceding paragraphs, packaging colour incorporates a critical and positive impact on subordinate variable client buy choice, where the p value less than 0.000. The value of coefficient which is found 0.160 which suggests that

a unit increment in packaging colour will bring 0.160 increments in client buy decision of ROBERA COFFEE. Therefore H1 is accepted.

H 6: Packaging material has significant and positive effect on customer purchase decision.

Based on the tables and defences given within the preceding paragraphs, packaging material features a noteworthy and positive impact on dependent variable client buy choice, where p value less than 0.00. The value of coefficient which is found 0.353 which suggests that a unit increment in packaging colour will bring 0.353 increments in client buy choice of ROBERA COFFEE. Subsequently H 6 is accepted.

H 7: Product information has significant and positive effect on customer purchase decision.

Based on the tables and avocations given within the preceding paragraphs, packaging material incorporates a critical and positive impact on dependent variable client purchase decision, where p value less than 0.000. The value of coefficient which is found 0.301 which implies that a unit increment in packaging colour will bring 0.301 increments in client buy choice of ROBERA COFFEE. In this manner H7 is accepted.

Generally, this shows that each of the regression model except brand association is essentially influencing customer buy decision in ROBERA COFFEE. Subsequently, all of the 7 is emphatically connected with CPD in ROBERA COFFEE whereby the whole theories but one (H1, H2, H4, H5, H6 and H7) supported by this inquire about show as appeared within the figure 4.1 below

CHAPTER-FIVE

SUMMARY OF FINDINGS, CONCLUSION & RECOMMENDATION

5.1 Introduction

The fifth and last chapter of this study deals with the summary of major findings of the study, conclusions and recommendations of the study.

5.2 Summary of Findings

When we talk about coffee the primary thing that comes to the mind is our country Ethiopia. The country where the coffee plant was to begin with started it's believed that its development and utilize begun out as early as 9th century in Ethiopia. One of the spearheading coffee preparing companies is ROBERA COFFEE a family owned coffee simmering company which was set up in 1977 in Addis Ababa, Ethiopia.

The paper pointed to contribute to the hypothetical understanding of the impact of branding and packaging on customer buy decision of coffee preparing industry in Addis Ababa by analysing the seven major investigates develops; these are the impacts of brand awareness, impact of perceived quality, the impact of brand loyalty, the impact of brand association the impact of packaging colour, the impact of packaging material, and the impact of product information, on customer buy decision of ROBERA COFFEE product. The diverse attributes were supported with seven theories which six of them are signify and positively related with the customer purchase decision.

- By quantitatively testing the impact of chosen measurements of customer on buy decision of customers in ROBERA COFFEE, the taking after discoveries were reached and addressed the research questions of the study The inquire about utilized a sample estimate of 200 respondents and 183 were responded by accepting 91.5% certainty interim and 5% margin error Under the expressive measurements portion the taking after results were achieved.
- The result appeared that the information are normally disseminated in terms of skewness and kurtosis. From the statistic questions the result appeared that the foremost coffee customers are male, the age category is between 31-40 years, who are married with bachelor's degree and who sometimes have a habit of buying packaged coffee. So the respondents have more involvement in buying packed coffee
- With respect to respondent's nature with the company product/ service lion's share of the respondent the 58 (31.7%) of the respondents said they drink ROBERA COFFEE

almost each day, and 63(34.4 %) respondents preferred to drink the ROBERA COFFEE 2-3 times in a week.

- Respondents moreover inquired about the reason that produces them to ROBERA COFFEE. 126(68.9%) of the respondent were preferred ROBERA COFFEE due to taste and the bigger portion of the respondents were appraised moreover the quality of the ROBERA COFFEE as great and very great quality brand
- The statistic result of ponder shown that of 112 (61.2 %) of the respondents were male and 71 (38.8%) were females. This implies that both males and females were spoken to within the test for this ponder but men were the larger part in filling up the questionnaire. This appeared that the more prominent number of the respondents were male and categorized under the youthful groups.
- Even in spite of the fact that most of the respondents appraised the quality of ROBERA COFFEE as great and very great, 2.7 percent of them were detached in terms of quality rating. This implies, among 183 respondents 5 were not steadfast to ROBERA COFFEE and this is an assignment for this ROBERA COFFEE administration since it requires small work to not only pull in but moreover keep up its clients. In other words, it ought to capture the hearts of its each and every customers and create loyalty.
- Descriptive measurements used to point out the cruel values for all free factors of the consider brand awareness, perceived quality, brand association, brand loyalty, bundling color, packaging material, and product information. The result has appeared that all of them appear positive result. A slight difference between the means values of the variables were observed meaning there's no noteworthy distinction in terms of commitment for CBBE.

In the inferential statistics part the following results were achieved.

- The result appeared that nearly all the independent factors are strongly and emphatically related with the dependent variable client buy decision.
- Regression coefficient show appeared a change in one independent variable will result to alter within the subordinate variable and out of the seven independent variables product material comes about to more purchase.

- Based on the distinctive SPSS results the researcher came up that the autonomous factors have a critical and positive impact on the dependent factors, so the elective theories were all acknowledged but brand association.
- Pearson relationship coefficient was worked out for deciding the relationship between the IVs and the DV i.e. buyer buy choice. All independent factors affirmed positive and significant relationship with buyer buy decision.
- The regression analysis carried to discover out the degree to which the independent variables specified clarify the change in customer buy decision. By utilizing the regression output, the defined hypotheses had tried and all except brand association of the speculations are supported.
- From the discoveries of this ponder, it had seen that there's a solid positive relationship between the CBBE measurements and customer buy decision.
- The value of R-Square = 0.905 appeared that 90.5% of changes in buyer buy decision is clarified by the factors brand awareness, perceived quality, brand association, brand loyalty, packaging color, packaging material, and packaging information. The remaining alter (9.5 %) in shopper buy choice may be accounted for factors other than the variables included in this study.
- The most persuasive factor in influencing the buyer purchase decision in ROBERA COFFEE was Packaging material (0.409), followed by brand title awareness whereas the least powerful figure was brand association (0.070).
- The study found that, concurring to the statistic mean contrast tests male and female respondents illustrated has no contrasting discernments of the “purchase decision” within the ROBERA COFFEE. Essentially, at 5% level of importance there's no connection between age categories and customer purchase decision. This appears that the sex and age groups of the respondent are not imperative components in shaping buy purposeful in coffee drinks.

5.3 Conclusion

Based on the findings a number of conclusions generated as follows:

- It had concluded that the foremost prevailing calculate in shaping their customer purchase decision is packaging material with beta coefficient 0.353 at $p= 0.000$. This infers that respondent gives enormous accentuation to ‘packaging material of

ROBERA COFFEE. They must moreover note that packaging design not only attributes and the functional benefits but moreover offer enthusiastic benefits that have an identity and give a stage for differentiation.

- The second taking after packaging material will be packaging information. With beta coefficient 0.301 at $p=0.000$. This shows that most of ROBERA COFFEE clients these days are cautious for their wellbeing. Which makes it fundamental for pulling in client and their unwavering quality on the product.
- Thirdly brand dependability with a beta coefficient of 0.301 at $p=0.000$. This suggested that clients of ROBERA COFFEE are steadfast in rehash obtaining; not exchanging to other brand, prescribing others to buy ROBERA COFFEE, and prioritizing more than other competitor's products.
- After brand loyalty the packaging color has noteworthy impact on the client buy choice. With beta coefficient of 0.160 and $p=0.000$, this illustrate that utilizing appealing colours in packaging ready to get customer consideration additionally increment client buy decision.
- Perceived quality was found to be the fifth critical variable of buyer coffee brand buy choice with numerous relapse test result of beta coefficient 0.113 at $p=0.015$. Respondents believe that the taste is interesting and steady, the item is stimulant, and the visual offer ROBERA COFFEE houses have an impact on their purchase
- Brand name awareness found to be the second significant factor that respondents consider to make a brand purchase decision when consuming coffee. The statistical test support that brand name awareness is the significant variable in determining consumers coffee brand choice beta coefficient 0.81 at $p=0.000$. Consumers know that the ROBERA COFFEE Company produces coffee, having the ROBERA COFFEE brand as top of mind in their coffee brand purchase decision.
- Brand association was not a factor in influencing their consumer purchase decision with a beta coefficient of 0.024, at $P=0.473$. Consumers think that all ROBERA COFFEE brand related thoughts, feelings, perceptions, images, experiences, beliefs and attitudes that are consumers associations and interpretation of the brand, which includes functional and emotional brand associations are not that of important in the purchase decision.

In common, this research revealed that there's a direct and positive relationship between all six customers based brand value and packaging design dimensions and buyer buy decision. In any case based on this research finding the complete CBBE and packaging design measurements were not similarly crucial. The six measurements of client based brand value specifically brand awareness, perceived quality, brand loyalty, packaging colour, packaging material, and packaging information contrast within the degree to which they uphold buyer buy choice. Which means agreeing to the over discoveries packaging material is solid indicator and after that taken after by packaging information, brand loyalty, packaging colour, perceived quality, brand title awareness, brand association, respectively.

As a result, this can be concluded as branding and packaging with higher levels of brand value and packaging design would produce higher levels of customer buy decision. In turn, higher consumer buy decision was related with more eagerness to proceed utilizing the coffee beverage brand. This tends to affirm the recognized part of the results of packaging design and brand equity dimensions. The well-known brand value show of Aaker's (1991) and packaging plan gives coffee refreshment businesses with distant better; a much better; a higher; a stronger; an improved">a higher understanding of brand equity concepts and the packaging plan concept from the clients perspectives.

To sum up, the research hypotheses in which the six where supported and the brand association was not supported in this research. This shows almost all where supported and we can say the analysis and the objectives where achieved

The findings of this paper with regard to consumer's characteristics may have considerable practical use for Coffee houses in order to drawing the attention of the strategy makers and planners to the personal factors that are likely to affect the purchase decision.

5.4 Recommendation

The general understanding of the influencing factors of customer purchase decision, needed to be examined and re-examined with the ever changing effect of globalization and technology. It is highly recommended to the research and product development units that they should give due attention to branding and packaging.

Based on the proposed findings of the study conclusions were made and the following possible recommendations were drawn:

- Today have many alternatives for the product they purchase. To get the optimal benefit from its loyal customers, the company should use various techniques like arranging seats, mastering their coffee type choice. Therefore, the coffee roasting company should adopt and incorporate customer centred orientation/customer concept approach, in order to increase brand loyalty to its coffee brands and to counter competitor's brand
- The use of poor branding and packaging could result in causing of product failure in the market. It is necessary to set appropriate standards to enforce better purchase decision of a product. Researcher believes these branding and packages are the most essential communication strategy at the point of purchase of the product and a proper care should be given to these attributes,
- It should be noted that Packaging material, packaging information, brand loyalty, packaging colour, perceived quality, and brand name awareness is not the only factor that influences the customer purchase decision. Therefore, appropriate consideration to brand association and marketing techniques should be applied to increase purchase of the customers.
- Packaging material, packaging information, brand loyalty, packaging color, perceived quality, and brand name awareness, showed to be positive bases of CPD in the ROBERA COFFEE. Therefore, ROBERA COFFEE company management should make pay attention to all six dimensions of brand equity and packaging design found to predict CPD and emphasize them in their marketing strategy..
- Among the packaging attribute, material of the packaging, packaging information, brand loyalty, packaging colour, perceived quality, and brand name awareness will have the most influence on the customer purchase decision. The researcher also recommends, to give due attention to brand association. .
- The result also indicated that consumers gave more notice for packaging material whenever they purchase coffee drinks. Therefore in order to win them, management at ROBERA COFFEE Company should plan well and believable themes
- It is also important to enhance brand awareness and packaging color as its perception and recognition among present and potential customers is contributing to the consumer purchase decision. As a result enhanced business results will be achieved.

This can be done through a number of marketing communication methods that will make the package and brand more visible on the market taking in to consideration the target market.

- Packaging information which indicate that nowadays that they are essential for attracting customer and their reliability on the product which notifies the management to work on customer reliability and use a language that can address the customer needs.
- Consistently delivering the same message and upgrading performance in the service and product, they can delivered to reassure and help the brand and top of mind being consistent help the company customers to build trust and credibility and provide clarity of distinction from competitors.
- The R-square values also showed that packaging design and brand equity dimensions affect consumer purchase decision by 90.5 percent and 9.5 percent by other factors. This means that a gap of 9.5 percent that need to be closed by the management of ROBERA COFFEE Company
- This study also found that brand association is least determinant factor on purchase decision on ROBERA COFFEE; the coffee roasting company advised work hard in identifying the important values in coffee drink from the customer's perspective and try to be a pioneer on providing the more desirable services by enhancing its professionalism and genuine responsibility.it should also focus on promotion policies to generate well-built image towards their brand as well as to capture the purchase decision of the consumers who think more regarding brand names and compete with other similar brands. The company also needs to know personality characteristics of its brands from the consumer's point of view and develop a brand image to match with the consumer's ideal self-concept. For the reason that customer's good brand image and / or association with the brand will encourage them to use the brand and satisfied by it.
- In addition, managers of the company should ensure that existing facilities and physical surroundings maintain, or upgrade their visual appeal in order to develop their product in order to achieve and fulfil their customer satisfaction

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Addis Ababa University

Faculty of business and economics

Business administration department

My name is Jewahir Siraj and I am currently doing my master's in business administration. I am conducting a research on the effect of branding and packaging on consumers purchase decision on ROBERA coffee in case of Addis Ababa. This questionnaire has 3 categories. The Screening, demographic profile and Likert scale in filling this questionnaire it will take less than 15 minute maximum. The response you give will be confidential.

Section one: Demographic profile

1. Sex:

Male , Female

2. What is your age?

18-35 , 36-54 , More than 54 Age

3. Marital status

Single Married Divorced Widow

4. Academic level:

High school and below Diploma Bachelor's degree Master's degree

Other (specify) _____

Section two: Descriptive profile

1. Do you buy packed coffee?

Always Sometimes never

2. For how long are you a customer of the ROBERA COFFEE?

For a year , For 2-3 years , For 4-6 years more

3. How often do you drink coffee from ROBERA COFFEE?

Almost every day , Weekly-Once , 2-3 times a week , Monthly-Once ,
occasionally

4. Why do you prefer ROBERA COFFEE?

Because of its taste/ stimulant , Because of it's easy to handle ,
Because of its image , Because of its packaging ,

5. How do you rate the quality of ROBERA COFFEE?

Very good , good , indifferent , poor , very poor ,

6. How do you rate the overall performance of ROBERA COFFEE brand?

Best , some-what better , almost the same that of other brands ,

Not good , worst

Section 3: Likert scale

An alternative number that best describe your view,

1=strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree

	Original Items in the survey	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
CODES	Brand Name Awareness					
BNA1	Among different competing companies, I can identify ROBERA COFFEE easily					
BNA2	When I think of having coffee, ROBERA COFFEE comes first to my mind					
BNA3	I can quickly recall the symbol or logo of ROBERA COFFEE brand					
CODES	PERCIVED QUALITY	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
PQ1	ROBERA COFFEE provides me the good taste					
PQ2	Drinking ROBERA COFFEE makes me active for longer hours					

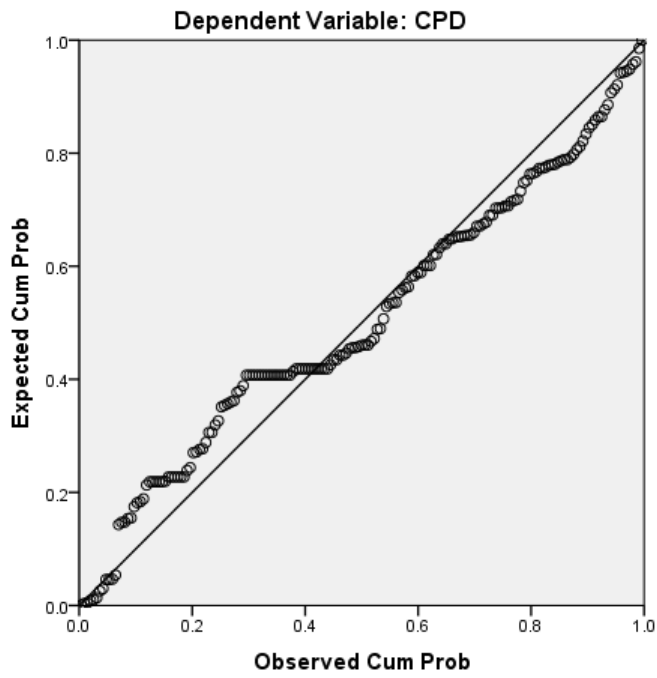
PQ3	Even if other brand products are good, I still think that ROBERA COFFEE is better					
CODES	BRAND ASSOCIATION	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
BA1	Some characteristics of ROBERA COFFEE is the first that clicks my mind					
BA2	I feel energized after taking ROBERA COFFEE					
BA3	I experience the sense of socialization at ROBERA COFFEE					
CODES	BRAND LOYALTY	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
BL1	When consuming coffee, ROBERA COFFEE will be my first choice no matter what					
BL2	I would remain loyal to ROBERA COFFEE even though the price becomes higher than that of competitors.					
BL3	I wouldn't replace ROBERA COFFEE by other coffee brands					
CODES	PACKAGING COLOUR	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
PC1	I feel like it is important to look for packaging colour when deciding which product to buy					
PC2	I believe that changing the					

	colour of packaging could lead to change in purchase decision of coffee					
PC3	If I have a little experience with a product, I search for products using packaging colour to help me make a more informed decision					
CODE	PACKAGING MATERIAL	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
PM1	I think that the packaging material shows the product's quality					
PM2	When I see the packaging material I will feel like the product is protected					
PM3	I PREFER that the packaging material of coffee is easy to open.					
CODE	PACKAGING INFORMATION	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
PI1	I feel like it's important to look for product information when deciding which product to buy.					
PI2	If I have a little experience with the product, I search for product information to help me make a more informed decision.					
PI3	I feel like printed information increases my confidence on the product					

CODE	CONSUMER PURCHASE DECISION	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
CPD 1	Overall I feel like product printed information on package, has an effect on CUSTOMER PURCHASE DECISION.					
CPD2	Over all I believe that qualities of the packaging material have an effect on CUSTOMER PURCHASE DECISION.					
CPD3	Over all I believe packaging colour has an effect on CUSTOMER PURCHASE DECISION.					
CPD4	Over all I believe brand awareness has an effect on CUSTOMER PURCHASE DECISION.					
CPD5	Over all I believe brand association has an effect on CUSTOMER PURCHASE DECISION.					
CPD6	Over all I believe brand loyalty has an effect on CUSTOMER PURCHASE DECISION.					
CPD7	Over all I believe perceived quality has an effect on CUSTOMER PURCHASE DECISION.					

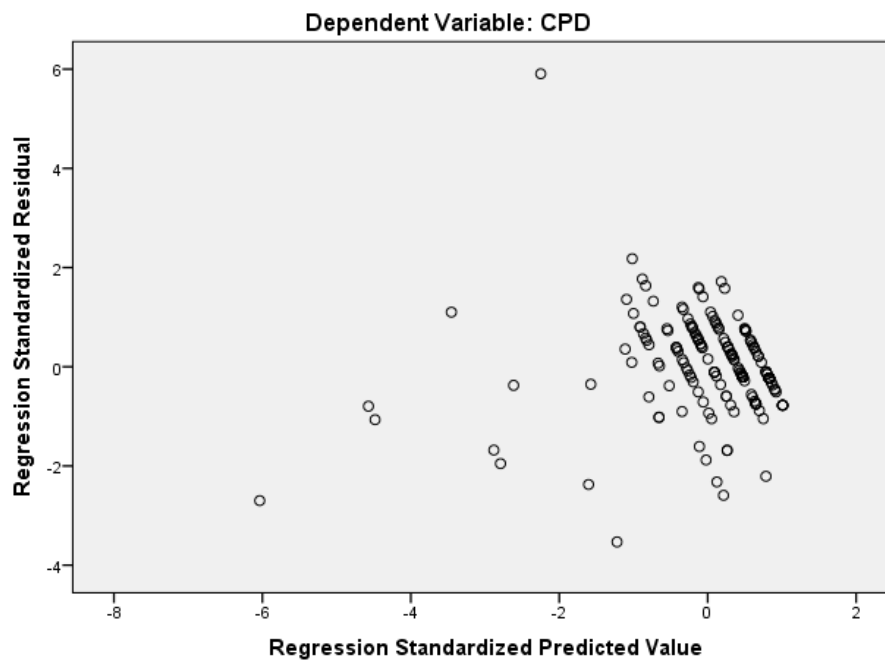
Appendix

Normal P-P Plot of Regression Standardized Residual



Appendix I

Scatterplot



Appendix II