

**THE IMPACT OF PACKAGING AND PROMOTIONAL
MIXELEMENSON CUSTOMERS' PURCHASE DECISION
OF BOTTLED WATER**

Evidence from Higher Education Students in Addis Ababa

Addis Ababa University School of Commerce

Department of Marketing Management

Post Graduate Program

BY: AMANUEL TEKLEMARIAM

June, 2016

ADDIS ABABA, ETHIOPIA

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Addis Ababa University

College of Business and Economics

School of Commerce

Marketing Management Graduate Program Unit

A Thesis submitted to the School of Graduate Studies of Addis
Ababa University School of Commerce for the Award of the
Degree of Master of Arts in Marketing Management

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Approved by Board of Examiners

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External Examiner	Signature	Date

DECLARATION

I, Amanuel Teklemariam hereby declare that this master thesis titled “the impact of packaging and promotional mix elements on customers’ purchase decision of Bottled water: Evidence from Higher Education Students in Addis Ababa" is an original work of mine. I have carried out the present study independently with the guidance and support of this research advisor, Mesfin Werkneh. Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

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Date

Confirmed By Advisor

Mesfin Werkneh

Signature

Date

STATEMENT OF CERTIFICATION

This is to certify that Amanuel Teklemariam has carried out his research work titled “The Impact of Packaging and Promotional mix Elements on Customers’ Purchase decision of Bottled Water: Evidence From Higher Education Students In Addis Ababa” in partial fulfillment of the requirement for the Award of Master of Arts in Marketing management at Addis Ababa University College of Business and Economics School of Commerce. This paper is an original work of him and has not been submitted to any Diploma or Degree in any college or University.

Mesfin Werkneh

Approval

This is to certify that this thesis proposal entitled “The Impact of packaging and promotional mix elements on consumers’ Purchase Decision of Bottled water: Evidence From Higher Education Students In Addis Ababa” is submitted to Addis Ababa University School of Commerce Marketing Management program in partial fulfillment of the requirements for the award of the Master’s degree done by Amanuel Teklemariam is an authentic work carried out by him under my guidance.

Name of Advisor

Signature

Date

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List of Acronyms

AAUGI = Addis Ababa University General Information

ANOVA= Analysis of Variance

CBE = College of Business and Economics

CPD = Customer Purchase decision

CP = Color of Packaging

SP = Size of Packaging

WD = Wrapper Design of packaging

AP = Advertising of Promotion

WM = Word of Mouth Promotion

CE = Celebrity Endorsement of Promotion

SC = School of Commerce

ETB = Ethiopian birr

FBC = Fana Broadcasting Corporation

IMC = Integrated Marketing Communication

ABSTRACT

Packaging is a wrapping of product that holds the information regarding product and the manufacturer of a product. Moreover, Promotion is defined as the coordination of all the efforts of vendors to create channels of information and persuasion in selling their goods and services, or to promote the idea. Developing and properly managing these concepts has been emphasized as an important issue for most firms. Along with the Ethiopian beverage sector fast growth, the competition of the bottled water market is fierily and fragmented due to numerous brands vying for consumer attention. This study, therefore using bottled drinking water as example to investigate the impact of packaging and promotional mix elements on customers' purchase decision of bottled water in higher education students in Addis Ababa. The specific objective of the study were to investigate the relationship between the physical appearance and the Integrated marketing Communication elements (Color, Size, Wrapper design, Advertising, Word of mouth and Celebrity endorsement) and customers' purchase decision of bottled water in higher education students in Addis Ababa. The target population in this study was 5,640 registered undergraduate and postgraduate students in Addis Ababa University from college of Business & Economics and School of Commerce premises. Cluster sampling was adopted to select the University and 397 representatives from an ordered sample size from the different stratified departments were selected conveniently. Data were collected using structured questionnaire. Descriptive statistics were used to summarize the properties of the data and inferential statistics were derived using correlation and multiple regression analysis. This study was used the Statistical Package for Social Sciences (SPSS 17.0) as a tool to process and analyze data and results were presented in tables and percentage. The results shows that all the specific objectives of the study were significant at 95 % confidence level, there were a strongly significant impact of color of packaging, size of packaging, wrapper design of packaging, advertising, word of mouth and celebrity endorsement on customers' purchase decision. The result suggest that management should adopt, develop and improve a combination of packaging and promotional mix elements that can bring distinct outcomes in terms of turnover, improved market share, customer retention and productivity among others.

Key words: elements of packaging and promotional mix, customer purchase decision, bottled water

CHAPTER ONE

This chapter discussed the background of the study which is the foundation for this research paper. Moreover, it also included background of the organization, the statement of the problem, research questions, objectives of the study, scope of the study and this research significance.

1.1 Background of the study

Marketing plays a significant role in the day to day activities of people and deals with customers to provide a better benefit to the society. Marketing is managing profitable customer relationships. In order to achieve its goal it puts five processes: understanding the market place and customer needs, design a customer-driven marketing strategy, construct a marketing program that delivers superior value, build profitable relationships and create customer delight, and capture value from customers to create profits and customer quality (Kotler& Armstrong, 2005). In the first four steps companies work to understand consumers, create consumer value, and to build strong customer relationship. In the final step companies reap the rewards of creating superior customer value.

Marketers use the major marketing concept to deal with the consumers; the marketing mix is the set of controllable, technical marketing tools that the firm blends to produce the response it wants in the target market. The many possibilities can be collected in to four groups of variables known as the four p's: product, price, place, and promotion (Kotler & Armstrong, 2005).

A product-related attribute associate with packaging and promotion, inter alia, tend to create and reinforce the relationship between the consumer and the brand (Suresh, Monahan & Naresh, 2012). Packaging may be perceived as a family of activities that are concerned with the design, production and filling of a container or wrapper of the product item in such a way that the product can be effectively protected, stored, transported and identified, as well as successfully marketed (Kent & Omar, 2003). Packaging is an important influencing factor to the consumer buying decision. It has great impact to the success of the company in the heavy environment (Abdullah, Kalem & Akterujjaman, 2013).

Promotion is also defined as the coordination of all the efforts of vendors to create channels of information and persuasion in selling their goods and services, or to promote the idea. (Belch& Belch, 2003). Kotler (2003) defines companies can run the same advertising and promotion campaigns used in the home market or change them for each local market, a process called

communication adaptation. If it adapts both the product and the communication, the company engages in dual adaptation. It consists of Sales promotion, Advertising, Public relations, Direct marketing, Word of mouth, Celebrity endorsement, Personal selling and Events & experiences.

As Veidung, A. (2011) quoted, "What you see is what you choose". Choice is a complex equation that is a by-product of a number of things, including the number of things you choose to tell a customer about a product. Kotler and Armstrong (2008) stated that consumer purchase decision is purchase the most preferred brand, the brand most likely to be purchased by consumers.

Consumers determine their preferences for products and services based on various factors such as the product's attributes and their personal attitudes toward the product. However, another factor that plays a key role is the shared and unique aspects of the products in the relevant choice set they are facing. Thus, the process of determining what product to buy takes into account the shared characteristics of the product such as its quality and its unique attributes like brand packaging and promoting its unique features. The decision also involves the distinctiveness of the purchaser (Lowengart, O. 2012). Therefore, marketers expect to stand out to the consumer in order to prefer their offer by means of positioning their products on the minds of the customers, designing their package and promoting their products to capture the consumer's attention. (Hoegg, Alba & Dahl, 2010).

Bottled water is drinking water (e.g., well water, distilled water, mineral water, or spring water) packaged in plastic or glass water bottles. Bottled water may be carbonated or not and sizes range from small single serving bottles to large carboys for water coolers. Nowadays, people can find bottled drinking water almost everywhere (https://en.m.wikipedia.org/wiki/Bottled_water). The products vary, in terms of brand, packaging, and other characteristic.

A decade ago, the idea of bottled water for many Ethiopians was a trend that characterized the Diaspora and the modern, wealth-driven way of life. Today, it is common to see people purchase bottled water along with their groceries in super markets and kiosks. Young people order bottled water in cafes and restaurants. In several offices, bottled water also has become another choice in addition to the "tea or coffee" offered by secretaries to visitors. Bottled water has a constant presence at meetings and discussion forums. Urbanites from many different walks of life have made it part of everyday consumption (Tadele, Y. 2013).

Since the introduction of the product to the country through the Highland Springs brand by Appex Bottling Company in 1999, the sector has seen tremendous growth. Now there are 32

water bottling companies, producing either mineral or spring water in all corners of the country (Endeshaw, D. 2016). The expansion of bottling firms as well as the increased production and marketing of bottled water are clear indicators of high demand for such products. This growth also indicates that, there is a great competition among the bottled water companies to hold the largest market share by retaining their customers and attracting new customers through different marketing programs (Endeshaw, D. 2016). As a result this research has been investigating the constituent dimensions of packaging and promotion and on how these have impacts on customers' purchase decisions program of bottled water customers in higher education students in Addis Ababa.

1.2 Background of the organization

Addis Ababa University, which was established in 1950 as University College of Addis Ababa (UCAA), is the oldest and the largest higher learning and research institution in Ethiopia. Since its inception, the University has been the leading center in teaching, research and community services. Beginning with enrollment capacity of 33 students in 1950, AAU now has 48,673 students (33,940 undergraduate, 13,000 graduate and 1,733 PhD students) and 6,043 staff (2,408 academics and 3,635 supports). In its 14 campuses, the University runs 70 undergraduate and 293 graduate programs (72 PhD, 221 Masters), and various specializations in Health Sciences. Over 222,000 students have graduated from AAU since its establishment (AAUGI, 2016).

The College of Business and Economics consists of the former Faculty of Business and Economics (established in November 1990) and the School of Commerce (established in 1943). The former faculty of Business and Economics originated with the creation of the department of Economics in 1959 under the faculty of Arts of the University College of Addis Ababa. This was followed by the establishment of the College of Business and Administration in 1963, which consisted of the Department of Management and the Department of Accounting. In 1978, the College of Business Administration, the faculty of Arts and the School of Social Work were merged to form the College of Social Sciences, which resulted in the establishment of the faculty of Business and Economics (FBE). Following the formation of FBE, the Faculty Office moved from the main campus to its present site in 1992 (AAUGI, 2016).

According to the AAUGI (2016) the College runs various undergraduate and postgraduate programs (MA, MSc and PhD) and is committed to the promotion of teaching and learning. The college comprises of one school and four departments. School of commerce with six program units: (I) Accounting, (II) Administrative Service Management, (III) Business Administration

and Information Systems, (IV) Finance and Development Economics, (V) Marketing Management and (VI) Procurement and Supply Management. Moreover, Department of Accounting and Finance, Department of Economics, Department of Management, and department of Public Administration and Development Management are incorporated in the College of Business and Economics Premises. As the Addis Ababa University students are part of the city dwellers, who participated in different marketing activities like buying, selling; this study focused on students attending the extension undergraduate and postgraduate (masters') programs.

1.3 Statement of the problem

In this globalization era, the competition in industrial sector is getting stiff and harsh. Many manufacturers open their business to compete in the industry that urges every company to be able to survive in those competitions. As the number of competitor in the industry increases, more choice of product or services is given to the consumers. They tend to be more selective in choosing the products or services to gain more benefits than the costs they should bare (Aisha, 2013).

The same phenomenon also happens in bottled drinking water business, where there is an increasing number of companies produce bottled drinking water that makes the competition in the industry harder. The bottled water market is growing at tremendous fast rate and become more competitive as there are similar products in the same market. Among those brands that are fighting for supremacy in the Addis Ababa market include Abyssinia spring water, Aqua Addis spring water, Yes mineral water, Eden spring water, Origin water and others. Those marketers who know best to manipulate a consumer perception and therefore better position their brands in the minds of consumers will definitely emerge winners (Endeshaw, D. 2016).

Bottled water companies have been gotten the package design license from the Ethiopian Intellectual Property agency. Even if this agency has given orders on how to pattern their package; Yes brand foods and beverages private limited company, the manufacturer of Yes mineral water prosecuted a claim on the issue of packaging imitation against Almaz Eshete mineral water private limited company, the manufacturer of Blu bottled water, that consequences to loss great market share by cheating; and forced customers to switch brand (FBC & Dire tube, 2015). This indicates that, with the increasing trend in the use of bottled water instead of tap water by consumers of Addis Ababa at home, work and recreation centers (Ensermu, 2014) and

the rapid growth of the new entrants in the business market there may be a problem of packaging copycat among companies.

Moreover, there is very limited research regarding bottled water products packaging and promotional mix impacts on the topic of higher education students in Addis Ababa. This study is intended to close the gap in the literature, which is aimed to understand impact of packaging and promotional mix strategies on customers' purchase decision. In general, to determine the influence of promotional activities on introducing their brands package design for new customers and reminding their existing customers in order to keep their awareness. For that reason this study will assess the impact of those determinants (packaging and promotional mix) on customers' purchase decision of Bottled water in higher education students in Addis Ababa.

In order to prevent customers switching to other brands, marketers need to understand why consumers change from one brand to another, how packaging and promotion will affect consumers' purchase decision behaviors, and how consumers will respond to those factors. Companies tend to maintain their existing customers when they are creating more new customers, and they try to increase their customer purchasing preference through modifying their package and increasing their promotional activities in bottled water product category. As packaging and promotion have an impact on customer purchase decision, therefore the businesses need to compete with one another in order to stand out from other competitors and to survive in the industry (Aisha, 2013).

1.4 Research question

The main question in this research was:

Do Packaging and promotional mix elements have an impact on the customers' purchase decision of bottled water in higher education students in Addis Ababa?

The specific research questions investigated in this study were as follows:

1. Do the physical appearances (Color, Size and Wrapper design) of packaging have an impact on customers' purchase decision of bottled water in higher education students in Addis Ababa?
2. Do the Integrated Marketing Communication elements (Advertising, Word of mouth and Celebrity Endorsement) have an impact on customers' purchase decision of bottled water in higher education students in Addis Ababa?

1.5 Objectives of the study

General objectives

The general objective of this study investigated the impact of packaging and promotional mix elements on customers' purchase decision of bottled water in higher education students in Addis Ababa.

Specific objectives

The specific objectives of this study were:

- i. To investigate the relationship between the physical appearance (Color, Size and Wrapper design) of packaging and customers' purchase decision of bottled water in higher education students in Addis Ababa.
- ii. To assess the relationship between the Integrated marketing Communication elements (Advertising, Word of mouth and Celebrity endorsement) and customers' purchase decision of bottled water in higher education students in Addis Ababa.

1.6 Scope of the study

The modern marketing has very broad dimensions. The researcher has been concerned on investigating information about the relationship between determinant factors (packaging and promotional mix elements; size, color, wrapper design, advertising, word-of-mouth & celebrity endorsement) and the dependent variable (customers' purchase decision).

Descriptive and explanatory quantitative research using cross sectional survey design have been employed in this research to assess the relationship between determinant factors (packaging and promotion elements) and customers' purchase decision.

Out of the 32 bottled mineral water brands in the market; 5 bottled water brands have been selected for this particular study, which were primarily secured a quality compliance certificate (Eden, Yes, Abyssinia, Aquaadiss & Origin bottled waters) (Endeshaw, D. 2016).

This study employed cluster sampling in order to select a sample from the higher education institutions. As the clusters are similar to one another, the researcher just selected the public higher education institution through lottery method. Addis Ababa University has been selected as it is a leading University situated at Addis Ababa and there are undergraduate and postgraduate students under its enrollment.

The study would targeted on the population of the Addis Ababa University School of Commerce and Addis Ababa University College of Business & Economics under graduate and graduate (Masters') extension students due to the following reasons;

- They were bottled water consumers who preferred their own purchases of bottled water for their personal consumption.
- They were coming from different locations of the Addis Ababa sub-cities.
- More than any other of the community they were more familiar with the study variables (Packaging & promotional mix concepts), because they were accessible to the world web, which help to know more about the attributes and they have been taken as a related course in their fields of study. As a result they can evaluate the study topic concepts.

1.7 Significance of the study

This study will contribute to the different stakeholders:

To bottled water companies as from the results they will be able to understand and identify the important factors that are related to customers' purchase decision. Once managers realize and embrace the factors, it will facilitate them to initiate and implement customized strategies and initiatives involving these identified factors towards the monitoring and enhancing customers' purchase more effectively.

To the Ethiopian Intellectual property agency to set clear limits and orders for the bottled water companies on how to design and promote their products.

To those who are concerned on the bottled water marketing programmers, package designers and promotion activists to focus and get involved on better packaging and promotion innovations.

It will serve as a source and reference to those who are interested to make a study on related issues.

1.8 Definition of terms

Packaging: may be perceived as a family of activities that are concerned with the design, production and filling of a container or wrapper of the product item in such a way that the product can be effectively protected, stored, transported and identified, as well as successfully marketed (Kent & Omar, 2003: 2).

Promotion: is defined as the coordination of all the efforts of vendors to create channels of information and persuasion in selling their goods and services, or to promote the idea (Belch& Belch, 2003: 16).

Consumer purchase decision: a series of choices made by consumer before making a purchase (Oladepo, I& Abimbola, S. 2015: 101),

Bottled water: Bottled water is drinking water packaged in plastic or glass water bottles. Bottled water may be carbonated or not and sizes range from small single serving bottles to large carboys for water coolers (https://en.m.wikipedia.org/wiki/Bottled_water).

1.9 Organization of the study

The study has consisted of five chapters.

- Chapter one which provided the background to the research, the research problem and research questions, research objective, scope of the study, significance of the study, definition terms and organization of the study.
- Chapter two represented the literature review of the aspects of elements of packaging and promotional mix on customers' purchase decision. Based on empirical studies the formulated hypotheses and the developed conceptual framework also presented.
- Chapter three encompassed the research methodology.
- Chapter four represented the findings of the study, data analysis, interpretation and discussion of findings.
- Finally chapter five comprised the summary of findings conclusion and recommendation part.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter presents review of literature that forms the basis of this study. Moreover, it discusses different models under the topic study that affect the purchase decision of customers. The chapter builds on theoretical definitions and empirical reviews of past studies that have been done, which help to construct for the conceptual framework.

I. Theoretical Framework

2.1 Consumer purchase decision process

Consumer buying decision is a series of choices made by consumer before making a purchase.

Pride and Ferrell (2012), as cited in Oladepo, I. & Abimola, S. (2015), stated that to understand consumer buying decision, the marketer should understand the consumption process and the utility of products in consumers' perceptions. They also declared that when purchasing products unconsciously, consumer gets through several steps in the making of purchase decision, purchase and post-purchase evaluation. The first step of the decision process is problem recognition where the consumers are able to differentiate between their needs and wants. Marketers usually use advertising, sales person, and packaging to stimulate recognition of the needs or wants. The second step is information search where the consumer seeks the information from their memory about the products, seeking the information from outside sources, such as from friends, relatives, government reports, publication, sales person, website, packaging label, and display, or by repetition. The third is evaluation of alternatives where the consumer will establish criteria which consist of characteristic that are important for them. The fourth step is the purchase decision where the customer decides to buy the product after evaluating among alternatives. The last step is the post-purchase decision where the consumer decides to keep purchasing the product if he is satisfied or stop purchasing the product if he is dissatisfied (Oladepo, I& Abimola, S. 2015).

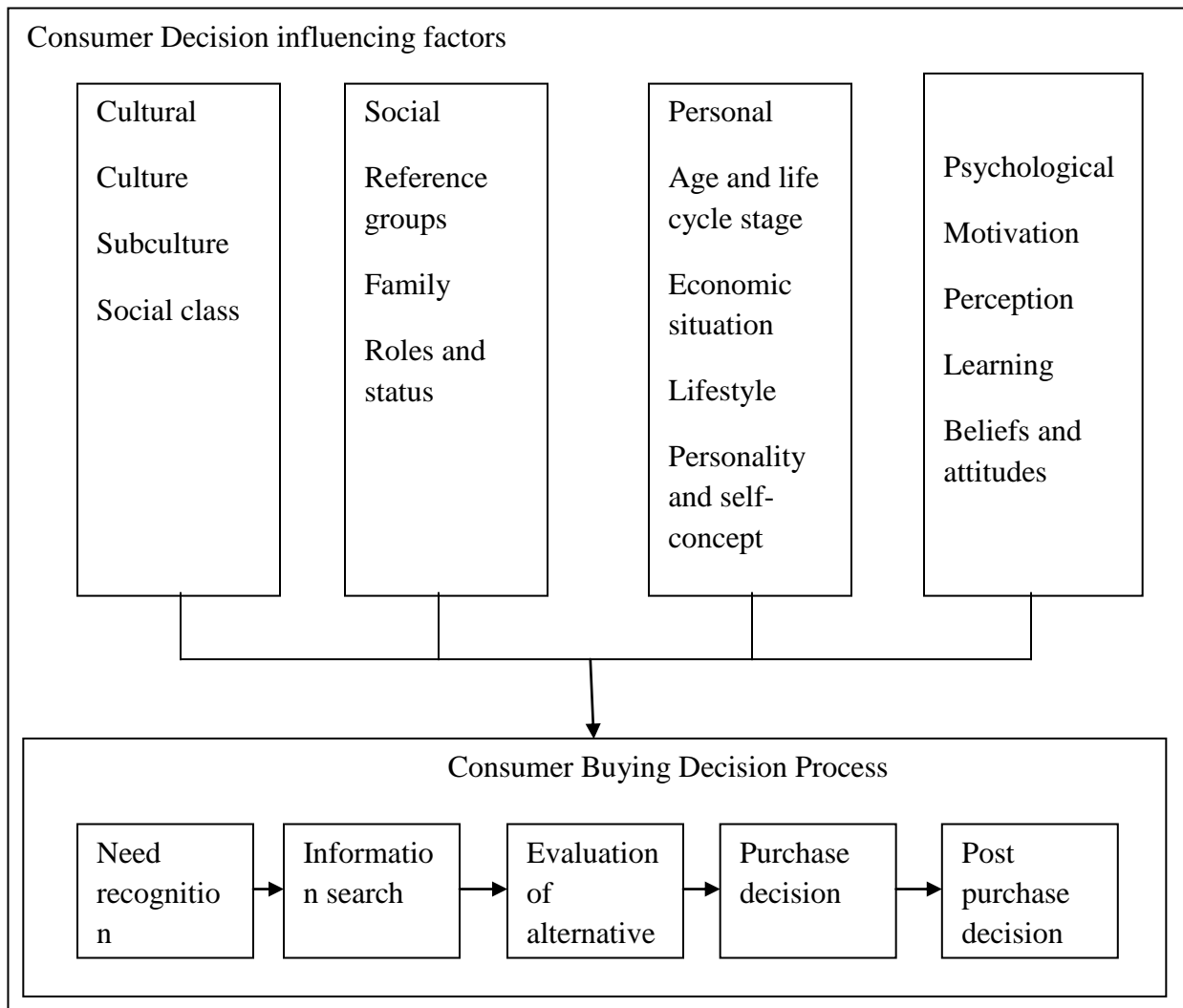
According to Kotler and Armstrong (2008) consumer purchase decision is purchase the most preferred brand, the brand most likely to be purchased by consumers. Meanwhile, Buchari (2004) as cited in Ambolau, M., Kusumawati, A., and Mawardi, M. (2013) stated purchase decision is consumer action to purchase a product that provide in a store.

Kotler and Armstrong (2008) describe five stages consumers experience with a purchase due to normal psychology:

- I. Problem/need Recognition - Recognizes what the problem or need is and identify the product or type of product which is required.
- II. Information Search - The consumer researches the product which would satisfy the recognized need. Personal (family, friends), commercial (Advertising, packaging), public (mass media, consumer-rating organization) and experiential (handling, using the product) are major information sources that bring a clue to consumers and each source performs different function in influencing the buying decision.
- III. Evaluation of alternatives - The consumer evaluates the searched alternatives. Generally, the information search reveals multiple products for the consumer to evaluate and understand which product would be appropriate.
- IV. Purchase Decision- After the consumer has evaluated all the options the consumer's purchase decision will be to buy the most preferred brand, but two factors can come to between the purchase intention and the purchase decision. The first factor is the attitude of others, having the intention to buy any product, and the second factor is unexpected situational factors, which might just change the decision of the consumer of buying the product that is what the other peers of the consumer think of the product and any unforeseen circumstances. Unforeseen circumstances for example could be losses which led to not buying of the product.
- V. Post Purchase Behavior- After purchasing the product, the consumer will either be satisfied or dissatisfied and will engage in post-purchase behavior of interest to the marketer. Consumer may experience post purchase dissonance spreads good word for the product and increases the chance of frequent repurchase.

Kotler, et al; (2008), also agree that the next factors strongly influence the buying behavior of consumers: cultural, social, personal and psychological factors. The consumer's decision therefore results from the complex interplay of all these factors. Although the marketer cannot influence many of these factors, they can be useful in identifying potential customers to serve their needs better.

Figure 2.1 shows the consumer decision process with influencing factors.



Source: Kotler, et al; (2008).

2.2 PACKAGING

Recent research by the Henley Centre ("Frontiers", Henley Centre, 1996) estimates that 73% of purchase decisions are made at point of sale; the design of packaging must play a key role at point of sale. The pack design is the "salesman on the shelf" (Pilditch, 1972), it should ensure that a brand stands out, is recognized, and is included in the products under consideration (Connolly & Davison, 1996). If packaging has a great role in purchasing decisions, what is packaging and what features and benefits it has?

The definitions of 'packaging' vary and range from being simple and functionally focused to more extensive, holistic interpretations. Packaging includes all the activities of designing and producing the container for a product and is the buyer's first encounter with the product that draws the consumer in and encourages product choice (Kotler & Keller, 2013).

Packaging is a wrapping of product that holds the information regarding product and the manufacturer of a product. Package becomes an ultimate selling proposition stimulating impulsive buying behavior, increasing market share and reducing promotional costs (Abdullah, Kalam & Akterujjaman, 2013). According to Rundh (2005), packaging is a wrapping of product that holds the information regarding product and the manufacturer of a product. Moreover it is an important influencing factor to the consumer purchase decision. It has great impact to the success of the company in the heavy competitive environment.

Kotler & Armstrong (2013) stated packaging involves designing and producing the container or wrapper for a product and performs many sales tasks from attracting attention to describing the product to make the sale. As to Shimp (2007), a brand's package is, of course, the container that both protects and helps sell the product. Products available on store shelves are most always bottled, boxed, or packaged in some other manner. As the term package is used in the present context, beverage bottles and cereal boxes are packages; so are the jewel box for a CD and Gateway's Holstein cow box, and so on. Growing numbers of marketing communication specialists appreciate the crucial role performed by brand packaging.

The role of packaging has changed due to increasing self-service and changing consumers' lifestyle in the competitive business environment (Rundh, 2005). In this highly competitive environment, the package may be the seller's last and best chance to influence buyers that is why for many companies, the package itself has become an important promotional medium (Kotler, et al; 2013). Moreover, Shimp (2007) also stated that the increasingly important communications role of packaging has given rise to expressions such as, "Packaging is the least expensive form of advertising", "Every package is a five-second commercial", "The package is a silent salesman" and "The package is the product".

Packaging performs key communication and salesmanship roles at the point of purchase in as much as shoppers spend an incredibly short amount of time-on the order of 10 to 12 seconds-viewing brands before moving on or selecting an item and placing it in the shopping cart. The package also serves to (1) draw attention to a brand, (2) break through competitive clutter at the point of purchase, (3) justify price and value to the consumer, (4) signify brand features and

benefits, (5) convey emotionality and (6) ultimately motivate consumers' brand choices (Shimp, 2007).

2.2.1 Objectives of packaging

Packaging and package labeling have several objectives :(Deliya & Parmar, 2012; Kotler & Keller, 2013).

- Physical Protection – Protection of the objects enclosed in the package from shock, vibration, compression, temperature, etc.
- Identify the brand
- Barrier Protection - A barrier from oxygen, water vapor, dust, etc.
- Aid product consumption
- Containment or Agglomeration - Small objects are typically grouped together in one package for transport and handling efficiency. Alternatively, bulk Commodities (such as salt) can be divided into packages that are a more suitable size for individual households.
- Information transmission - Information on how to use, transport, recycle, or dispose of the package or product is often contained on the package or label.
- Reducing theft - Packaging that cannot be re-closed or gets physically damaged (Shows signs of opening) is helpful in the prevention of theft. Packages also provide opportunities to include anti-theft devices.
- Convenience - Features which add convenience in distribution, handling, display, sale, opening, reclosing, use, and re-use.
- Marketing - The packaging and labels can be used by marketers to encourage Potential buyers to purchase the product.

2.2.2. Useful features of Packaging

Packaging deals with the nature of the container/wrapper, its size, shape, color and the message printed on it. It represents the talents of the various specialists namely; researchers, designers, engineers, marketers and others (Vartak, D. 2003). The packaging of a product may also attract the attention of the consumers at the very first sight if its features appear to be attractive (Vartak, D. 2003).

According to Vartak, D. (2003), the usual features of packaging are the following;

- The container should be strong, so that it can stand the strain of transportation and handling. It should also be strong to ensure a long shelf – life.
- While being strong, it should avoid being too heavy so that it remains easy to handle and inexpensive on freight.

Over and above the usual features, the packaging should also have certain features from the marketing angle, as a well-designed packaging is often described as the silent sales representative. These marketing features of packaging are as follows (Vartak, D. 2003):

- ✓ It must advertise the brand and the manufacturer.
- ✓ It must be distinctive and capable of “differentiating” the product.
- ✓ It must be suitable for display.
- ✓ It must be helpful in identifying the product.
- ✓ It must carry the brand name, brand / trade mark and all the other required information.
- ✓ It must be attractive.
- ✓ It must be so designed as to add convenience for carrying and handling the product.
- ✓ It should require the minimum shelf space.
- ✓ The colors and the material used for outer packaging must not create any socially or psychologically bad image about the product.
- ✓ Packaging must be capable of keeping intact the hygiene of the product for its shelf life.

2.2.3 Elements of Packaging

Different scholars and researchers tried to mention the different schemes for classification of elements of package in scientific literature. As cited in Kuvykalte, Dovalience & Navickiene (2009); according to Smith & Taylor (2004) there are six variables that must be taken into consideration by producer and designers when creating efficient package: form, size, color, graphics, material and flavor. Similarly, Kotler (2003) distinguishes six elements that must be evaluated when employing packaging decisions: size, form, material, color, text and brand. Vila & Ampuero (2007) similar to Underwood (2001) distinguished two blocks of package elements:

graphic elements (color, typography, shapes used, and images) and structural elements (form, size of the containers, and materials). It should be noticed that these two blocks, similar to classification of Smith & Taylor (2004) do not include verbal elements of package. Rettie & Brewer (2000) stressed out the importance of proper positioning of elements of package, dividing the elements into two groups: verbal (for example, brand slogans) and visual (visual appeal, picture, etc.) elements.

Analyzing consumer's decision making process they distinguish between non-verbal elements of package (color, form, size, imageries, graphics, materials and smell) and verbal elements of package (product name, brand, producer/ country, information, special offers, instruction of usage). Their classification includes brand as a verbal component, whereas Kotler (2003) considers packaging as one of the five elements of the brand, together with name, logo, graphic symbol, personality, and the slogans. Silayoi & Speece (2004) divide package into two categories of elements: visual elements (graphics, color, shape, and size) and informational elements (information provided and technology). According to Silayoi & Speece (2004) visual elements are related with effective aspect of consumer's decision making process, while informational elements are related with cognitive one. Based on theoretical studies of Silayoi & Speece (2004), Bloch (1995) and Grossman & Wisenblit (1999) the research model (see Figure below) was developed in order to reveal impact of visual and verbal package elements on consumer's purchase decisions. In this case graphic, color, form, size, material are analyzed as main visual elements, whereas product information, producer, country-of-origin and brand are treated as the main verbal elements of package.

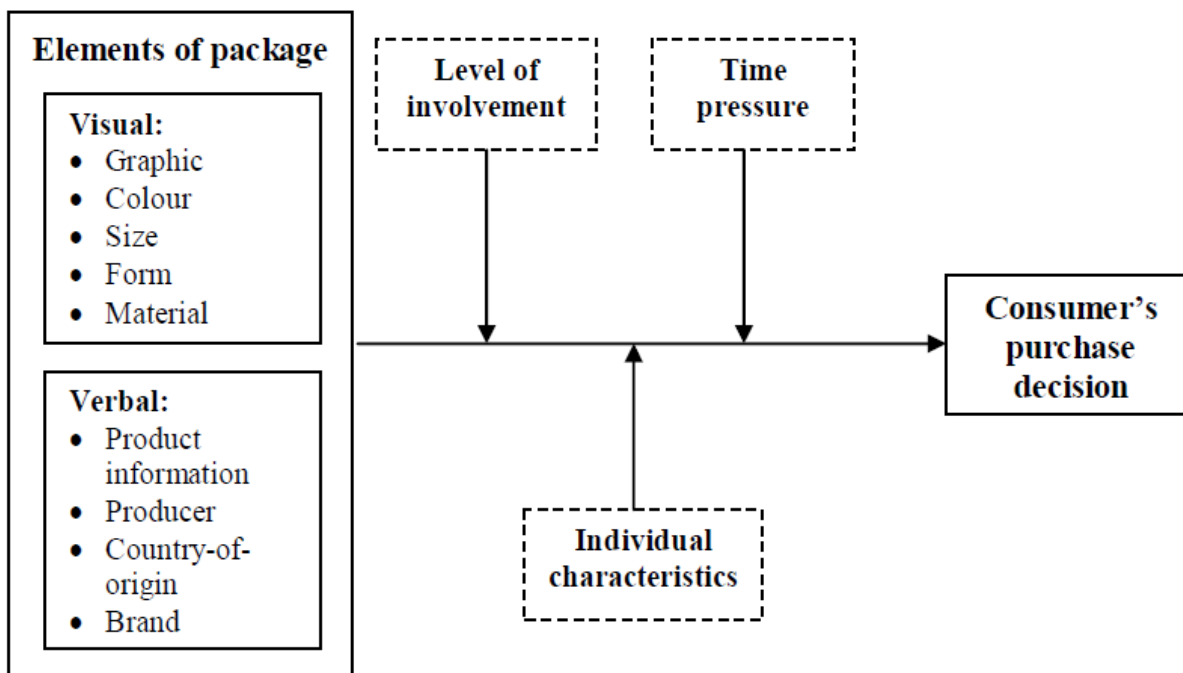


Figure 2.2. Impact of visual and verbal package elements on consumer's purchase decisions

Source: Kuvykaite, R., et al; (2009).

2.2.4 Packaging Structure

A package communicates meaning about a brand via its various symbolic components: color, design, shape, size, physical materials and information labeling. These components taken together represent what is referred to as the packaging structure. These structural elements must interact harmoniously to evoke within buyers the set of meanings intended by the brand marketer (Shimp, 2007). According to Deliya & Parmar (2012), there are seven structural elements of packaging namely: Color of packaging, Background image, packaging material, font style, Design of wrapper, Printed information and Innovation. For this particular study the researcher intended to assess three variables of the packaging; Size, Color and Wrapper design.

2.2.4.1 Size of packaging

Size attracts attention. When choosing among competing products, consumers tend to buy products in packages that appear to be taller than others; even the ratio of the dimensions of rectangular products or packages can subtly affect consumer preferences (Hoyer, D. & McInnis, D. 2010). Adam & Ali (2014) found that consumers' willingness to buy a product increases if products are presented in smaller package sizes. Market demand also suggests that due to smaller households products are to be bought in smaller packages (Rundh, 2005). The amount of

consumption can sometimes be increased through packaging or product design. Larger package sizes have been shown to increase the amount of product that consumers use at one time and increases impulse consumption (Adam, et al; 2014).

2.2.4.2 The Use of Color in Packaging

Color is an important element of visual design of packaging and the information and meaning it conveys should be consistent with what other marketing programs are conveying. Color perceptions vary across cultures and most of the religions are believed to have their sacred colors (Singh, 2006). Consumers have color memory which they relate to certain brands in which when they recall a particular color they associate it with a certain brand. In addition, changing demographics and trends change the color preferences of consumers (Singh, 2006). Packaging color of a product has a high intensity to elicit purchase behavior in consumer (Munyarazdi & Mutsikiwa, 2013). Nevertheless, it should be noted that each product has a distinct packaging color and it should be matched with the product category of the product in order to create an impact of packaging color on consumers and to trigger purchase behavior (Munyarazdi & Mutsikiwa, 2013). To mention some color meanings:

I. Blue Color

Blue is the most common favorite color and is liked by both genders. Blue is seen as a naturally predominant color, is regularly associated with security, efficiency, productivity, trustworthy, peaceful, clearness of mind (Kotler & Keller, 2013). Blue is often used because it is the designer's favorite color but after considering the meaning of other colors, another color may be a better choice (Deliya and Parmar, 2012). According to Shimp, T. (2007), Blue also suggests coolness and refreshment.

II. Green Color

Green is related to life and nature; if you want to give your product a natural feel use green. It works well for organic or recycled products, or for brands associated with health and wellness (Kotler & Keller, 2013). According to Deliya & Parmar (2012) Green is the second most popular color and the most popular shades of green are the blue-greens, which should be expected when blue and green are the two most popular colors. Green connotes abundance, health, calmness, and serenity. Green also has come to stand for environmentally friendly products and as a cue to consumers of reduced-fat, low-fat, and fat-free products (Shimp, T. 2007).

III. Yellow Color

Yellow is a very useful color because it is the most easily noticed, it will grab the attention of a person so can be a good choice for things such as magazine advertisements which may usually be ignored due to ad blindness. Yellow signifies happiness, optimism and warmth but also caution. The main advantage of yellow is its attention grabbing feature so a combination of blue and yellow can be a successful color scheme which could create a cool and calm mood from the blue but still draw attention because of the yellow (Deliya and Parmar,2012). Kotler, et al; (2013) stated Yellow is more vibrant shades elicit feelings of well-being and are said to stimulate mental activity, so yellow is associated with wisdom and intellect.

2.2.4.3 Design of wrapper

Design is the totality of features that affect how a product looks, feels and functions to a consumer (Kotler & Keller, 2013). Good design begins with a deep understanding of consumer needs (Kotler & Armstrong, 2005). The overall design also plays a vital role in attracting the consumer. Mostly the children of 10-18 years are so sensitive to the design of wrapper. The companies try their best to create attractive design of packaging (Deliya and Parmar, 2012). The designer must figure out how much to invest in form, feature development, performance conformance, durability, reliability, reparability, and style (Kotler & Keller, 2013). Design also refers to the organization of the elements on a package, an effective package design is one that permits good eye flow, provides the consumer with a point of focus, and conveys meaning about the brand's attributes and benefits. Package designers bring various elements together to help define a brand's image. These elements include in addition to color-shape, size, and label design (Shimp, T. 2007).

Shimp, T. (2007), also construct the view model in his book. These are visibility, information, emotional appeal, and workability, which are conveniently remembered with the acronym **VIEW**.

V = Visibility

Visibility signifies the ability of a package to attract attention at the point of purchase. The objective is to have a package stand out on the shelf yet not be so garish that it detracts from a brand's image. Brightly colored packages are especially effective at gaining the consumer's attention. Novel packaging graphics, sizes and shapes also enhance a package's visibility and thus serve to draw the consumer's attention.

I = Information

This second element of the VIEW model deals with various forms of product information that are presented on packages (e.g., product ingredients, usage instructions, claimed benefits, nutritional information, and product warnings). The objective is to provide the right type and quantity of information without cluttering the package with excessive information that could interfere with the primary message or cheapen the look of the package.

E = Emotional Appeal

The third component of the VIEW model, emotional appeal, is concerned with a package's ability to evoke a desired feeling or mood. Package designers attempt to arouse feelings such as elegance, prestige, cheerfulness, and fun through the use of color, shape, packaging materials, and other devices.

W = Workability

The final component of the VIEW model, workability, refers to how a package functions rather than how it communicates. Several workability issues are prominent: (1) does the package protect the product contents, (2) does it facilitate easy storage on the part of both retailers and consumers, (3) does it simplify the consumer's task in accessing and using the product, (4) does it protect retailers against unintentional breakage from consumer handling and from pilferage and (5) is the package environmentally friendly?

2.3 PROMOTION

Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. While implicit communication occurs through the various elements of the marketing mix, most of an organization's communications with the marketplace take place as part of a carefully planned and controlled promotional program. The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix (Belch & Belch, 2003).

According to Shimp, T. (2007) promotion refers to any incentive used by a manufacturer to induce the trade (wholesalers, retailers, or other channel members) or consumers to buy a brand and to encourage the sales force to aggressively sell it. Retailers and not-for-profit organizations also use promotional incentives to encourage desired behaviors from their consumers and clientele - shop at this store rather than a competitor's, buy this brand rather than another, purchase larger quantities, donate now rather than later, become a season-ticket holder, and so on.

2.3.1 Elements of the promotional mix

There are several types of elements categorized under promotion. Traditionally the promotional mix has included four elements: advertising, sales promotion, publicity/public relations, and personal selling. Moreover; there are other promotional mix elements that the modern - day marketers use to communicate with their target markets. Each element of the promotional mix is viewed as an integrated marketing communications tool that plays a distinctive role in an IMC program (Belch & Belch, 2003).

Kotler & Keller (2009) describes a variety of Integrated Marketing Communication tools. Each may take on a variety of forms and each has certain advantages.

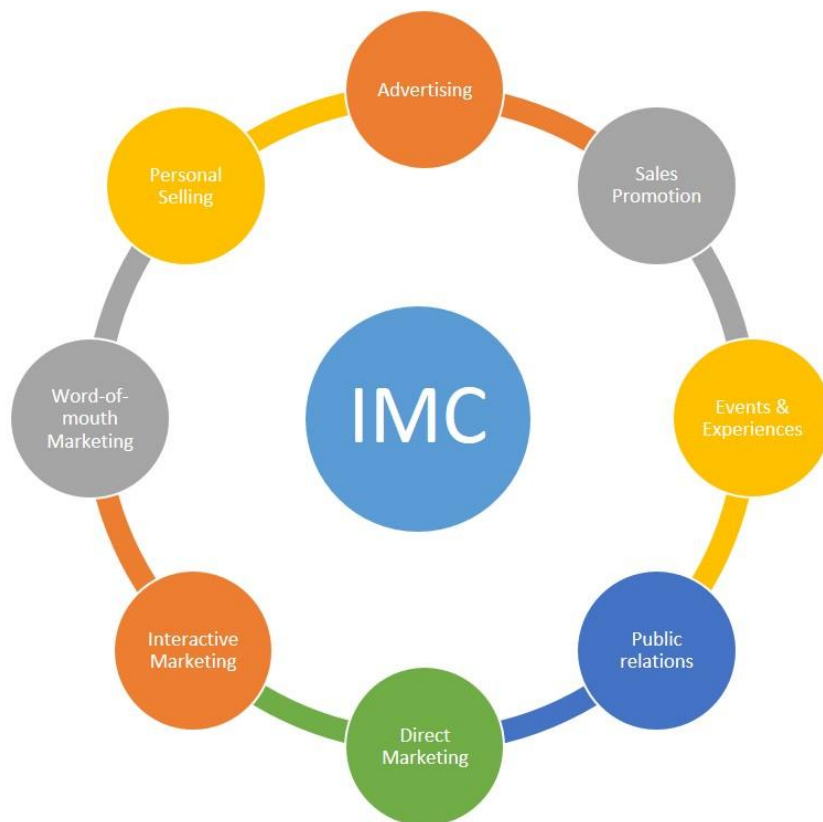


Figure 2.3 Elements of the promotional mix

Source: Kotler & Keller, (2009)

For this particular study, Advertising; the traditional promotional mix, Word of mouth; the modern day promotional mix and Celebrity Endorsement, the most integral part in an Integrated Marketing Communications have been taken as predicting variables for further analysis.

2.3.1.1 Advertising

Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. An occasional exception to this is the public service announcement (PSA), whose advertising space or time is donated by the media (Belch & Belch, 2003). The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it (Belch & Belch, 2003). Advertising can reach masses of geographically dispersed buyers at a low cost per exposure, and it enables the seller to repeat a message many times (Kotler, et al; 2013).

After exposure to an advertisement, consumers may experience varying degrees of awareness, the most basic of which is simply noticing an ad without processing specific elements. Advertisers intend, however, for consumers to heed specific parts, elements, or features of an ad and associate those with the advertised brand (Shimp, T. 2007).

Advertisement follow certain types of models such as AIDA, DAGMAR, DRIP and Ehrenberg models, and is also taken as a very competitive field nowadays as it is taken to be most responsible for sales. For this particular study the researcher would select the AIDA model.

AIDA model

Advertisers use their creativity to help people understand their products better. Joseph (2016) stated if you've ever been motivated to take action due to an advertisement, you've likely been influenced by a technique called A.I.D.A, which stands for "attention, interest, desire, action". This process is used by many marketers in their communications to entice prospects to make a purchase or take a desired action. The technique is commonly used in advertising vehicles such as television commercials and direct mail pieces.

St. Elmo Lewis as cited in Mishra, S. (2016) stated that advertisement, be it written or visual, must attract attention of consumers firstly. Then, the person should be interested in it and think that it might be important to him/her. When interest is invoked, the advertisement should be able to create a desire to own the thing or use the service. After wanting to acquire it, the person must

make a move to go and buy it. Thus, the producer will be able to entice the consumer and profit from the advertisement.

Sridhar (2014) describes AIDA model as the acronym stands for Attention – Interest – Desire - Action, and is a handy checklist to gauge the effectiveness of an ad copy or marketing communications initiatives. Listing out various levels of customer engagement, this model is the foundation on which marketing strategies are built. Moreover, he also mention that the AIDA formula for advertising that helps ad copy writers to create advertisements that not only grabs the reader’s attention but also nudges them into action.

According to the AIDA model, getting attention, raising interest, building desire and putting it in action are the four steps or elements that an advertisement should have to persuade consumers and meet marketing objectives.

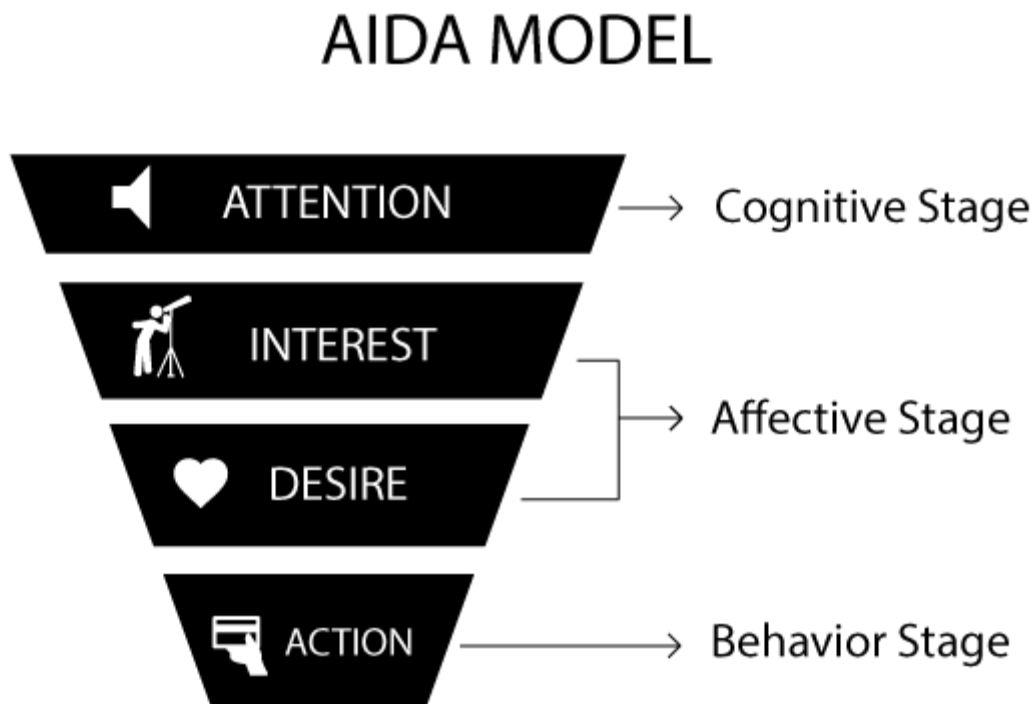


Figure 2.4 AIDA model

Source: Mishara, S. (2016)

The model shows the cognitive phases of a consumer buying something - from grabbing attention to getting them hooked and then to compelling them to take actions on it by creating conviction (Mishara, S. 2016).

2.3.1.2 Word of Mouth

Word-of-mouth is not new. People have always talked about their experiences, emotions, needs and also products, services and brands. Word of mouth is people-to-people oral, written, or electronic communications that relate to the merits or experiences of purchasing or using products or services (Kotler & Keller, 2013). Wenbo Cui (2011) also argued to be an informal tool of communication between private parties in which evaluation of a product or service takes place. According to the small Business encyclopedia Word-of-mouth is an unpaid form of promotion in which satisfied customers tell other people how much they like a business, product or service. Word-of-mouth advertising is important for every business, as each happy customer can steer dozens of new ones your way. And it's one of the most credible forms of advertising because a person puts their reputation on the line every time they make a recommendation and that person has nothing to gain but the appreciation of those who are listening.

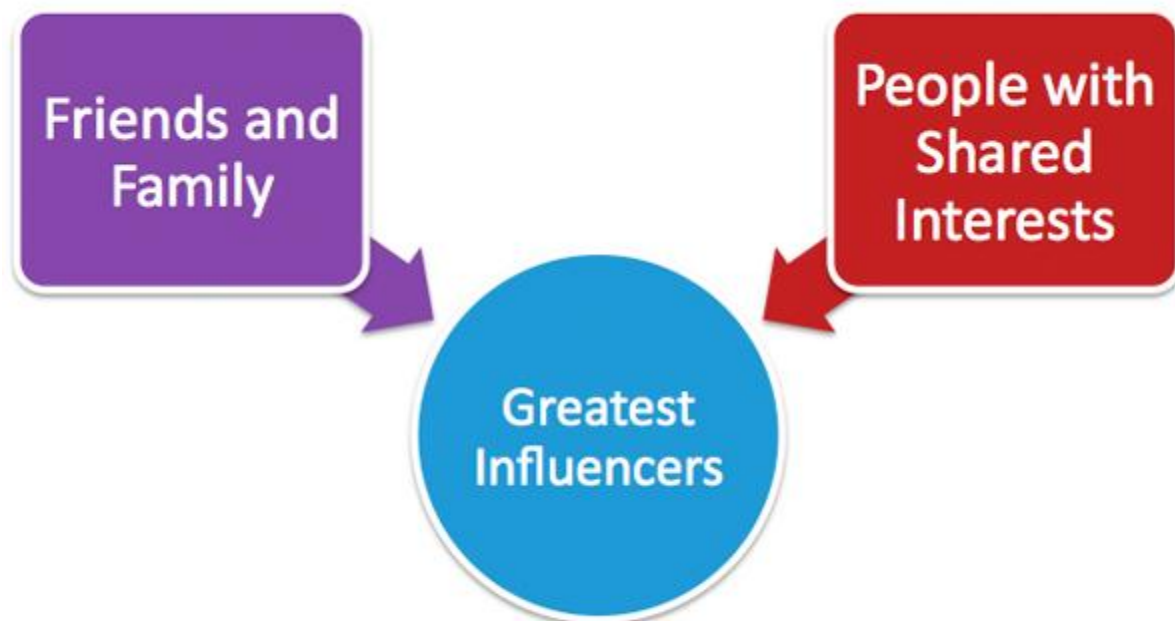


Figure 2.5 Word of mouth influencers

Source: Widhadh, (2012).

Figure 2.6 shows the influence of word of mouth and the most influencer creators to the buyer and the message receiver perceives as non-commercial toward a brand, product or service.

According to Xu and Chen (2010) Word-of-mouth is different from traditional marketing communication, because it is initiated by loyal customers who are committed to a brand or shared information or experiences in order to help others to make brand selection. Kotler, et al; (2013), defined it as personal communication channel include independent experts - consumer advocates and others making statements to buyers or they might be neighbors, friends, family members and associates talking to target consumers and has a considerable effect on many product areas. As to De Bruyn & Lilien (2008) Word-of-mouth is a transmitting tool, which has a greater influence than other marketing activities such as print advertising, personal selling and radio advertising. Xu & Chen (2010) believe that Word-of-mouth is more trustworthy, since it is not perceived as marketing and the information from relevant others (such as friends and relatives) is taken as evidence of reality, supporting or adding to what the consumers already believe about some salient aspects of product and service.

Word of mouth is believed to be more trustworthy than any other influence, mainly because the communicators are independent in the market, and are usually our friends and family, that is, the people we trust(Hartford, K. 2012).However, Word-of-mouth in general has both positive and negative assessment on product or service perception (Lim & Chun, 2011). According to Shimp (2007), Positive word-of-mouth communication is a critical element in the success of a new product or service. Unfavorable Word-of-mouth, on the other hand, can have devastating effects on adoption, because consumers seem to place more weight on negative information in making evaluations than on positive information. Xu & Chen (2010), stated that Positive Word-of-mouth increases probabilities of purchasing, whereas negative Word-of-mouth causes the dissemination of complaints, and has a damaging effect,

Clow & Baack (2010), also stated word of mouth is also known as buzz marketing is an approach that involves consumers passing along information about a product and is one of the fastest - growing areas in alternative media marketing. Buzz or Word-of-mouth, can be generated by consumers who truly like a brand and tell others, consumers who like a brand and are sponsored by a company to tell others and company or agency employees posing as customers of the company, telling others about the brand. Word of mouth spreads and influences prospects from awareness to interest to final decision (Widhadh, 2012).

According to Hollis, N. (2006), in terms of influencing purchase, Word-of-mouth is directly related three factors:

1. The proximity of the purchase decision
2. The purchaser's need for advice
3. The perceived reliability of the source

Therefore, when a confused and anxious shopper receives recommendation from someone he regards as knowledgeable and independent, he is more likely to act on that advice than he is to heed suggestions from a viral marketing piece forwarded from a friend of a friend (Hollis, N. 2006).

2.3.1.3 Celebrity endorsement

These days celebrity endorsement is being seen more and more as an integral part in an integrated marketing communication strategy and using celebrity endorser to promote a product is a very popular marketing strategy (O'Mahony & Meenaghan, 1997/1998). Nowadays, many businesses all over the world are committing their resources to celebrity endorsement of their brands as a form of marketing communications (Kotler, et al; 2013). McCracken (1989) defines celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement". To date, firms invest large amounts of money to align themselves and their products with famous celebrities in the belief that they will draw attention to the endorsed products or services, and transfer image values to these products or services by virtue of their celebrity profile and engaging attributes (O'Mahony et al, 1997/1998). The premise is that people will love what celebrities love (Kotler et al, 2013).

Firms invite a celebrity to endorse their brand; they expect the brand will be acquired from customer's awareness of a celebrity, which could include perceived quality, educational value and a positive image (Tong & Hawley, 2009). The choice of celebrity is critical; the person should have high recognition, high positive effect and high appropriateness or fit with the product (Kotler & Keller, 2013). Television stars, movie actors, famous athletes, and even dead personalities are widely used to endorse products. Advertisers and their agencies are willing to pay huge salaries to celebrities who are liked and respected by target audiences and it is hoped, favorably influence consumers' attitudes and behaviors toward the endorsed brands (Shimp, 2007).

One of the key factors to be considered in choosing which celebrity to approach for endorsement deals is personality. The personality of the celebrity must be a good fit for the brand being promoted and the target audience of the sponsor (Kotler et al, 2013). Also one probable solution in the face of tarnished company image is the hiring of a celebrity to restore it. Celebrity Endorsement assists in the image polishing of the company's image (Erdogan, 1999).

Another reason for the use of celebrity endorsement is because it has a strong impact on the learning style and memory which is critical to marketing communication success. This is because most consumers are not in a purchasing situation when they come into contact with the brand message. Marketers make use of celebrity endorsements as they lead to better information storage in the minds of the consumers which can be readily retrieved when the purchasing situation dose arise (Babu & Latha, 2014).

To facilitate the customers' memory with respect to endorser characteristics, scholars use the acronym TEARS to represent five discrete attributes: trustworthiness and expertise are two dimensions of credibility, whereas physical attractiveness, respect, and similarity (to the target audience) are components of the general concept of attractiveness (Shimp, 2007).

TEARS MODEL

T = Trustworthiness	The property of being perceived as believable, dependable-as someone who can be trusted.
E = Expertise	The characteristic of having specific skills, knowledge, or abilities with respect to the endorsed brand.
A = Physical attractiveness	The trait of being regarded as pleasant to look at in terms of a particular group's concept of attractiveness.
R = Respect	The quality of being admired or even esteemed due to one's personal qualities and accomplishments.
S = Similarity (to the target audience)	The extent to which an endorser matches an audience in terms of characteristics pertinent to the endorsement relationship (age, gender, ethnicity, etc.).

Table 2.1. The Five Components in the TEARS Model of Endorser Attributes

Source: Shimp, T. (2007)

II. Empirical Literature

Several studies over the past years investigated what factors have been influencing the purchase decision of consumers toward bottled water. To formulate the problem scientifically, and to point out the importance of undertaking this study, it is essential to present a brief review of researches undertaken in this area. Although the review involved a large number of studies only a few studies which has direct and indirect bearing in the present study has been summarized. To mention some:

The relationship between Packaging and consumer purchase decisions

Prior research of packaging and consumer purchase decisions studies from researchers indicate:

- Abdullah, Abulkalem & Akterujjaman (2013) conducted a study on packaging factors determining consumer buying decision and revealed that there is a relationship between packaging and consumer purchase decisions (the attractive packaging color can attract consumer. There is correlation between consumer buying decision and nice background of packaging, the font styles are also influenced to the consumer buying decision. There is a correlation between consumer buying decision and printed information of packaging).
- Ahmed, Parmar & Amin (2014) on their research titled the Impact of Product Packaging on Consumer's Buying Behavior, found that there is a positive relationship between the studied variables (Packing color, Quality of packing, Wrapper design, and Packing Innovation have positive impacts on consumers' buying behavior) and Finally their study has also been concluded that the Packaging is one of the most important and powerful factor, which influences consumer's purchase decision..
- Mentari, R., Aisyah & Kumar (2014) on their study factors that influence people buying decision on bottled drinking water, proved that brand, quality of the water, and the packaging of the product influence the respondents' buying decision on bottled drinking water.
- Quansah, Okoe & Angenu (2015) on their research, Factors Affecting Ghanaian Consumers' Purchasing Decision of bottled Water illustrated that there is a relationship between age categories, income groups, educational levels and bottled water buying behavior in the Ghanaian market. Again, the study found a relationship between perception and beliefs of bottled water usage. Furthermore, quality, brand price, availability and package were found to influence consumers' choice of bottled water.

- Sadique, Ali, Ibrahim, Noreen & Ahmad (2015) on their study 'the impact of Product Packaging on Consumer Perception and Purchase Intention', explored that, the research result regarding the effect of packaging on consumer buying behavior satisfied hypothesis which is as confident level has a highly positive impact. Consumer prefers better quality, color, shape and design of product.
- Hess, Metcalf, Singh & Danes (2014) on their paper, 'the Impact of Consumer Product Package Quality on Consumption Satisfaction, Brand Perceptions, Consumer Investment and Behavior', stated that packaging quality has a critical role to play in building profitable consumer - brand relationships, which should redefine the packaging cost - benefit equation to include the value of consumer loyalty as a balance to non-consumption packaging considerations.
- Mar Gomez, Consuegra & Molina (2015) on their study, ' the importance of packaging in purchase and usage behavior', investigated the most basic types of packaging, such as the plastic bag and traditional Tetra Brik, which receive high valuations at the moment of purchase, can be made attractive to consumers through the use of merchandising techniques. Second, some businesses in other sectors, such as perfume or other food products such as soft drinks, are very conscious of the importance of packaging and base many of their product decisions on it. Third, the use of packaging that facilitates product use, such as the Tetra Brik with a cap, produces product satisfaction and loyalty and exercises the greatest influence at the moment of purchase and after usage.
- Agariya A., Johari, Sharma, Chandraul & Singh (2012) on their research titled 'the Role of Packaging in Brand Communication, reveals the importance of buyer attraction in package design and unimportance of environmental considerations. Similarly customers are more likely to give weight to branded product than to the package and shape of package is the significant attribute of communication through product packaging.
- Chinedu, Aham & Julius (2011) on their research 'An Empirical Study of the Impact of Branding on Consumer Choice for Regulated Bottled Water in Southeast, Nigeria', discovered among other things, that of all the elements of branding, company – of - make and packaging play a greater role than brand name and brand mark, in terms of influencing consumer choice for bottled water.

These different researches tried to identify how packaging of the product can affect consumers' purchase decision. Based on the above theoretical definitions of packaging and its elements,

models and the empirical relationship between the different packaging attributes and the consumers' purchase decision, the researcher would determined to assess the impact of packaging elements on customers' purchase decision and would also constructed this hypothesis and sub-hypotheses:

H1: Packaging has a positive significant effect on customers' purchase decision.

H.1.1 Color of packaging has a positive significant effect on customers' purchase decision.

H1.2 Size of packaging has a positive significant effect on customers' purchase decision.

H1.3 Wrapper/ Package design of packaging has a positive significant effect on customers' purchase decision.

The relationship between Promotional Mix and consumer purchase decisions

- Ismajli, Kajtazi&Fejza (2013) on their research titled 'the impact of promotional mix on purchase decision making: a case study of brands Bonita and Rugove - water bottled producers' investigated that, RUGOVE water consumers are very loyal to their brand since majority of them declared they purchase bottled water because of satisfaction after first use or the word of mouth, while BONITA consumers are more convinced by promotion than by other reasons, TV advertisements are the main tool by which consumers have heard about both brands. RUGOVE has combined their TV advertisement with audio advertisement through radio. Therefore, their brand is getting more awareness better and faster in the consumer's mind through this media than BONITA. The impact of media on decision making process of purchase is very high. Both brands consumer are addicted to advertisements and this is one of the main reasons why consumers decide to purchase both brands.
- Kumar, Gangal & Singh (2011) on their study ' Advertising and consumer buying behavior: A study with special reference to Nestle ltd.', attempts to analyze the impact of Advertising on consumer buying behavior and results reveal that consumers are highly influenced by advertising in their preference for the brand.
- Rico R.(2015) in his causal type of research where it has been investigated the influence of elements on consumer brand switching behavior and analyze the determinants of consumer brand switching behavior in the purchase of mineral water products found out

promotion has significant influence on Consumers' Brand Switching Behavior in the purchase of mineral water products partially.

- Nour, Almahirah, Said & Freihat (2014) the Impact of Promotional Mix Elements on Consumers Purchasing Decisions on their research examined the impact of promotional activities exercised in Jordanian shareholding Ceramic and glass production companies on their consumers purchasing decisions and find out, there is a statistically significant effect of the following promotional elements: advertising, Personal Selling, and sales promotion practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision. There is no statistically significant effect of the Publicity, and public relations practiced by Jordanian shareholding Ceramic and glass production companies on consumer purchasing decision.
- Chakraborty, Hossain, Azad and Islam (2013) on their study 'Analyzing the Effects of Sales Promotion and Advertising on Consumer's Purchase Behavior', found out that sales promotion is most effective on the consumers who travel through the peripheral route and it can lead the consumer's mind to brand switching. This study also found that sales promotion and advertising is much more effective in low involvement category products where a simple promotional signal can lead the consumers to buy a product.
- Oladepo, I., & Abimbola, S. (2015) evaluating the influence of brand image and promotional mix on consumer buying decision- a study of beverage consumers in Lagos state, Nigeria; their findings revealed that brand image, advertising, sales promotion and personal selling have significant influence on consumer buying decision. The study concluded that the way a product is promoted coupled with the brand integrity of such product encourages consumers to purchase it and make repeat purchase of it, and as well enhances the referral of such product to other prospects.
- Olasunkanmi, Paul & Bose (2015) seek to examine 'the influence of advertising, packaging and branding on organizational performance: a study of manufacturing companies in Nigeria', and found out that advertising, packaging and branding were independent predictors, which have a positive significant effect on organizational performance. It can therefore be concluded that the distinguishing features of organizational performance are the advertising, packaging and branding.
- Kawengian, R. (2015) in his causal type of research "Determinants of consumers' brand switching behavior in the purchase of Mineral water products in Manado city" in the

same way found out that there is a significant influence of Price, Promotion, Brand Image, and Brand commitment simultaneously and partially on Consumers Brand Switching behavior..

- Hartford, K. (2012) in his paper ' Sad cows and Empty pockets: How reviews, recommendations and Word of mouth can affect your life', in his course work for his information in class investigated how the approval of others, even in the anonymity of the internet, can sway an undecided mind and he found out that Word of mouth and the opinions of others, whether professional opinions or personal opinions, play an integral role in influencing our spending habits, our decision-making process, and our assessment of worth – whether it be self-image, the stock we put into the choices of others, or how we evaluate commodities of various kinds. In turn, this affects our quality of life by determining what we do or do not bring into our lives, be it people or product.
- Mariek, in his master thesis (n.d.) ' The effects of word of mouth on customers' product perceptions', focused on the different effects that either communication of a known source versus communication of strange source has on the perceptions of consumers as well as the differences existing concerning tone of voice, namely negative or positive word of mouth and his results indicated that customers do appreciate information from a known source much more than communication from an unknown source, this means that known sources are evaluated as being more credible than unknown sources.
- Babu and Latha (2014) on their research titled 'The Impact of Celebrity Endorsement on Purchase Decision of Telecom Users- a Case of Engineering Students'. Their research paper focuses on examining the perception of these Indian youth Consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions and found out that celebrity endorsement is effective for marketing communication. This was in general but in particular aiming on research gap and objectives it found interestingly young consumers (students) the potential market share holders in high population country like India were get impact more by celebrity endorsement strategy on their purchase decision.
- Omotayo, O. (2014) on his/her study celebrity endorsements and product performance: a study of Nigerian consumer markets examine if there is a relationship between brand positioning, purchasing decisions, brand equity and celebrity endorsement and their results indicate that trust, level of expertise and the fit between the celebrity and the

product have positive impact on product performance. However, it was discovered that attractiveness of the celebrity and the similarities between the celebrity and the receiver has little effect on product performance.

- A study conducted by Eun Mo (2014) titled 'Impact of K-pop celebrity endorsement on Thai Brand image' tend to identify the perceived qualities (likeability, credibility, similarity and congruence with the brand) of K-Pop celebrities in the eyes of Thai consumers to determine their influence on consumer attitudes and behaviors and to gather the insights of marketers from Thai brands that have employed K-pop endorsers for a comparative analysis with the consumer perceptions and their findings from the survey revealed that the 4 attributes of the endorsers had a significant influence on the endorsed brand image.
- Frank, O., Asiedu & Acheampong (2014) on their research 'The Effect of Celebrity Endorsement on Product Purchase: The Case of Fan Milk, Fan Yogo, Special Ice Mineral Water and Root Extra Beer', investigated that when a celebrity endorses a product there is a significant increase in the sales volume of the product.

These different researches tried to identify how packaging of the product can affect consumers' purchase decision. Based on the above theoretical definitions of promotion and its elements, models and the empirical relationship between the different promotional mix elements and the consumers' purchase decision, the researcher would determined to assess the impact of promotional mix elements on customers' purchase decision and would also constructed this hypothesis and sub-hypotheses.

H2: Promotional mix elements have a positive significant effect on customers' purchase decision.

H2.1 Advertising has a positive significant effect on customers' purchase decision.

H2.2 Word-of-mouth has a positive significant effect on customers' purchase decision.

H2.3 Celebrity Endorsement has a positive significant effect on customers' purchase decision.

N.B: Promotion and Promotional mix havethesame synonyms in this study

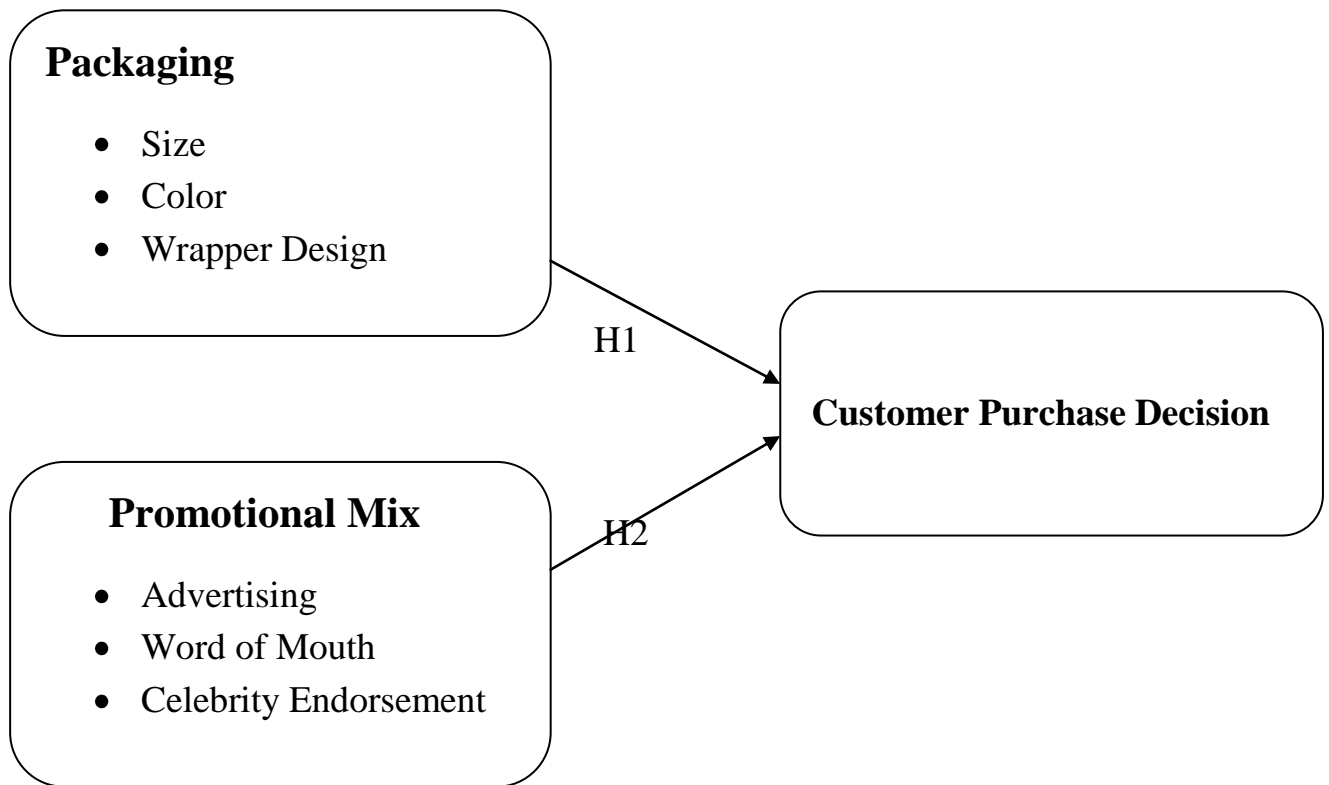
III. CONCEPTUAL MODEL

In the above theoretical definitions and empirical relationship tests the researcher tried to mention how different elements of packaging and promotional mix impact customers' purchase decision from different sources.

Based on these sources this study had been selected some elements to construct its conceptual framework. From the independent variable from packaging, this research would use these three elements (Size, Color, and wrapper Design). From the promotional mix elements the researcher would also select three elements (Advertising from the traditional mix, Word of mouth from the modern mix and Celebrity endorsement the most integral part in an integrated marketing strategy) and the dependent variable (Customer purchase decision).

Conceptual Model

Figure 2.6



Conceptual framework/ model (A modified model of Kotler& Keller (2009) and Kuvykaite, R., et al; (2009))

Summary

Marketing plays a significant role in the day to day activities of people to provide a better benefit to the society. Within the society there are different actors, who participate in the selling and buying activities. Marketers are those actors who offer a variety of products and services to the target market and consumers are those who are buying the offer.

In order to facilitate the selling and buying activities marketers make a legal brand to identify their products and services from their competitors. Moreover, they would also formulate package to their products and promoting their offer in different means of promotional mix. These marketing concepts would help marketers to deal with their customers; consumers also determine their preference for products and services and decide which offer to buy with the help of these concepts.

In this chapter the concepts of customer purchase decisions, packaging & its attribute and promotional mix & its elements are discussed. Furthermore theoretical models and empirical evidences are presented. Based on these theoretical models and empirical evidences hypotheses were formulated and the conceptual framework was also constructed.

CHAPTER 3

METHODOLOGY

This chapter discussed the research design that the researcher used in this study. It also presented the population and sampling design, data collection methods, research procedures and data analysis methods that the researcher employed in this particular study. Moreover reliability, validity and ethical considerations were included in this chapter.

3.1 Research Approach

Research Approach can be divided in to two groups: Deductive and Inductive. The relevance of the hypotheses to the study is the main distinctive point between these two approaches. Deductive approach tests the validity of assumptions (theories/hypotheses) in hand, whereas inductive approach contributes to the emergence of new theories and generalizations. Specifically, it has been noted that "two important functions that hypotheses serve in scientific inquiry are the development of theory and statement of parts of an existing theory in testable form" (Singh & Bajpai, 2008).

Therefore, this research would be approached in a deductive way. The main characteristic of a deductive approach is that the researcher develops a theory, one or more hypothesis and construct conceptual framework. The researcher started from those hypotheses and conceptual framework those are developed on the basis of general principles. Those hypotheses and the conceptual frameworks were expressed in operational terms to test them by the collection of quantitative data. The two hypotheses and their sub-hypotheses would be investigated to check their reality by collecting a relatively high amount of data on empirical research and a survey design.

3.2 Research Design

Research designs are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis. This research has been used a quantitative approach and the research designs employed in this study are descriptive and explanatory research using cross-sectional survey design. The descriptive type of research involved either identifying the characteristics of an observed phenomenon or exploring possible

relations among two or more phenomena. In every case descriptive research examines the situation as it is (Leedy & Ormord, 2010). The explanatory research was ideal to describe the characteristics of the variables and at the same time investigate the cause-effect relationship between variables (Malhotra, et al; 2007). A cross-sectional design was employed because the researcher was collected all of the needed data at a single time.

3.3 Population and Sampling Design

3.3.1 Population

A population is defined as the set of individuals, objects, or data from where a statistical sample can be drawn (Saunders et al., 2007). The population of the study was the students of higher education students and the target population of this particular study were the students of Addis Ababa University. The total number of the sample frame of this particular study was 5,640 students. According to the registrar office of the university, the total population of Addis Ababa University School of Commerce under graduate and graduate extension students was 2,521 students in the academic year 2015/2016 and the total population of Addis Ababa University College of Business and Economics under graduate and graduate extension students was 3,119 in the academic year 2015/2016.

The researcher intended to take the Addis Ababa university extension undergraduate and postgraduate students as sample respondents to the whole population due to the following reasons:

- They were bottled water consumers who prefer their own purchases of bottled water for their personal consumption.
- They were coming from different locations of the Addis Ababa sub-cities.
- More than any other of the community they were more familiar with the study variables (Packaging & promotion concepts), because they were accessible to the world web, which help to know more about the attributes and they were taken as a related course in their fields of study. As a result they could evaluate the study topic concepts.
- Most of the extension students have their own career; as a result they have their own income. Also, they have the capacity to use bottled water in their day to day activities in different places and occasions.

- The students were part of the world of work and participate in many social activities including shopping; therefore the samples may represent the higher education students of the city.

Table 3.1 Total population of School of Commerce extension undergraduate students.

College/Faculty Department	Number of students
Accounting and finance	908
Business Administration and Information System (BA)	382
Economics	41
Financial and Development Economics	15
Logistics and Supplies Chain Management	39
Management	32
Marketing management	388
Grand Total	1805

Source: Office of the registrar of Addis Ababa University, 2015/2016 Academic year.

Table 3.2 Total population of School of Commerce extension Post graduate students.

Department	Number of Students
Human Resource management	152
Logistics and Supplies Chain Management	210
Marketing management	199
Project Management	155
Grand Total	716

Source: Office of the registrar of Addis Ababa University, 2015/2016 Academic year.

Table 3.3 Total population of college of Business & Economics extension undergraduate students

Department	Number of students
Accounting and Finance	1268
Economics	250
Management	601
Public Administration and Policy	346
Grand Total	2465

Source: Office of the registrar of Addis Ababa University, 2015/2016 Academic year.

Table 3.4 Total population of college of Business & Economics extension postgraduate students

Department	Number of students
Accounting and Finance	218
MBA	162
EMBA	171
Public Administration and Policy	103
Grand Total	654

Source: Office of the registrar of Addis Ababa University, 2015/2016 Academic year.

A sample size of this study was drawn from this population. This population have been considered to possess the qualities desired and had the capacity to facilitate the realization of the specific objectives of the study.

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

A sampling frame is the list of elements from which the sample may be drawn (Adams, Khan, Raeside and White, 2007). It comprises a list of all those within a population who can be sampled, and may include individuals, households, organizations or institutions (Saunders et al., 2007). The sampling frame for this study was comprised of under graduate and graduate Students of School of commerce and college of Business & Economics extension students of Addis Ababa University.

3.3.2.2 Sampling Technique

Sampling is the process or technique of selecting a suitable sample for the purpose of determining parameters or characteristics of the whole population. The study was adopted a Cluster sampling technique. In Cluster sampling, it is important that the clusters be as similar to one another as possible (Leedy& Ormord, 2010).

The target population of this particular study was the higher education students in Addis Ababa. There are two clusters under higher education institutions; public and private. As the clusters are similar to one another, the researcher just selected the public higher education institution through lottery method. Moreover, Addis Ababa University has been selected as it is a leading University situated at Addis Ababa and there are undergraduate and postgraduate students under its enrollment. Addis Ababa University has 11 faculties under its administration and out of those 11 faculties college of Business and Economics has been selected using simple random sampling through Lottery method, and its members became the samples for this study. In order to give for the members of the population an equal chance of being selected, the researcher employed proportional stratified sampling in accordance with the proportions of each department and each department would also be classified in to different stratum according to the study years of the respondent in order to make the distribution more objective and then selected a sample from each class conveniently.

3.3.2.3 Sample Size

Sample size can be defined as the number of observations used for calculating estimates of a given population (Smith, 2009). To determine the sample size, Krejcie & Morgan (1970), sample size determination has been employed. Since the total population is known the sample size is determined using the table developed by Krejcie and Morgan (1970), and out of the total population, a sample of 361 students would be selected for the study.

With 95 % confidence level interval and 5 % level of precision, the sample of this study was consisted of 361 under graduate and graduate extension students of Addis Ababa university school of commerce and faculty of Business & Economics. Also, 10% of a sample size, which was 36, would be taken into consideration for errors. Hence, the total respondents' estimated 397 including the 10% considering for errors. The following table shows sample size distribution employed in the study.

Table 3.5: Sample size Distribution of respondents (Students)

University	School	No. of students in each department	Calculation	Sample size
Addis Ababa	Faculty of Business & Economics	3119	$(3119/5640)397$	$219.55 \approx 220$
	School of Commerce	2521	$(2521/5640)397$	$177.45 \approx 177$
Total		5640	$(5640/5640)397$	397

Source: Study survey

The sample size at each university was classified in to small stratum according to the number of students at each department. The following tables indicate how many representatives each department would comprise.

Table 3.6 Sample size distribution of undergraduate extension students of school of commerce.

Department	No. of students	Calculation	Sample size
Accounting & Finance	908	$(908/2521)177$	64
Business Administration & Info system	382	$(382/2521)177$	27
Economics	41	$(41/2521)177$	3
Financial & Development Economics	15	$(15/2521)177$	1
Logistics & Supply Chain Management	39	$(39/2521)177$	3
Management	32	$(32/2521)177$	2
Marketing Management	388	$(388/2521)177$	27
Total	1805	$(1805/2521)177$	127

Source: Study survey

Table 3.7 Sample size distribution of Postgraduate extension students of school of commerce.

Department	No. of students	Calculation	Sample size
Human Resource Management	152	$(152/2521)177$	10
Logistics & Supply Management	210	$(210/2521)177$	15
Marketing management	199	$(199/2521)177$	14
Project Management	155	$(155/2521)177$	11
Total	716	$(716/2521)177$	50

Source: study survey

Table 3.8 Sample size distribution of Undergraduate extension students of Faculty of Business & Economics.

Department	No. of students	Calculation	Sample size
Accounting & Finance	1268	$(1268/3119)220$	90
Economics	250	$(250/3119)220$	18
Management	601	$(601/3119)220$	42
Public Administration & Policy	340	$(346/3119)220$	24
Total	2465	$(2465/3119)220$	174

Source: Survey data

Table 3.9 Sample Size distribution of Postgraduate extension students of Faculty of Business & Economics.

Department	No. of Students	Calculation	Sample Size
Accounting and Finance	218	$(218/3119)220$	15
MBA	162	$(162/3119)220$	12
EMBA	171	$(171/3119)220$	12
Public Administration & Policy	103	$(103/3119)220$	7
Total	654	$(654/3119)220$	46

Source: Survey data

3.4 Data Sources and collection instrument

There are two types of data: Primary data and Secondary data. Data for this study were gathered from the primary sources through close-ended questionnaire. The study was used only primary data, through the use of a structured questionnaire taken from literature administered to the sampled customers. The primary instrument for data collection in this research; the questionnaire was adopted and modified from the researches of Delya & Parmar (2012), Silayoi and Speece (2004) and Wenbo Cui (2011). Before using the questionnaire to collect data, it was pretested by pilot study in order to check the reliability of the questionnaire. The use of a structured questionnaire enabled the researcher to collect quantitative data. Moreover, it is cost-efficient, and it can also improve the reliability of the results since respondents are not rushed to fill it out. However, the possible disadvantages of a self-administered survey are also taken into consideration carefully. For example, it is important that the respondents understand the questions right and answer it in an understandable way. Therefore, the questions are formulated as clear as possible for everyone. There is also a chance that respondents will not complete the questionnaire or will not respond in a timely manner. These factors are taken into consideration as 'errors'. The closed-ended questions would provided the respondents with alternatives

arranged in the five points Likert scale, going through strongly disagree (measured as 1), disagree (measured as 2), neutral (measured as 3), agree (measured as 4) and strongly agree (measured as 5).

3.5 Data Analysis Technique

With regard to data analysis, this study has been utilized both descriptive statistical analysis, correlation and regression models. Descriptive statistics has been used to organize and summarize the demographic data of the respondent using tabulation and percentage. In order to check the impact of the independent variables on the dependent variable data were analyzed by descriptive, correlation and multiple regressions. Descriptive statistics show the minimum and maximum values, mean and standard deviation of the respondents for the variables. Correlation analysis was conducted to measure the strength of the association between the determinant variables (packaging and promotional mix elements) and the dependent variable (customers' purchase decision).

Multiple Regression analysis was also used to see how much the independent variables- (packaging and promotional mix elements specifically Color, Size, Wrapper Design, Advertising, Word-of-mouth and Celebrity Endorsement) influence the dependent variable, which is customers' purchase decision. When there are two or more than two independent variables, the analysis concerning relationship is known as multiple correlations and the equation describing such relationship also as multiple regression equation (Leedy & Ormord, 2010).

3.6 Reliability and Validity

Any questionnaire should be reliable and valid in order to use the right results for further actions.

3.6.1 Reliability

Reliability is the consistency with which a measurement instrument yields a certain result when the entity being measured hasn't changed. In order to test the reliability of this questionnaire, a pilot test would be carried out prior to the field survey within a relatively small sample of 20 respondents to identify and eliminate possible problems. Furthermore, Cronbach alpha will be used to estimate internal consistency, by determining how items of the instrument related to each other and to the entire instrument. A reliability of 0.7 was enough on predictor tests or hypothesized measures of a construct, the higher the score, the more reliable the generated scale

is, but it was noted that a threshold of 0.5 and above is adequate to ensure the data is reliable (Lassar, 1995).

3.6.2 Validity

Validity is the strength of our conclusions, inferences or propositions. It involves the degree to which you are measuring what you are supposed to, more simply, the accuracy of your measurement (Adams, et al; 2007). It is believed that validity is more important than reliability because if an instrument does not accurately measure what it is supposed to, there is no reason to use it even if it measures consistently (reliably)(Adams, et al; 2007).

In order to ensure the quality of the research design; content and construct validity of the study has been checked. First, all of the scales were borrowed from previous studies on related subject and were adopted to the specifics of the research. A pilot test was carried out in a group of conveniently selected respondents totaling 20, among them 14 male and 6 female respondents. In the results of the questionnaires, questions were checked and with a slight modification on the questionnaire the structured questionnaire developed and the content validity were verified by the advisor of this research, who was looking in to the appropriateness of the questions and the scales of measurement. Peer discussion was another way of checking the appropriateness of the questions. Moreover, data would also be collected from the reliable sources, from respondents who have freedom to buy their own choice bottled water and have a better understand of the study areas.

3.7 Ethical Consideration

Research as scientific process and activity has got its own basic ethical conducts that shouldn't be violated at all. For instance, any source that is quoted as essential part of the study be cited, which means; acknowledging the authors and researchers of books and articles is an obligation. Moreover, the data that will be gathered for the study will surely from the appropriate and relevant sources. Therefore, one researcher will always give and keep the following ethical principle to make his/her research credible, acceptable by the scientific communities and result users. These are truthfulness, thoroughness and relevance of principles.

Based on the Kumar and Kandasamy (2012) this research would follow these ethical considerations:

- I. The willing participants did not require writing their names on the questionnaire and would assure that their responses were not in any way connected to them.
- II. Research participants would have the right to be informed all aspects of research task and its outputs (every information about the research, its purpose, its confidentiality and on how to fill the questionnaire was included in the first page of the questionnaire).
- III. All participants would have the right to privacy in order to think about the research task and to give their appropriate response freely.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

INTRODUCTION

This chapter presents the data analysis and discussion of the research findings. The data analysis was made with the help of Statistical Package for Social Science (SPSS v. 17). The demographic of the study sample; source of information and reasons for customer purchase decision has been described using descriptive statistics. Furthermore, descriptive statistics were used to analyze variables of purchase decision. To test hypothesis and achieve the study objectives, different inferential statistics were employed. Pearson correlation coefficient and Cronbach's alpha were used to test goodness and internal consistency of the measure. Multiple linear regression was also employed to test hypotheses and achieve the study objective that focused on identifying the most important underlying factors of purchase decision.

4.1. Analysis of the Response rate and Quantitative Data

In order to make the collected data suitable for the analysis, all questionnaires were screened to be complete. All unreturned questionnaire and returned incomplete questionnaires were considered as errors and removed from the survey data. Out of the 397 distributed questionnaires about 95% (377) response rate has been obtained, though 20 questionnaires were not returned. During data editing, the collected questionnaires was checked for errors and 4 incomplete questionnaires were identified and discarded. Therefore, out of the 377 collected questionnaires, 373 were found to be valid and used for final analysis.

4.1.1 Demographic Profile of Respondents

This section summarized the demographic characteristics of the sample, which includes sex, age, school, educational status, years of study and department of the respondents. Moreover, the bottled water preference of the respondents and monthly income of the respondents were also presented. The respondents profile indicated the fair distribution of questionnaires to the prospected respondents.

Table 4.1.1 Sex of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	219	58.7	58.7	58.7
Female	154	41.3	41.3	100.0
Total	373	100.0	100.0	

Source: Survey data (2016)

Table 4.1.1 indicates the sex of the respondents. The data is fairly distributed across gender. There were marginally more male respondents than female with a ratio of 58.7 % of male respondent to 41.3 % of female respondent. This is consistent with the fact that there were generally more male students than female students in Addis Ababa University.

Table 4.1.2 Age of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25	115	30.8	30.8	30.8
26-35	113	30.3	30.3	61.1
36-45	114	30.6	30.6	91.7
Above 45	31	8.3	8.3	100.0
Total	373	100.0	100.0	

Source: Survey data (2016)

Table 4.1.2 shows the average distribution of age of the respondents. Age distribution had showing that on average the respondents were aged between 18-25 years that was 30.8 %, between 26-35 contained 30.3% and between 36-45 comprised 30.6%. These three categories occupied about 91.7 % of the total representatives, therefore majority of the respondents were young adult students and the rest 8.3 % were above 45 years. As most of them belong to the youth and middle age categories; this is a pointer that most of the respondents around those age

ranges were believed to be living in accordance with modern times, more fashionable and stylish to prefer attractive packages and give more attention to promotional activities.

Table 4.1.3 School of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid School of commerce	175	46.9	46.9	46.9
College of Business & Economics	198	53.1	53.1	100.0
Total	373	100.0	100.0	

Source: Survey data (2016)

Table 4.1.3 shows the respondents school and was fairly distributed according to the number of students with in the two schools, 46.9% to the School of Commerce and 53.1% to the College of Business & Economics (Main campus).

Table 4.1.4 Educational status of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Undergraduate	284	76.1	76.1	76.1
Postgraduate	89	23.9	23.9	100.0
Total	373	100.0	100.0	

Source: Survey data (2016)

Table 4.1.4 indicates the frequency of educational status of the respondents, which represented 76.1% from the undergraduate and 23.9% from the Postgraduate students.

Table 4.1.5 study year of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 st year	118	31.6	31.6	31.6
2 nd year	109	29.2	29.2	60.9
3 rd year	83	22.3	22.3	83.1
4 th year	63	16.9	16.9	100.0
Total	373	100.0	100.0	

Source: Survey data (2016)

Table 4.1.6 Department of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Accounting & Finance	151	40.5	40.5	40.5
Economics	21	5.6	5.6	46.1
Public Administration & Policy	31	8.3	8.3	54.4
Management	44	11.8	11.8	66.2
Logistics & Supply Chain Management	18	4.8	4.8	71.0
Human Resource Management	11	2.9	2.9	74.0
Business Administration (BAIS, MBA & EMBA)	47	12.6	12.6	86.6
Marketing Management	38	10.2	10.2	96.8
Finance & Development Economics	1	0.3	0.3	97.1
Project Management	11	2.9	2.9	100.0
Total	373	100.0	100.0	

Source: Survey data (2016)

Table 4.1.5 shows the distribution of the respondents' year of study. This shows that on average the respondents were 1st year students with 31.6% followed by 2nd year students with 29.2 %. 3rd year and 4th year students comprised 22.3 % & 16.9% respectively.

Table 4.1.6 shows the distribution of the respondents department. Each department comprised proportionately according to the number of students it has. This indicates that the samples have been properly taken from all departments in proportion.

Table 4.1.7 Bottled water preference of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Eden	57	15.3	15.3	15.3
Yes	192	51.5	51.5	66.8
Abyssinia	29	7.8	7.8	74.5
Aqua Addis	64	17.2	17.2	91.7
Origin	16	4.3	4.3	96.0
Other	15	4.0	4.0	100.0
Total	373	100.0	100.0	

Source: Survey data (2016)

Table 4.1.7 shows the respondents preference of bottled water. Based on their preference the majority of the respondents chose Yes mineral water as their best preference with about 51.5% followed by Aqua Addis and Eden bottled waters, which contained 17.2% and 15.3% respectively. This indicates that most of the respondents (more than 96 %) were bottled water users and also had their own preference for a particular brand based on the packaging elements and promotional activities of the bottled water companies.

Table 4.1.8 Income of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid under 2000	28	7.5	7.5	7.5
2000-3999	86	23.1	23.1	30.6
4000-5999	99	26.5	26.5	57.1
6000-7999	53	14.2	14.2	71.3
8000 & Over	73	19.6	19.6	90.9
Would rather not to say	34	9.1	9.1	100.0
Total	373	100.0	100.0	

Source: Survey data (2016)

Table 4.1.8 shows the income of the respondents. The majority of the respondents earned a monthly income between 4000-5999, which is 26.5% of the whole population followed by those who earned between 2000-3999 ETB which contained 23.1 %. 9.1 % did not disclose their level of income. Those who earned under/less than 2000 and over 8000 comprised 7.5 and 19.6 respectively. This indicates that as the total population was well educated and therefore most of the respondents probably earned a better income. Based on this we can say most of the respondents would have the potential to buy bottled water. The more they buy, the more they are much aware of the subjects under investigation.

4.1.2 Summary analysis of the Demographic characteristics

This section presents the summary analysis of the demographic characteristics briefly.

There were a total of 373 respondents have been participated in this survey, 58.7 % male and 41.3% female. The range of age was 18 years and above. The most participants' ages were between 18 – 25, which occupied 30.8% followed by the age range of 36 – 45 ages, which embraced 30.6%. The ages between 26 – 35 and above 45 years were accounted 30.3% and 8.3 respectively.

A total of 53.1 % of the participants were from the College of Business & Economics (Main Campus) and the rest 46.9 % of the respondents were from School of commerce. Concerning to their educational status a total of 76.1% respondents were undergraduate and 23.9% were postgraduate students. Moreover, 31.6% of the students were 1st year students. 2nd year, 3rd and 4th year students were accounted for 29.2%, 22.3% and 16.9% respectively. With regard to respondents' department students selected proportionately according to their numbers from each department. Most of the students selected from Accounting & Finance, which occupied 40.5 % of the total respondents followed by Business Administration (BAIS, MBA and EMBA), which constituted 12.6 % of the whole sample. Management occupied 11.8 % and marketing management held 10.2 % rated as third and fourth respectively due to the number of respondents. Public Administration & Policy 8.3 %, Economics 5.6 %, Logistics & Supply Chain Management 4.8%, Human resource Management and Project Management occupied 2.9 % each and Finance & Development Economics contributed 0.3 % of the total respondents.

Yes mineral water has been selected as the best bottled water preference in this research, which occupied 51.5 % of the whole representatives. 17.2 % were chose Aqua Addis as their most preferable. 15.3 % and 7.8 % of the respondents prefer Eden and Abyssinia bottled waters respectively. Moreover, 4.3 % participants were chose Origin bottled water and the rest 4 % chose other brands mainly mentioned tap water, One and Blu bottled waters.

According to the monthly income level of the participants, about 26.5 % of the respondents earned a monthly income of 4,000 - 5,999 ETB followed by those who earned 2,000 – 3,999 ETB, which occupied 23.1 % of the whole sample. 19.6 % participants got 8,000 and over ETB. 14.2 % and 7.5 % made 6,000 – 7,000 and under 2,000 ETB respectively. The rest 9.1 % were not willing to mention their level of monthly income.

4.2 Reliability Analysis of Variables

In order to test the internal consistency of variables of this research Cronbach Alpha coefficient were calculated. According to Malhotra & Bricks (2007), reliability is the extent to which a measurement reproduces consistent results if the process of measurement is to be repeated. Cronbach alpha is a widely used measure of internal consistency, was run using SPSS 17.0 version and all of the scales used for this study were found to be reliable as their receptive alpha values were higher than 0.6, and for most closer to 1. Moreover, Zaiontz (2013) explained that if values of Cronbach's Alpha is more than 0.6, the statement is accepted as reliable.

The Cronbach - alpha of each scale for both pilot test and actual data is presented in the following tables.

Table 4.2.1 Reliability check of the overall variables

Variables	Cronbach's Alpha		Number of items
	Pilot data	Actual data	
Overall variables	0.903	0.912	30

Source: Data survey (2016)

Table 4.2.2 Reliability test of independent and dependent factors

Variables	Cronbach's Alpha coefficient		Number of items
	Pilot study	Actual Data	
Color of packaging	0.880	0.810	4
Size of packaging	0.822	0.842	4
Design of packaging	0.825	0.853	4
Advertising	0.919	0.956	4
Word of Mouth	0.874	0.887	4
Celebrity Endorsement	0.958	0.966	4
Customers' purchase decision	0.729	0.616	6

Source: Survey data (2016)

4.3 Descriptive Analysis

The descriptive analysis is used to look at the data collected and describe that information. In this part, the respondents opinion presented in the form of table. The table consisted mean, standard deviation of the respondents and number of observations. Mean value provides the idea about the central tendency of the values of a variable. Standard deviation and the extreme values (minimum in comparison to maximum value) give the idea about the dispersion of the values of a variable from its mean value. The minimum value is 1 while the maximum value is 5 for all variables.

Table 4.3 shows the mean and standard deviations of the independent variables with number of observations.

Table 4.3 Descriptive Statistics of independent variables

	N	Minimum	Maximum	Mean	Std. Deviation
color of packaging	373	1	5	3.64	.954
Size of packaging	373	1	5	4.21	.660
Design of packaging	373	1	5	3.99	.706
Advertising	373	1	5	3.37	1.085
Word of mouth of promotion	373	1	5	3.75	.898
Celebrity endorsement of promotion	373	1	5	3.17	1.186
Valid N (listwise)	373				

Source: Survey data (20116)

N.B: Design of packaging & wrapper of design are synonyms in this study

The mean and standard deviation for color of packaging were 3.64 & 0.954 respectively with 373 numbers of observations. This means that on average the respondents agreed that they gave special attention on color of the packaging. The mean and standard deviation of the size of packaging were 4.21 & 0.660 respectively with 373 numbers of observations. This shows that size has the highest mean and the lowest standard deviation among the variables and on the average the respondents were more agreed that size of the packaging can influence their bottled

water preference. As table 4.3 indicates, the mean and standard deviation of the wrapper/package design were 3.99 & 0.706 respectively with 373 numbers of observations. This also means that the respondents agreed that wrapper/package design has an impact on selecting bottled of water. The mean and standard deviation of advertising were 3.37 & 1.085 respectively with 373 numbers of observations. This means that on average the respondents, they were somewhat different regarding advertising.

The mean and standard deviation of word of mouth were 3.75 & 0.898 respectively with 373 numbers of observations. This means that on average the respondents agreed word of mouth have an influence on purchase decision of bottled water. Lastly the mean and standard deviation of celebrity endorsement were 3.17 & 1.186 respectively with 373 numbers of observations. This shows celebrity endorsement has the lowest mean and the highest standard deviation among the variables. This also means that on average the respondents, they were somewhat different regarding celebrity endorsement.

4.4 Correlation Analysis

The study employed the correlation analysis, which investigated the strength of relationships between the studied variables. According to Marczyk, G., Dematteo, D. and Festinger (2005), Correlations are perhaps the most basic and most useful measure of association between two or more variables. Correlation coefficients range from - 1 to +1. Pearson correlation analysis was used to provide evidence of convergent validity and reveal that magnitude and direction of relationships (either positive or negative) within the range from -1 to +1 (Marczyk et al, 2005). The closer it gets to 1.00, the stronger the relationship. As per to Marczyk, et al; (2005), general guidelines; correlations of 0.10 to 0.30 are considered as small, correlations of 0.30 to 0.70 are considered as moderate and correlations of 0.70 to 0.90 also considered as large and correlations of 0.90 to 1.00 are considered as very large. Based on this the following correlations were analyzed.

Table 4.4.1 correlation between color of packaging and customer purchase decision

	color of packaging	Purchase decision
color of packaging Pearson Correlation	1	.504**
Sig. (2-tailed)		.000
N	373	373
Purchase decision Pearson Correlation	.504**	1
Sig. (2-tailed)	.000	
N	373	373

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

Source: survey data (2016)

Table 4.4.1 indicates the correlation between color of packaging and customer purchase decision. Color of packaging and customer purchase decision were positively correlated ($r = 0.504^{**}$) at a significant level of ($p = .000$). There is a moderate relationship between these two variables. So we can say an attractive color of packaging can attract consumers to make a decision to purchase bottled water. It also implies that attractive color of packaging can grab customers' attention.

Table 4.4.2 correlation between size of packaging and customer purchase decision.

	Size of packaging	Purchase decision
Size of packaging Pearson Correlation	1	.476**
Sig. (2-tailed)		.000
N	373	373
Purchase decision Pearson Correlation	.476**	1
Sig. (2-tailed)	.000	
N	373	373

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

Source: survey data (2016)

Table 4.4.2 shows the table of correlations between size of packaging and customer purchase decision. Size of packaging and customer purchase decision have a positive significant correlation ($r = 0.476^{**}$ & $p = .000$), which is moderate relationship. So we can say a desirable size can attract customers to decide to buy bottled water. Customers can prefer to choose their

desirable size based on their using situations. Most of the time they prefer the small one to the big as it is easy to handle and for the sake of use and throw.

Table 4.4.3 correlation between wrapper/package design of packaging and customer purchase decision.

		Design of packaging	Purchase decision
Design of packaging	Pearson Correlation	1	.383**
	Sig. (2-tailed)		.000
	N	373	373
Purchase decision	Pearson Correlation	.383**	1
	Sig. (2-tailed)	.000	
	N	373	373

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

Source: survey data (2016)

Table 4.4.3 shows the correlation between wrapper/package design of packaging and customer purchase decision. With a moderate relationship these two variables have a positive significant effect ($r = 0.383^{**}$ & $p = .000$). So we can say an attractive wrapper/package design can entice customers' purchase decision. Marketers should give special attention to the shape/design of the wrapper of packaging.

Table 4.4.4 correlation between advertising and customer purchase decision.

		Advertising of promotion	Purchase decision
Advertising	Pearson Correlation	1	.586**
	Sig. (2-tailed)		.000
	N	373	373
Purchase decision	Pearson Correlation	.586**	1
	Sig. (2-tailed)	.000	
	N	373	373

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

Source: survey data (2016)

Table 4.4.4 shows the correlation between advertising and customer purchase decision. There was a positive significant relationship and moderate relationship between the two variables at ($r = .586^{**}$ & $p = .000$). So we can say advertising has an influence on customer purchase decision. Therefore, marketers have to spend more on advertising to get the consumers' attention.

Table 4.4.5 correlation between word of mouth of promotion and customer purchase decision.

		Word of mouth of promotion	Purchase decision
Word of mouth of promotion	Pearson Correlation	1	.530 ^{**}
	Sig. (2-tailed)		.000
	N	373	373
Purchase decision	Pearson Correlation	.530 ^{**}	1
	Sig. (2-tailed)	.000	
	N	373	373

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

Source: survey data (2016)

Table 4.4.5 shows the correlation between word of mouth and customer purchase decision. There was a positive significant with a moderate relationship between them ($r = .530^{**}$ & $p = .000$). Therefore we can say through word of mouth customers can decide whether to purchase or not. Companies have to take measurement to spread their organizations' positive fame in order reap a better market share.

Table 4.4.6 below, also shows that there is a positive correlation between celebrity endorsement and customer purchase decision ($r = .732^{**}$ & $p = .000$). There was also a strong relationship between the two variables.

Table 4.4.6 correlation between celebrity endorsement of promotion and customer purchase decision.

		Celebrity endorsement of promotion	Purchase decision
Celebrity endorsement of promotion	Pearson Correlation	1	.732**
	Sig. (2-tailed)		.000
	N	373	373
Purchase decision	Pearson Correlation	.732**	1
	Sig. (2-tailed)	.000	
	N	373	373

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

Source: survey data (2016)

4.5 Regression Analysis

Regression analysis in this study is used to determine whether the independent variables explain will be significant variations in the dependent variable and whether a relationship exists (Malhotra & Birks, 2007). If $p < 0.05$, which means the hypothesis is supported and can be used to make predictions, however, if $P > 0.05$, it means the hypothesis is rejected.

Moreover, the explanatory power (R^2) is used to determine the value of explaining for the research. The value of R^2 below 0.2 is considered weak explaining, between 0.2 and 0.4 is moderate explaining, and above 0.4 is considered strong power for explaining.

In order to see contribution of factors that consumers consider in their decision to purchase bottled water, multiple linear regression analysis was employed. Customer purchase decision was used as the dependent variable while the packaging and promotional elements were used as independent variables.

Table 4.5.1 Model summary

Model	R	R Square	Adjusted R square	Std. Error of the estimate
1	.937	.879	.877	.205

- a. Predictors: (Constant), Celebrity endorsement of promotion, Design of packaging, Word of mouth promotion, Color of packaging, Size of packaging, Advertising of promotion
- b. Dependent Variable: Purchase decision

The regression model (see table 4.5.1) presented how much of the variance in the measure of customer purchase decision is explained by the elements of packaging and promotional mix (the model). The model summary table indicates that, R, which represents the multiple correlation coefficients between predictor and outcome, is 0.937. While adjusted R Square shows the ratio of interdependence. Value of adjusted R square is 0.877, which is multiplied by 100%, which implies a strong explanatory power. It means that the model or the predictor variables (color, size, wrapper design, advertising, word of mouth and celebrity endorsement) have been contributed for 87.7 % in the dependent variable (Customers' purchase decision). The remaining 12.3 % can be explained by other variables out of this model.

Table 4.5.2 ANOVA table

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	110.812	6	18.469	441.240	.000 ^a
Residual	15.319	366	.042		
Total	126.131	372			

- a. Predictors: (Constant), Celebrity endorsement of promotion, Design of packaging, Word of Mouth of promotion, Color of packaging, Size of packaging, Advertising of Promotion
- b. Dependent Variable: Purchase Decision

Table 4.5.2 shows the overall significance/ acceptability of the model from statistical perspective. As the significance value of F statistics shows a value (.000), which is less than $p < 0.05$, the model is significant. This indicates that the variation explained by the model is not due

to chance. The significance level in ANOVA table indicates that the combination of variables significantly predicts the dependent variable. Analysis of variance (ANOVA) is used to test the hypothesis of no linear relationship between the independent and dependent variables (i.e. R Square = 0). As can be seen from the above table, the F – value, which serves to test how well the regression model fits the data, is given by 441.240 with significance level of 0.000. Since the observed significant is less than 0.05, the hypothesis that there is linear relationship between the independent and dependent variable is accepted.

This result tells us that there is less than a 0.1% chance that an F – Ratio becomes larger. Therefore, we can say that the regression model result is significantly better in predicting Customers’ purchase decision than the mean value of consumers’ purchase decision.

According to Pallant (2011), to conduct multiple regression analysis, there are three assumptions should be passed: Linearity, Heteroscedasticity and Multicollinearity. Linearity test is passed since the data are scattered around diagonal line of P-P plot, regression model is good if the data distribution is normal or near normal. The data are proven to be homogenous since the data are spread above and below zero on all parts of scatter plot/graph and no multicollinearity problem where the tolerance is close to 1 and VIF (Variance Inflation Factor) value is around 1, therefore we can safely conclude that there is no collinearity with in our data.

Table 4.5.3 regression for customer purchase decision

	Unstandardized coefficient		Standardized coefficient	T	Sig	Collinearity statistics	
	B	Std. error	Beta			Tolerance	VIF
1 (Constant)	.100	.088		1.147	.252		
Color of packaging	.168	.012	.275	14.054	.000	.864	1.158
Size of Packaging	.147	.018	.167	8.055	.000	.774	1.292
Design of Packaging	.153	.017	.185	9.079	.000	.798	1.253
Advertising	.121	.012	.226	10.024	.000	.653	1.531
Word of Mouth Promotion	.196	.013	.302	15.623	.000	.888	1.126
Celebrity Endorsement of Promotion	.199	.012	.405	17.139	.000	.593	1.686

a. Dependent Variable: Purchase decision

Source: Survey study (2016)

According to table 4.5.3, the regression standardized coefficients for the six independent variables, i.e. Color of packaging, size of packaging, wrapper/package design of packaging, advertising, word of mouth of promotion and celebrity endorsement of promotion are 0.275, 0.167, 0.185, 0.226, 0.302 and 0.405 respectively. Their significance levels are .000 for all variables, which are less than 0.05 (5%). This indicates that there is a strong positive significant relationship between the independent variables and dependent variable. Since, coefficient of the predictor variables were statistically at less than five percent level of significance, therefore alternative hypotheses related with color of packaging, size of packaging, wrapper/package design of packaging, advertising, word of mouth of promotion and celebrity endorsement of promotion were accepted.

The B- value tells us about the relationship between consumers' purchase decision and each predictor. If the value is positive we can tell that there is positive relationship between the predictor and the outcome, whereas a negative coefficient represents negative relationship. For these data, all the six predictors have positive β - value, which indicates positive relationship. Therefore, the alternative hypotheses for all the six variables are accepted as color of packaging, size of packaging, wrapper design of packaging, advertising, word of mouth promotion and celebrity endorsement promotion for bottled water increases the consumer purchase decision.

In addition, the B - values and their significance are important statistics to look at. The standardized beta value tells us the number of standard deviations that the outcome will change as a result of one standard deviation change in the predictor. The standard deviation units are directly comparable; therefore, they provide better insight in to the importance of a predictor in the model. According to regression coefficient (beta), celebrity endorsement is at the first place of importance for influencing of purchase decision. The standardized beta for celebrity endorsement is 0.405; this indicates that this variable has relatively a strong degree of importance for customer purchase decision than others. Word of mouth ranks at the second place, color grades at the third place, advertising at the fourth place, wrapper design and size are at the fifth and the last place with a standardized beta of 0.302, 0.275, 0.226, 0.185 and 0.167 respectively.

The specified regression equation takes the following form

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6$$
$$= \alpha + \beta_1 (\text{CP}) + \beta_2 (\text{SP}) + \beta_3 (\text{WD}) + \beta_4 (\text{AP}) + \beta_5 (\text{WM}) + \beta_6 (\text{CE})$$

Where:

Y = Purchase decision (PD)

CP = Color of packaging,

SP = Size of Packaging

WD = Wrapper/Package design

AP = Advertising

WM = Word-of-Mouth

CE = Celebrity Endorsement

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5,$ and β_6 = The Regression standardized coefficient of each variable

Therefore the equation derives as

$$Y = 0.100 + 0.275 \text{ CP} + 0.167 \text{ SP} + 0.185 \text{ WD} + 0.226 \text{ AP} + 0.302 \text{ WM} + 0.405 \text{ CE}$$

From the Multiple Linear Regression equation, it can inform the interpretation as follows:

- a) Constant 0.100 shows the impact of Color (CP), Size (SP), Wrapper design (WD), Advertising (AP), Word of mouth (WM) and Celebrity Endorsement (CE). It means that, in a condition where all independent variables are constant (Zero), Purchase decision (Y) as dependent variable is predicted to be 0.100.
- b) Color (CP) has an effect to Purchase decision (Y) as many as 0.275. In condition where other variables are constant, if (CP) color increases by one standard deviation, purchase decision (Y) is predicted to be increased by 0.275 standard deviations.
- c) Size (SP) has an effect to purchase decision (Y) as many as 0.167. In condition where other variables are constant, if there is one standard deviation increases in size (SP), purchase decision (Y) is predicted to be increased by 0.167 standard deviations.
- d) Wrapper design has an effect to purchase decision (Y) as many as many as 0.185. In a condition where other variables are constant, if there is one standard deviation increases

in wrapper design (WD), purchase decision (Y) is predicted to be increased by 0.185 standard deviations.

- e) Advertising (AP) has an effect on purchase decision (Y) as many as 0.226. In a condition where other variables are constant, if there is one standard deviation increases in advertising (AP), purchase decision (Y) is predicted to be increased by 0.226 standard deviations.
- f) Word of mouth (WM) has an effect on purchase decision (Y) as many as 0.302. In condition where other variables are constant, if word of mouth (WM) increases by one standard deviation, purchase decision (Y) is predicted to be increased by 0.302 standard deviations.
- g) Celebrity endorsement (CE) has an effect on purchase decision (Y) as many as 0.405. In a condition where other variables are constant, if celebrity endorsement (CE) increases by one standard deviation, purchase decision (Y) is predicted to be increased by 0.405 standard deviations.

Moreover, the t- value is also used to test the significance of the coefficient of each independent variable. The smaller the value of significance (and the larger the value of t) the greater contribution of that predictor. The t- values of the variables were given by color of packaging (14.054), size of packaging (8.055), wrapper design of packaging (9.079), advertising promotion (10.024), word of mouth promotion (15.623) and celebrity endorsement (17.139). The significance level of all the variables are given by 0.000, since the significance level of all variables is less than 0.05, the regression coefficient of the independent variables are statistically significant on predicting the dependent variable.

Table 4.5.4 summary of the overall outcome of the hypotheses

Hypotheses		
H1: Packaging has a positive significant effect on customers' purchase decision.		
Sub – hypotheses	Result	Reasons
H1.1 Color of packaging has a positive significant effect on customers' purchase decision.	Supported	$\beta = 0.275$ & $P = 0.000$
H1.2 Size of packaging has a positive significant effect on customers' purchase decision.	Supported	$\beta = 0.167$ & $P = 0.000$
H1.3 Wrapper design of packaging has a positive significant effect on customers' purchase decision.	Supported	$\beta = 0.185$ & $P = 0.000$
H2: Promotion has a positive significant effect on customers' purchase decision.		
Sub – hypotheses	Result	Reasons
H2.1 Advertising has a positive significant effect on customers' purchase decision.	Supported	$B = 0.226$ & $P = 0.000$
H2.2 Word-of-mouth has a positive significant effect on customers' purchase decision.	Supported	$B = 0.302$ & $P = 0.000$
H2.3 Celebrity Endorsement has a positive significant effect on customers' purchase decision.	Supported	$B = 0.405$ & $P = 0.000$

Source: Survey data (2016)

In general as table 4.5.4 clearly shows, among the six predictors, multiple linear regression (Beta coefficient) analysis revealed that, celebrity endorsement was the first most significant variable according to relationship with consumers purchase decision followed by word of mouth. Color of packaging took the third place and advertising rated as the fourth most important factor of customers' purchase decision. Wrapper/package design took the fifth place and size of packaging rated at the sixth place. This indicates that all the predictors are significant for bottled water users in their decision to buy bottled water.

4.6. Discussion on findings

This section presents the findings of the study in line with the objectives of the study by using SPSS 17.0 software. This study was designed and carried out in order to identify the impact of packaging and promotional mix elements on customers' purchase decision of higher education students in Addis Ababa. According to the study; color of packaging, size of packaging, wrapper design of packaging, advertising, word of mouth promotion and celebrity endorsement promotion have highly positive and significant effects on customers' purchase decision.

Packaging Attributes

- With respect to the first objective, the result of the survey indicates that color of packaging has a positive significant effect on customers' purchase decision. This is given by the regression analysis results; color of packaging towards customer purchase decision where respondents have shown positive attitude toward color of packaging impact on their decision to purchase with standardized coefficient $B = 0.275$ and $P = 0.000$. That is, they considered color as their determinant to buy bottled water and they give special attention to it. This study is supported by other researchers, in 2012, Delya & Parmar conducted research on the role of packaging on consumers' buying behavior and their result indicates that color of packaging has a positive and significant relationship with consumers' buying behavior. The study done by Sadique, et al; (2015), also found that there is highly positive significant relationship between color of packaging and consumer purchase behavior. Ahmed, parmar & Amin (2014) revealed that packaging elements like its color are more important factors when consumers making any buying decision. Moreover, the study done by Abdullah, Abulkalem & AKterjjaman (2013) found that color of packaging has perfect positive correlation to the consumers buying decision. Using attractive colors on the pack can grab the consumers' attention. Customers like the colored packaging, it means that the customer can adopt product on the behalf of its color

of packaging. When color specialists (manufacturers) use colors they have to use attractive and culture based preferring colors on the pictures, brand names, printed information indicators, fonts, labels and caps of the package.

- With respect to the second objective of the study, the result of the survey indicates that size has a positive significant effect on customers purchase decision with $B = 0.167$ and $P = 0.000$. That is, they give high special attention toward size while buying bottled water. This study can also be strengthened by the study done by Adam & Ali (2014), found that there is highly positive significant relationship between size of packaging and consumer buying behavior of customers on the packaged milk industry. The findings of Sadique et al; (2015) revealed that there is highly positive significant relationship between elements of packaging like its size and consumer purchase behavior. Even if big size bottled water are cheaper than the small size bottles in comparison, this research respondents preferred small size bottles. They preferred it as they want to consume it on the occasion when their need raised and not need to carry it but for the sake of use and throw. Generally this indicates the size of packaging and customer purchase decision were highly positively correlated.

- The third objective is related to wrapper/package design influence on customers' purchase decision. The result of the survey indicates that wrapper design has a positive significant effect on customers' purchase decision with $B = 0.185$ and $P = 0.000$. That is, customers can give their focus to the wrapper/package design of the product. Attractive and eye catchy wrapper design can influence their decision. This result is supported by other researchers, a research done by Mentari, R., Aisyah and Kumar (2014), has found similar results that there is a relationship between packaging of product and buying decision on bottled drinking water users. Furthermore, Deliya and Parmar's research (2012), also found that people's buying decision is influenced by wrapper design. A study conducted by Veidung, A. (2011), revealed that there is a positive relationship between the visual attractiveness of a bottle and that of the perceived quality as well as intended purchase. Hess, Metcalf, Danes and Singh (2015), result also demonstrated that design is important to consumers, which help them in increasing design literate and the perceived quality of the package design does impact brand evaluation.

NB: B means Standardized coefficient beta

Promotional mix Elements

- With respect to the fourth objective, the result of the survey indicates that advertising has a positive significant effect on consumers' purchase decision with $B = 0.226$ and $P = 0.000$. A study of Olasunkanmi, Paul and Bose (2015), has strengthened this result, that advertising has a positive significant effect on organizational performance. A study conducted by Wenbo Cui (2011), has found that advertising has a positive significant effect on brand awareness, brand association and brand loyalty. Oladepo, I., & Abimbola, S., (2015), also found out advertising, sales promotion and personal selling have significant influence on consumers' buying decision of fast moving consumer goods. Moreover, Piratheepan and Pushpanathan (2013), found that advertising and sales promotion have strongly positive impact on brand awareness of milk powder. That is, customers consider advertising to be good, favorable, likeable, interesting and pleasant. Marketers also have to think about their advertising programs and expect to spend more on proper and adequate advertising plans to get customers attention that raise their interest and building a desire to make purchase decision.
- Regarding the fifth objective, the result of the survey indicates that word of mouth promotion has a positive significant effect on customers' purchase decision with $B = 0.302$ and $P = 0.000$. That is, most of respondents have a belief on what they hear from friends, family members and people with shared interests. This study is supported by other researchers, a study done by Wenbo Cui (2011), has revealed that word of mouth has a positive significant effect on perceived quality and brand loyalty. A study done by Ismajli, et,al; (2013), also revealed that Rugove water consumers are very loyal to their brand since majority of them declared they purchase bottled water because of satisfaction after first use or the word of mouth. Therefore, marketers must understand that word of mouth is more trustworthy and the information from friends and relatives is taken as evidence of reality. So company owners need to distribute their company's reputation through positive word of mouth by their loyal customers to increase probabilities of purchasing on bottled water users. Moreover, Hartford, K. (2012), in his research found that word of mouth and the opinion of others, whether professional opinions or personal opinions, play an integral role in influencing our spending habits, our decision making process and our assessment of worth – whether it be self-image, the stock we put into the

choices of others, or how we evaluate commodities of various kinds. In turn, this affects our quality of life by determining what we do or do not bring into our lives, be it people or product.

- With regard to the last objective, the result indicates that celebrity endorsement has a positive significant effect in creating an impact on customers' purchase decision with $B = 0.405$ and $P = 0.000$. This study is reinforced by the study of other investigators. Seimien and Jankovic (2014), on their study proved that congruence between the celebrity and brand personality positively impacts purchase intention of the advertised brand. Besides, a study done Eun Mo (2014), revealed that the four attributes of the endorsers (likeability, credibility, similarity and congruence with the brand) had a significant influence on the endorsed brand image. A study done by Frank, O., Asiedu and Acheampong (2014), on their study found that when a celebrity endorses a product there is a significant increase in the sales volume of the products. That is, even if celebrity endorsement has significant effect on customers' purchase decision, marketers in the industry must need to consider more the use of celebrity endorsers in their promotional endeavors to grab consumers' attention for their promotional campaign. As people love what celebrities love, firms should also be taken great care while selecting celebrities and expect to invest large amounts of money to align themselves and their products with famous celebrities that they will draw attention of their customers to the endorsed products and transfer image values to these products by virtue of their celebrity profile and engaging attributes.

In general the findings of this study on the color, size, wrapper design, advertising, word of mouth and celebrity endorsement have alignments with different findings of other researchers in the field.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

INTRODUCTION

This chapter presents summary of the findings of the study, conclusions and recommendations.

5.1 Summary of findings

Earlier studies of packaging and promotional mix impacts on customer purchase decision have shown contradicting findings based on the country of origin and industry context. In addition, studies on customers' purchase decision in higher education students in Ethiopia have not been specifically focused on the bottled water category industry. The current study sought to establish the impact of packaging and promotional mix elements on customers' purchase decision of higher education students, and analyzed the strength of each of the selected elements (color, size, wrapper design, advertising, word of mouth and celebrity endorsement) on customers' purchase decision in the bottled water industry in Addis Ababa.

This was achieved through the use of a cross-sectional explanatory research design. The data was collected using a structured questionnaire. The data were analyzed using descriptive and inferential statistics. The descriptive statistics were used to describe and summarize the data, while inferential statistics, particularly the correlation was used to investigate the relationships between the studied variables. Multiple regression analysis also used to predict the effects of the determinants of customers' purchase decision in the bottled water industry. The overall fit of the model was tested using the model summary and ANOVA statistics.

From the analysis of descriptive statistics and interpretation it is found that size has the highest mean among the variables and on average respondents are more agreed that size of packaging can influence their bottled water purchasing decision. Correlation indicated that color, size, wrapper design, advertising, word of mouth have moderate relationships, while celebrity endorsement has strong relationship with purchase decision. According to the regression analysis and interpretation result indicated that all the independent variables have a strong power on predicting/explaining the dependent variable and celebrity endorsement is a prominent factor which creates customers' purchase decision. Celebrity endorsement is useful concept for fast

moving consumer goods because the fast moving goods are purchased repeatedly and customers show loyalty towards the brand endorsed by maintaining differentiation. The rest five determinants of packaging and promotional mix elements were found to significantly predict the impact of packaging and promotional mix elements on customers' purchase decision of higher education students in Addis Ababa. Those that have a positive impact include; color of packaging, size of packaging, wrapper design, advertising and word of mouth, which were the main building blocks on creating customers' purchase decision.

5.2. Conclusion

The main objective of the study is to review the impact of packaging and promotional mix elements on customers' purchase decision of bottled water of higher education students in Addis Ababa. Packaging and promotion are two of the significant concepts in marketing management concept i.e. customers' purchase decision. They can help marketers and managers to create differentiation from their competitors in order to gain the competitive advantage in the market.

Overall the method of this study is quantitative and objective.

The results of this study show the association between all the independent variables and the dependent variable towards drinking bottled water products. Moreover, the assessment of the results of regression analysis indicated that color, size, wrapper design, advertising, word of mouth and celebrity endorsement have a positive significant effect on customers' purchase decision depending on their level of importance from the most to the least determinant factor.

From this regression analysis finding, it can be concluded that celebrity endorsement is an important element which highly influence the customers' purchase decision. Respondents of this particular study may perceive celebrity endorsement as any person who enjoys public recognition from a large share of a certain group of people like film actors, singers, journalists and so on. No matter how they perceive the criterion that an endorser to grasp, the writer of this particular study found that celebrity endorsement is the most significant predictor and rank at first place of importance for influencing of purchase decision. Erdogan (1999) stated that it does not really matter whether an endorser is an expert or not, all that matter is how the target audience perceives the endorser.

Moreover, most consumers purchase bottled water because of the testimonies hearing from friends, relatives and people with shared interests. Customers believed that word of mouth is more trustworthy, since it is not perceived as marketing and the information from relevant others

such as friends and relatives is taken as evidence of reality. It can be conclude that word of mouth has a positive significant effect on customers' purchase decision.

The study also revealed that color of packaging is an imperative measurement in consumers' decision to purchase drinking bottled water. These finding indicated that most customers are attracted by the color combinations of bottled water. Consumers have color memory which they relate to certain brands in which triggered to buy. Using attractive colors on the pack can grab the consumers' attention.

Advertising has a positive significant effect on customers' purchase decision according to the regression analysis report. It can be conclude that more consumers are exposed to advertising coverage. They also consider advertising as good, favorable, likeable, interesting and pleasant on influencing their purchase decision. The advertising persuasion effect could be the reason for their decision to buy bottled water.

The regression analysis also indicated the positive impact of wrapper design on customers' purchase decision. The role of wrapper design on consumers' attractiveness is vast, which makes it highly determinant on their decision to purchase. Visual appeal of package design makes them feel stylish and fashionable. It can be concluded that more consumers are draw their attention to artistically and good looking package design.

The finding of this study also indicated that size of packaging has a positive significant effect on customers' purchase decision. Consumers choose bottled water according to their preferable package size. It can be concluded that more consumers are attracted by the size of packaging and the size effect could also be the reason for consumers' acquisition for the product. As small size of bottled water is easy to handle and need not to carry, consumers are enticed to purchase it.

In general the result of this study revealed that packaging and promotional mix elements were independent predictors of customers' purchase decision. For this purpose main packaging and promotional elements could be identified: Color of packaging, size of packaging, wrapper design of packaging, advertising, word of mouth and celebrity endorsement and all these predictors have a highly positive significant effect on customers' purchase decision of bottled water.

According to regression coefficient (Beta), celebrity endorsement is at the first place of importance for influencing of purchase decision. The standardized beta for celebrity endorsement is 0.405. Word of mouth ranks at the second place, color grades at the third place, advertising at the fourth place, wrapper design and size are at the fifth and the last place with a standardized beta of 0.302, 0.275, 0.226, 0.185 and 0.167 respectively.

According to the respondents' response rate their purchase decision on bottled water; about 87.7% is influenced by packaging and promotional mix elements. It can therefore be concluded that packaging and promotional mix elements are the most vital features, which influence customers' purchase decision.

5.3. Recommendation

Based on the findings and conclusion, the subsequent recommendations are suggested as follows;

- ✓ It is highly recommended to the marketing and business units that they should pay proper attention for good packaging. If they accept or introduce the poor packaging then it could be one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement strategy accordingly for better attraction of customers and win the competition. The more attractive the color, the more preferable the size and the more aesthetically pleasing the wrapper design are the most important standards for bottled water preference and the more likely the consumer is to purchase the product.
- ✓ Color experts have to increase their capacity on introducing much more color of combinations on the pictures, labels, brand names, fonts and caps of the package to differentiate their offer from their competitors and to enhance the level of attraction of their product.
- ✓ Packaging in different sizes can extend a product in to new target markets and smaller size packages are usually priced at lower absolute level making the product more readily affordable to greater proportion of the population, therefore marketers expect to introduce more small sized packages than currently available sizes.
- ✓ Company owners' and design experts also have to pay an appropriate attention to the design of the wrapper. As most of the bottled water companies provide circle wrapper design, wrapper design experts have to modify their package/wrapper design in order to differentiate their product from other competitors and to cease mislead due to packaging imitations. Moreover, as artistically and good looking wrapper design attract customers; it needs new creativity and better improvement & development to influence the customers' purchase decision.
- ✓ As advertising is one of the most important elements of promotional mix on catching consumers' attention and transfer consumers' feeling on to the product and produce a good impression; it can therefore be recommended that each bottled water companies

should set extensive investment in advertising; advertising diversity (a variety of advertising means), the diversity of advertising tools (e.g. using cartoons, toys, persons, voice, action and equipment for promoters as well as for merchandisers like T-shirt, hat, dresses, scarves etc.) and reappearances the advertising (repetition through time).

- ✓ Word of mouth has a very great role on customers' belief. Most of the respondents are lying on shared comments or experiences as information sources to evaluate a product; therefore, it effects on customers' purchase decision. Hence, company owners and marketers have to set plans, on which they may create loyal customers, who are committed to a brand or shared information or experience in order to help others to make brand selection.
- ✓ The bottled water companies should also use time to time some more and new attractive system of word of mouth promotion to keep alive the general awareness in the whole market.
- ✓ Celebrity endorsement is considered as the most popular marketing communication tool which can help a firm to promote its products. When advertising endorsers can create topics from marketing campaigns and connect brand with consumers mind and transfer their feelings on a product. In addition, people often see advertisements on different mass Medias. Sellers hope to use popularity, specialty and attractiveness of an advertising endorser to catch consumers' eyesight in a short and increase customers' purchase decision. Accordingly, it is suggested that marketers should use a highly reliable endorsers (e.g. famous athletes) to endorse their products to increase consumers' purchase decision in the bottled drinking water. Moreover, much attention needed not to recruit endorsers, who are involved in negative publicity or some ambiguous situations, as celebrity personality transfers its characteristics to brand personality.
- ✓ Once companies can increases their promotions, their selling amount will also go high. The managers of all business can apply the results of this paper for selecting proper strategies for creating a high level of selling amount therefore advertising, word of mouth and celebrity endorsement should be improved and developed as motivators for customers' purchase decision.
- ✓ It is recommended that each bottled water company should adopt a combination of packaging and promotional mix elements that can bring distinct outcomes in terms of turnover, improved market share, customer retention and productivity among others. The

entrepreneurs in that business should ensure that their companies are working on those factors well. This may show more useful details in consumer purchase decision of bottled water and can therefore be a better guideline for producers/marketers of bottled water

- ✓ Managers can use findings to adopt strategies for providing brand preference. In summary, it can be said that color of packaging, size of packaging, wrapper design of packaging, advertising, word of mouth and celebrity endorsement should be developed and improved.

5.4 Limitations and Suggestions for further Discussion

- ✓ This study didn't cover all the elements of packaging and promotional mix; further research to the other determinant factors of packaging and promotional mix in relation with bottled water purchasing decision, is recommended. Since this research is focused on relatively small part of the factors (color, size, wrapper design, advertising, word of mouth and celebrity endorsement), it is recommended to carry out a research which takes into consideration other factors of packaging and promotional mix on a wider scale taking sample from different faculties of the university including the private colleges, university colleges and universities.
- ✓ This research has been approached the quantitative method using cross sectional survey design to collect data only from the customers; it is better for other researchers to include the qualitative method in order to get the opinion of the bottled water companies marketing managers regarding the investigated subjects. In addition, further research should consider using a longitudinal survey design.
- ✓ Future studies should expect to exploit the implications of multiple sub parts/determinants of packaging and promotional mix elements by providing evidences on the customers' purchase decision on various product categories.

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APPENDICES



Appendix 1 Questionnaire

School of Commerce

Marketing Management Program

Dear respondents

First of all I am very thankful for your cooperation.

My name is Amanuel Teklemariam and I am a student of marketing management program in Addis Ababa University, school of Commerce. Currently I am conducting this study as partial fulfillment of master's degree in Marketing Management.

The aim of this study is to examine *"The impact of packaging and promotion elements on customers' purchase decision of bottled water in higher education students"*. Moreover the aim of this questionnaire is to collect data on the above-mentioned research topic. The information is for academic purpose only and will be treated strict confidentiality. I kindly request you to provide the required information to the best of your understanding by filling out the questionnaire.

N.B. This questionnaire consists of two sections. Please ensure your respond to all the questions.

Section one: Respondents Profile

Please tick "√" the appropriate box by choosing the answer which represents your opinion.

1. Sex Male Female
2. Age group 18-25 26-35 36-45 Above 45
3. To which school you are belong? School of Commerce
 College of Business & Economics (Main Campus)
4. Educational status Under graduate Postgraduate
5. Years of study in AAU.
 1st year 2nd year 3rd year 4th year

6. Department

- Accounting & Finance Economics
 Public Administration & Policy Management
 Logistics & supply Chain Mgt. Human Resource Mgt.
 Business Administration (BAIS, EMBA & MBA) Marketing Management
 Finance & Development Economics Project management

7. Which brand of bottled water do you prefer?

- Eden Yes Abyssinia Aqua Addis Origin Other

Other, please specify _____

8. What is your current monthly income in Ethiopian birr?

- Under 2,000 2,000-3,999 4,000-5,999
 6,000- 7,999 over 8,000 would rather not to say

Section Two: The impact of Packaging & promotion on purchase decision.

N. B. Product 'X' means the bottled water you prefer

Please circle the answer which *MOSTLY* matches your opinion on the five points of Likert scale where: 1 ≈ Strongly Disagree, 2 ≈ Disagree, 3 ≈ Neutral 4 ≈ Agree, 5 ≈ Strongly Agree

Description/Item		Point of scale				
Color of Packaging (CP)						
CP 1	Color of packaging matters me in purchasing bottled water.	1	2	3	4	5
CP 2	The color combinations of package of bottled water influence my attention.	1	2	3	4	5

CP 3	I purchase product 'X' as its colors on the pack makes me more attractive than others.	1	2	3	4	5
CP 4	The color of packaging inspires me to prefer product 'X'	1	2	3	4	5
Size of packaging (SP)						
SP 1	I choose bottled water, which has my preferred package size.	1	2	3	4	5
SP 2	Size of package helps me to find the product easier.	1	2	3	4	5
SP 3	Small size of bottled water attracts me to purchase, because it is easy to handle.	1	2	3	4	5
SP 4	I like the size of product 'X'.	1	2	3	4	5
Package/Wrapper design (WD)						
WD 1	Package design is important in packaging.	1	2	3	4	5
WD 2	Visual appeal of package design inspires me in preferring bottled water.	1	2	3	4	5
WD 3	I am always attracted by the shape of the package design of product 'X'.	1	2	3	4	5
WD 4	Package design of product 'X' helps me to find the product easier.	1	2	3	4	5
Advertisement (AP)						
AP 1	My decision to purchase is influenced by advertisement.	1	2	3	4	5
AP 2	Advertising inspires me to take an interest to buy bottled water.	1	2	3	4	5
AP 3	I buy bottled water that I frequently exposed through advertising.	1	2	3	4	5
AP 4	I buy product 'X', which is advertised in a better way.	1	2	3	4	5
Word of Mouth (WM)						
WM 1	I have been listening about bottled water from friends and family members.	1	2	3	4	5
WM 2	My decision to purchase is influenced by Word-of –mouth.	1	2	3	4	5
WM 3	I trust the information told by my friends and people with shared interests to buy product 'X'.	1	2	3	4	5
WM 4	I tell others to buy product 'X'.	1	2	3	4	5

Celebrity Endorsement (CE)						
CE 1	I trust the messages passed by the celebrity endorsement about product 'X'.	1	2	3	4	5
CE 2	Celebrity Endorser attractiveness draw my attention to prefer product 'X'.	1	2	3	4	5
CE 3	I believe celebrity endorser is best fit for endorsing product 'X'.	1	2	3	4	5
CE 4	The promotion made by the celebrity endorsement influenced me to purchase product “X”.	1	2	3	4	5
Purchase decision questions (PD)						
PD 1	The color of package influences me to buy product ‘X”.	1	2	3	4	5
PD 2	The size of packaging inspires me to purchase product ‘X”.	1	2	3	4	5
PD 3	Package design of product “X” influences my purchase decision.	1	2	3	4	5
PD 4	Advertising of product “X” stimulates my purchase decision.	1	2	3	4	5
PD 5	Word-of-mouth about product “x” entices my decision to purchase it.	1	2	3	4	5
PD 6	The celebrity endorser of product “x” influences my purchase decision.	1	2	3	4	5

If you want more information you can contact me with the following address:

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I THANK YOU AGAIN !!

Appendix 2A: Correlation Table

Correlations

		color of packaging	Size of packaging	Design of packaging	Advertising	Word of mouth promotion	Celebrity endorsement promotion	Purchase decision
color of packaging	Pearson Correlation	1	.276**	.272**	.144**	.050	.209**	.504**
	Sig. (2-tailed)		.000	.000	.005	.336	.000	.000
	N	373	373	373	373	373	373	373
Size of packaging	Pearson Correlation	.276**	1	.411**	.122*	.164**	.198**	.476**
	Sig. (2-tailed)	.000		.000	.018	.001	.000	.000
	N	373	373	373	373	373	373	373
Design of packaging	Pearson Correlation	.272**	.411**	1	.019	.093	.053	.383**
	Sig. (2-tailed)	.000	.000		.711	.072	.304	.000
	N	373	373	373	373	373	373	373
Advertising	Pearson Correlation	.144**	.122*	.019	1	.193**	.588**	.586**
	Sig. (2-tailed)	.005	.018	.711		.000	.000	.000
	N	373	373	373	373	373	373	373
Word of mouth promotion	Pearson Correlation	.050	.164**	.093	.193**	1	.311**	.530**
	Sig. (2-tailed)	.336	.001	.072	.000		.000	.000
	N	373	373	373	373	373	373	373
Celebrity endorsement promotion	Pearson Correlation	.209**	.198**	.053	.588**	.311**	1	.732**
	Sig. (2-tailed)	.000	.000	.304	.000	.000		.000
	N	373	373	373	373	373	373	373
Purchase decision	Pearson Correlation	.504**	.476**	.383**	.586**	.530**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	373	373	373	373	373	373	373

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

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

Table 4.4. Correlation table

Appendix 2B: Regression coefficient tables

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.100	.088		1.147	.252	-.072	.273					
	color of packaging	.168	.012	.275	14.054	.000	.145	.192	.504	.592	.256	.864	1.158
	Size of packaging	.147	.018	.167	8.055	.000	.111	.183	.476	.388	.147	.774	1.292
	Design of packaging	.153	.017	.185	9.079	.000	.120	.186	.383	.429	.165	.798	1.253
	Advertising	.121	.012	.226	10.024	.000	.097	.145	.586	.464	.183	.653	1.531
	Word of mouth promotion	.196	.013	.302	15.623	.000	.171	.220	.530	.633	.285	.888	1.126
	Celebrity endorsement promotion	.199	.012	.405	17.139	.000	.176	.222	.732	.667	.312	.593	1.686

a. Dependent Variable: Purchase decision

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	110.812	6	18.469	441.240	.000 ^a
	Residual	15.319	366	.042		
	Total	126.131	372			

a. Predictors: (Constant), Celebrity endorsement of promotion, Design of packaging, Word of mouth of promotion, color of packaging, Size of packaging, Advertising

b. Dependent Variable: Purchase decision

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.937 ^a	.879	.877	.205	1.861

a. Predictors: (Constant), Celebrity endorsement of promotion, Design of packaging, Word of mouth of promotion, color of packaging, Size of packaging, Advertising

b. Dependent Variable: Purchase decision

Table 4.5 Regression tables

Appendix2C: Histogram and Normal P-P Plots

Histogram

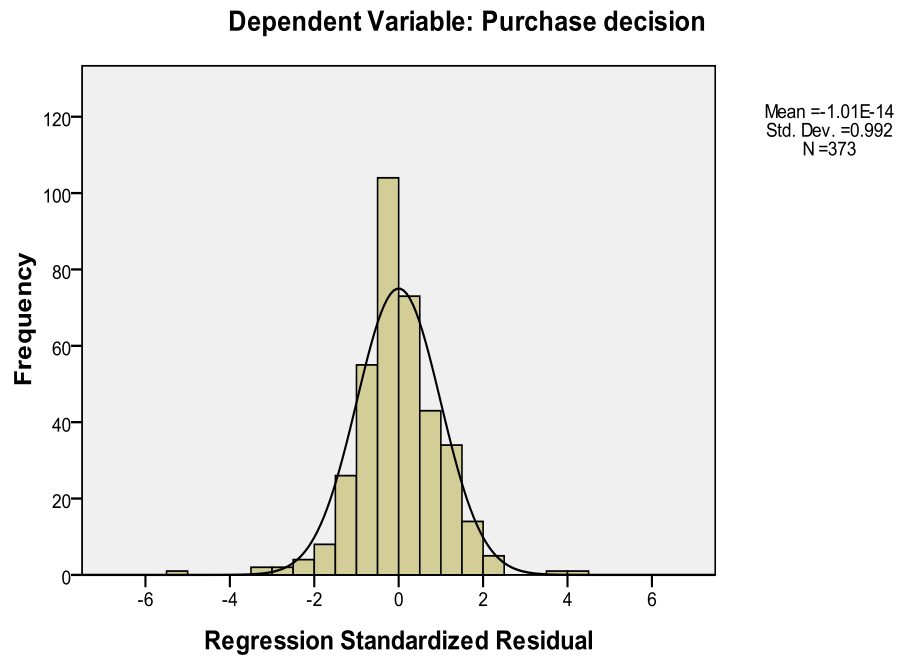


Figure 4.1 Histogram

Normal P-P Plot of Regression Standardized Residual

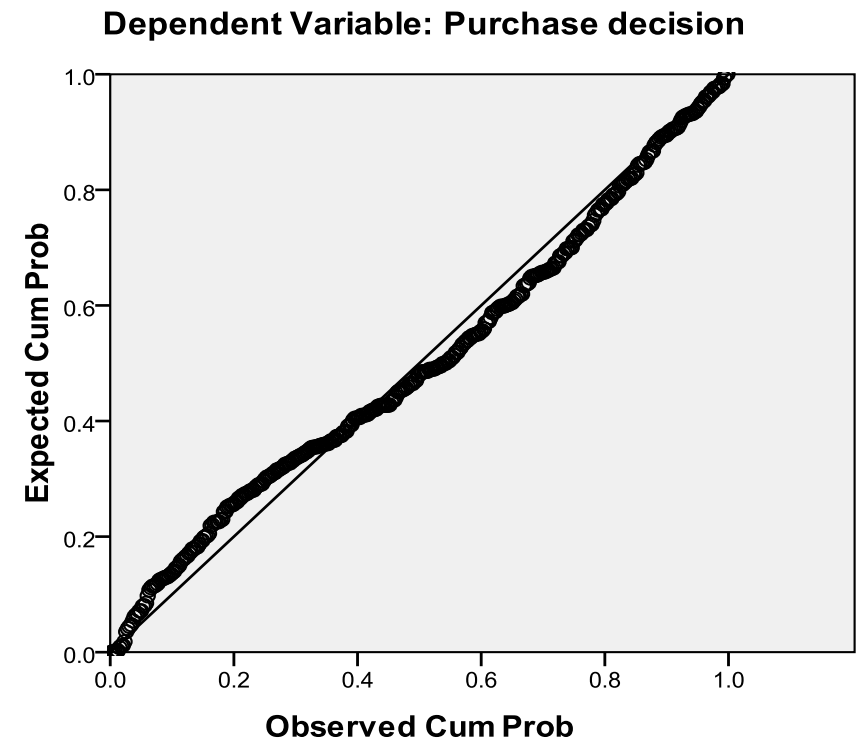


Figure 4.2: Normal P-P Plots

Appendix 2D: Scatter plot

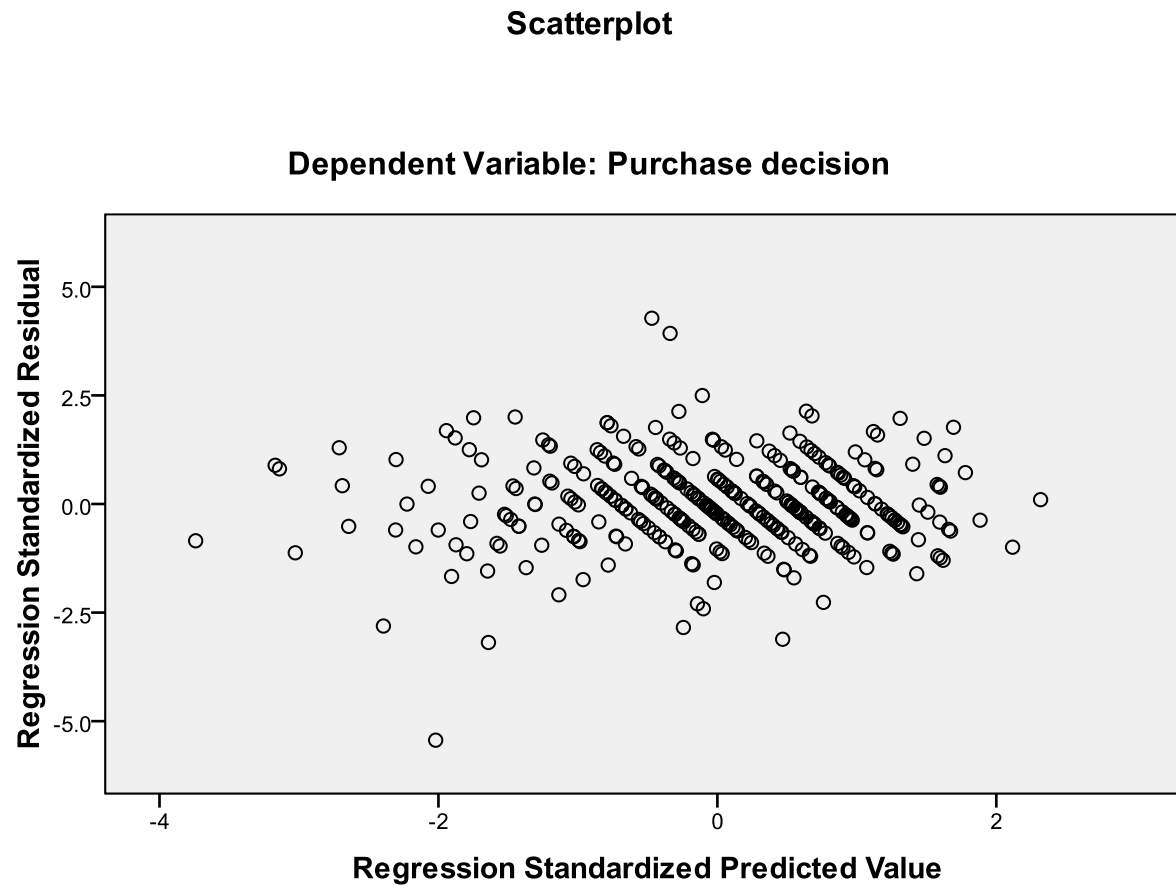


Figure 4.3: Scatter plot of variables

Appendix 3: Sample size table

Table 4.6 Determining sample size of a known population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384
Note: N is Population Size and S is Sample size									

Source: Krejcie & Morgan (1970)