



Addis Ababa University
School of Commerce
Department of Marketing Management

Effect of Product Packaging on Consumer Buying Behavior:
The Case of Senselet Food Processing Company (Sun Chips)

By
Israel Tewodrose

June, 2020
Addis Ababa, Ethiopia

Effect of Product Packaging on Consumer Buying Behavior:
The Case of Senselet Food Processing Company (Sun Chips)

Addis Ababa University School of Commerce
Marketing Management Graduate Program Unit

A Thesis Submitted to the School of Graduate Studies of Addis Ababa
University School of Commerce in Partial Fulfillment for the Award of
Masters of Arts degree in Marketing Management

By
Israel Tewodrose


ADVISOR
Hailemariam Kebede (PhD)

June, 2020
Addis Ababa, Ethiopia

**Addis Ababa University School of Commerce Marketing
Management Graduate Program Unit**

This is to certify that the thesis is prepared by Israel Tewodrose, entitled; Effect of Product Packaging on Consumer Buying Behavior: The Case of Senselet Food Processing Company (Sun Chips): In partial fulfillment of the requirements for the award of the Degree of Master of Arts in Marketing Management with the regulation of the University and the accepted standards concerning for to originality.

Approved by Board of Examiners

Hailemariam Kebede(PhD)		25-06-2020
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Thesis Advisor

Signature

Date

Andinet Worku(PhD)		26-06-2020
--------------------	---	------------

Internal Examiner

Signature

Date

Yohannes Workaferahu(PhD)		26-06-2020
---------------------------	---	------------

External Examiner

Signature

Date

Declaration

I, Israel Tewodrose, hereby declare that this research paper entitled “**Effect of Product Packaging on Consumer Buying Behavior: The Case of Senselet Food Processing Company (Sun Chips):**” is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been appropriately acknowledged.

Israel Tewodrose

Student

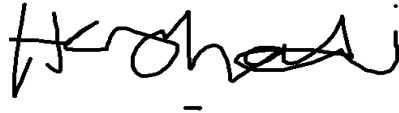
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Letter of Certification

This is to certify that Israel Tewodrose has carried out his thesis on the topic entitled: “Effect of Product Packaging on Consumer Buying Behavior: The Case of Senselet Food Processing Company (Sun Chips)”. This work is original and suitable for the award of Master of Arts (MA) in Marketing Management.



A handwritten signature in black ink, appearing to read 'Hailemariam Kebede', with a small horizontal dash centered below it.

Hailemariam Kebede (PhD)

June, 2020

Acknowledgments

Education is not only about the attainment of academic knowledge and certificate, it's always more than that, it's a journey that helps you to see different things, your time management, your dedication, and a lot. Furthermore, it helps you to see those people which are always ready to help you in your life journey. First, I would like to thank the almighty God for making things achievable and all the blessings in my life.

I would like to thank my Advisor Hailemariam Kebede (Ph.D.) for his invaluable support and guidance for making this thesis possible and I would like to convey my gratitude to Tewodros Mesfin (Ph.D.) also for his life advice during my stay in the university and other courses of life.

This study would not have been successful without the kind participation of those who dedicate their time and feelings by filling the online questioner which was sent personally to their email address and social media accounts.

It is always a pleasure to express my deepest gratefulness to **Mrs. Merkeb Hailu** who is a mother, a friend, and adviser of my entire life. Last but not least I would like to offer my kindest esteems to my friends, especially Matias Kebede, Kirubel Kefyalew, and Mistre Mekonnen

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Abstract

This study is inspired by the absence of studies in the area of assessment of packaging attributes on Consumer Buying Decision. Furthermore, it is important to notice that the usage of food packaging habits in the Ethiopian context is quite different from the developed countries. The objective of this study was to examine the effect of packaging attributes on consumer buying decision behavior and identify important attributes. A total of 200 structured questionnaires were distributed online to consumers of sun chips products in Addis Ababa to collect the primary data. Only 181 questionnaires were returned at the top of the info collection process, which gave the response rate of 90.5 percent. Data collected were analyzed using correlation and regression and SPSS software used for this purpose. The result of the study indicated that the background image on the packaging has the strongest effect on sun chips product purchase decisions followed by innovation printed information and fontsize. However, there have been no significant relationships between packaging material and packaging color on packaging within the purchase decision of the sun chips products. Ethiopian consumers do not give weight to packaging color and therefore the quality of the packaging material. The findings of this survey will be used to make recommendations to marketers to reinforce their level of insight about consumers buying decisions. However, there were no significant relationships between packaging color and packaging materials within the purchase decision of the sun chip product.

Keywords: package attributes, consumer buying decision behavior

Chapter One

Introduction

1.1 Background of the study

In recent years packaging becomes one of the most significant parts of the marketing mix to communicate with the company's consumers on how its products differ from the competitors. According to (Ahmed, Billo&Lakhan, 2012) Packaging is the last impression for consumers and they make purchasing decisions based on product packaging which built a perception in the consumer's mind, consequently, it is very important that packaging is working hard to secure the sale, this may be in the form of creating and maintain brand image, communicating brand values, showing product quality, and innovations.

Packaging performs multi-tasks and functions which describes the product & its features and also communicates with the consumers and also safeguards the product. (Silayoi&Speece, 2007). For example, the packaging of the product tells about different ingredients, usage of the product, and also it informs about some precautions to take if the product has any side effects. To enhance and improve the attractiveness of a product, occasionally, packing includes different features like appealing colors, images, symbols

The role of packaging as a medium for communication and branding is expanding in competitive markets for FMCG products. Packaging can be a jar or a container or a protection for the product. Packaging includes the names and the brand names, brand logos, pictures of the product, different kinds of labels such as ingredients, manufacturing, and expiry date, warnings, price, method of using the product, company name, company place, etc. and the main function of the packaging is to easily and safely distribute the products. (Neeta & Sudha, 2014).

Amid the final decades in food, consumption has been observed with several trends that ought to do with changes in the social and financial environment as well as in way of life.

Nowadays, due to the changing working pattern, lack of adequate time, the increased employment of women, and income growth consumers are going in a trend of fast food, convenience food, and food out of home (Petzoldt, Joiko & Menrad 2008). But at the same time

for many decades now, the citizens of Western developed countries have moved away from primary production and they procure the necessary food from supermarkets and various kinds of large and small food and such related stores, in small or large cities where they live.

Thus, urbanization has resulted in increased consumption of packaged and processed food; consumers are now seeking their food in packages on the shelves of food stores. Packaged foods have the largest market share of food in developed countries and there is a trend for a massive increase in their market share in developing countries as the income of consumers increases (USDA 2011).

In such a circumstance, packaged food is an indispensable component in the modern lifestyle due to the greater demand for convenient, portable, easy-to-prepare meal solutions that lessen the hassles of grocery shopping and preparing a meal. However, various local food products (such as cookies, popcorn, Kollo, etc.) in Ethiopia lack adequate packaging.

In such a situation, innovation in packaging becomes a fundamental strategy for competitive success and survival within a competitive market. Innovative packaging design can change product perception and create a new market positioning (Rundh, 2005). Good packaging design is regarded as an indispensable part of the successful business repetition. The reason numerous companies invest a massive amount of money on the packaging is that they are well aware that a stunning packaging will draw consumer's attention and is capable of turning the buyer on or off.

The communication functions of packaging aim to inform the consumers about the product it contains and assist them in making their decisions carefully. An example of such significant information is food labeling. The trend towards healthier eating has highlighted the importance of labeling, which allows consumers the opportunity to cautiously consider alternatives and make informed food choices.

Also, the Package layout is important for information presentation. Nevertheless, packaging information can create confusion by conveying either too much information or misleading and inaccurate information (Silayoi & Speece 2007). To exploit the information carried on products, manufacturers often use tiny fonts and compact writing styles. This reduces readability and sometimes confuses. To overcome this problem the food industry and the regulatory authorities

have suggested that nutritional information panels should be laid out in the same way for all food products so that they are easy to understand quickly.

In this regard, the government of Ethiopia imposed legislative pressure that affects packaging which is related to labeling whereby the manufacturer or packer is required to declare the nutritional facts, added ingredients, and best-before date criteria on the packaged food to ensure that information on the packaging is sufficient to facilitate the consumers in making a purchase. Therefore, to ensure success, marketers must not only optimize the visibility of the packaging but also ensure that the packaging can communicate the specific benefits of the product and facilitate the consumers in product selection within a variety of brands available in the market.

Marketers have also another solid instrument they can utilize in their exertion to pass their items as a healthy one. This is the package design itself. Packaging has recognized as the silent sales representative and has been the focus of much recent regulation. For the most part, however, this regulation overlooks the nonverbal package label mechanisms. The verbal elements of a package are accurate reflections of the product's characteristics. Package, graphics, however, can be used to strengthen or weaken the marketer's explicit verbal claims or to generate inferences that could conflict with the verbal information (Bone & France 2001). Package design attributes like color, shape, pictures carry a message about the product as well. Maybe this nonverbal message is a covert one but not less important. The first thing consumers see before reading the product label or characteristics is the package design.

Thus, it is critical for food companies and their marketers who try to place a food product as a healthy one to be able to manipulate the package design attributes in a creative manner that can support the "healthy" message. They have to design food packages in a way that these items to be appealing for consumers who look for sound nourishment items. Given the consumer and legislative pressure on companies to rethink their approach to packaging, identifying the important packaging attributes in the packaged food market, particularly from the consumer's perspective is important.

1.2 Statement of the problem

Several studies have been made on the area of packaging around the world. Nonetheless, these studies have failed, because they didn't pass a shared conclusion about the influence of packaging attribute on consumer's buying behavior (Silayoi and Speece, 2004). Kuvykaite (2009) states that depend on the context of the research there will be variance on the findings. This offers the impression on the lack of a common answer to the situation is because of various contexts, circumstances/localities products under 9 consideration, among other issues that affect consumer behavior. According to Kotler and Armstrong (2001), consumer behavior is dynamic and different factors affect buying behavior including; psychological, cultural, personal, and social). Cultural influences on a customer are different in several countries therefore marketers need to be careful in their analysis of different groups, regions, and countries' cultures (Chris, 2009).

Packaging attributes draw the attention of the consumers to a specific product, boost its image, and have a great impact on consumer's opinions about the product (Rundh, 2005). Furthermore, the packaging attributes of the product give distinctive value to products and used as a distinction tool and inspire consumer buying behavior (Underwood, Klein, & Burke, 2001). Mohd (2010) concluded that purchasing intention of food products significantly influenced by perceived value and their future behaviors guided by consumers' brand preferences.

Researches have shown that there is no agreement on the classification of packaging attributes. Some of them attempt to assess all the probable and potential elements of packaging and their influence on consumer's purchase decision (Silayoi & Speece; Butkeviciene, Stravinskiene, & Rutelione, 2008), however, the others focus on separate elements of the package and their impact on consumers buying behavior (Madden, Hewett, & Roth, 2000;)

The motive of many companies to invest a huge amount of money on the packaging is they already recognize that superb packaging will interest consumer's attention and have a great capacity to turning the consumer on or off. Aside from the win over consumer purchasing decisions, food packaging might create anticipation in the consumers (Ares & Deliza 2010). If the packaging creates great anticipation, the consumer could be interested in the product and select to buy it.

These days the attention of companies draws to individual consumer behavior. It helps them to gain information about, how the consumer thinks, feels, and chooses their product. Every individual is a consumer. Consumer behavior is the study of the progressions involved when individuals or groups select, buy, consume, or dispose of the market offering to satisfy needs and wants (Michael R. Solomon, 1998, p. 31). Detailed view of consumers holds much more than the study of why and what consumers buy but also focuses on how marketers impression on consumers and how consumers use the product and services.

Customers are wide-open to a kind of information and diversity of products, countless deal of choices and different opportunities offered in the market places desire their purchasing decision. This put them in a tough spot. Though understanding and decision making is changed among individuals also it influenced by individuals and also influenced by internal consumers' behavior (perception, attitude, and motivation) and external factors (family roles, peer influence, and group influence).

At this time the increasing changes in consumers bring a change in the role of packaging. The major concern as a strategic view is that packaging brings growing of self-service and changing consumer lifestyle. Additional impact extending from the first impression consumers will have to environmental policy to cost-saving. The strategy's significance of packaging has been in the area of improving the product performance and can have a significant impact on value proposition brand awareness, brand recognition, and many more are seen from the marketing perspective.

This study is inspired by the absence of studies in the area of assessment of packaging attributes on Consumer Buying Decision on Senselet food processing company (Sun Chips). Furthermore, it is important to notice that the usage of food packaging habits in the Ethiopian context is quite different from the developed countries. Thus, it is recommendable to assess the impact of our country context to enhance and spread out the understanding of the attribution of packaging on consumer behavior issues related to in Ethiopian context.

The researcher is plan to examine the effect of packaging design on consumer buying behavior of snack products in Ethiopian specifically recently well know brand SUN chips. Beyond the

primary use of packaging which is protecting the product, packaging becomes a way of attracting customers and an approach to increase sales.

The researcher examines by exploiting a systematic way from the existing literature and experimental proofs from other countries' contexts. The researcher draws implications concerning the functions and attributes of packaging and identifies whether those attributes affect Consumer Buying Decision of their brand preference, perception of quality & value in the case of snack foods in Ethiopia by using surveys distributed to the selected sub-city of Addis Ababa using a convenience sampling method.

1.3 Research Questions

The particular research questions that this study tries to answer are the followings:

- Does the product packaging color affect consumer buying decisions?
- Will consumer buying decisions affected by the background image of the product packaging?
- Is there a significant relationship between packaging material and consumer buying decisions?
- What is the effect of the font size of product packaging on consumer buying decisions?
- What is the influence of printed information on a packaged product on consumer buying decisions?
- Is there a significant relationship between innovation and consumer buying decisions?

1.4 Objective of the study

1.4.1 General Objective

Agreement concerning packaging attributes as well as understanding the relationship between Consumer Buying Decisions is important. The general objective of this research is to examine if different attributes of packaging affect consumers' expectations & their buying decisions in the case of sun chips products.

1.4.2 Specific Objective

The specific objective of the study is:

- ❖ Identify if the packaging color has a significant effect on the consumer buying decision
- ❖ To determine if the background image of the packaging has a significant effect on the consumer buying decision
- ❖ To identify if packaging material has a significant effect on the consumer buying decision
- ❖ To detect if the font size of the packaging has a significant effect on a consumer buying decision
- ❖ To examine if printed information of the packaging has a significant effect on the consumer buying decision
- ❖ To identify Innovation on the packaging has a significant effect on the consumer buying decision

1.5 Significance of the study

Marketers must know and recognize important attributes of a packaging and their association with consumer's expectation to integrate these attributes into their packaging design, which help them to achieve the communication goals effectively and to optimize the potential influence of the packaging in a buying place of consumer mind.

The significance of this research since a majority of the previous packaging studies were not locally-based and not to be expected to reflect the same situation settings as in Ethiopia, the results of this study will provide a new insight to the local marketers towards vital packaging attributes and suggest directions for understanding their relationship with consumers' product and brand evaluation and most importantly to help food industry, food marketers and food package designers to understand consumers' preferences about the design of food packages.

The research is significant in various respects. Firstly, the study draws some conclusions and identify for all practitioners and academicians by providing useful information about the assessment of packaging attributes on Consumer Buying Decision of snack and related packaged products.

It is useful for the organization's management by providing information about the important packaging attributes and offers directions for understanding their relationship with consumers' product and brand evaluation and consumers' preferences and feedback about the design of their product packages.

Moreover, it will support as a source of reference for those researchers who want to make further study on the area afterward the study could be used as a beginning for those who are interested to conduct a detailed and wide-ranging study.

1.6 Scope of the study

For this study, an experiment will take place online and accessible to only for those who have internet, all participants will be communicated through email or any available social media platform based on their willingness to participate and whether they are a customer of sun chips products or consumed before

The variables under this study are limited to packaging color, background image, packaging material, font size, printed information, and innovation of the packaging of sun chips products.

The study used a quantitative research approach and both primary and secondary data. The survey research method has chosen where the questionnaire used to collect the information. It also will employ a structured survey and used formal lists of questions asked of all respondents in the same way.

1.7 Organization of the Paper

This study will be organized into five chapters. The first chapter states the over-all introduction of the study. Chapter 2 presents the review of different works of literature regarding the research area both empirical and theoretical foundations for the research. The third chapter outlines the research methodology. The research results will be presented in chapter four by using SPSS data analysis software. The last chapter will draw conclusions and recommendations and wind up the report by stress future research areas.

Chapter Two

Review of related literature

2.1 Theoretical Review

The theoretical framework involves concepts, definitions, and reference to relevant scholarly literature, existing theory related to the specific topic the researcher selects and focuses on the relationship between variables. In any study or research differentiation between dependent and independent variables is as vital in the comparative study as in regression analysis. Hereby using the independent variable we are going to predict the dependent variable

The concept and definition of 'packaging' vary from time to time and range from being simple and functionally focused to more wide and rounded interpretations. Packaging simply is an extrinsic element of the product (Olson and Jacoby (1971) - an attribute that is related to the product but does not form part of the physical product itself. The packaging is all about the process of planning, designing, evaluating, and producing the container including its shape, material, and color, and labeling for a product. The box-like container, wherein the product is kept to guard it against any physical and nonphysical damage and attracting the customer through its appeal

Objectives of packaging

Packaging and package labeling have several objectives:

Protection: packaging aims to protect the market offering from damages like vibration, shock, compression, temperature, etc. It preserves the quality and superiority of the product from any damages that happen from, mishandling, spilling, climatic conditions, and evaporation.

Storage: packaging helps companies to facilitate storing of their products till the products will be used.

Information: packaging provides information about the product, ingredients, and directions on how to use, how to store it, price, expire, and manufactured date and related process. It identifies the product and its manufacturer.

Positioning: another use of packaging is product positioning. Innovative and differentiated packages of products will defiantly facilitate product differentiation. Consumers can easily perceive and trace product differences based on their packaging

Marketing and Promotion: Marketers can use packaging as a marketing tool to encourage postnatal consumers to buy their product, including promotion, companies can promote their product through packaging. Advertising messages and sales promotion campaigns can be printed on packages precisely and in an attractive way so that they can enhance and facilitate self-service marketing and promotion.

Distribution and Convenience: packaged products are convenient to handle and distribute. They can be easily transported.

Containment or Agglomeration - Small items can be grouped in one package for transport, storage, and handling efficiency.

Packaging may be discussed about the type of product being packaged: bulk chemical packaging, retail food packaging, military material packaging, over-the-counter drug packaging, pharmaceutical packaging, medical device packaging, etc.

Nowadays, consumers have a wide range of options and selections with ever-increase several products and market offerings. On average supermarkets in America holds approximately more 20,000 products and items that are competing with each other to attract the consumers' attention in one way or another (Belch & Belch, 1998) and faced a challenge of look all this selection within a 30-minute shopping session. Thus, product packaging is one of the best and effective marketing tools that companies need to use to sell their products with so many options available just before a purchase decision is made.

Nevertheless, marketers must comprehend the consumer purchasing process and where and how packing becomes a variable that can positively influence the purchase decision, to create the right packaging attributes for the product. They also have to understand which factors can influence the buying behavior of consumers and which attributes of packing are the most important to induce the consumer to purchase their product over competitors

CONSUMER BUYING DECISION

The buying behavior of a consumer is the matter of choice plus the procedure takes by the consumer in buying and using the products. Despite everything the consumer recognize it, there is considerably more that passes through the buying process than basically driving to the market and pick something off the shelf. To proceed with the actual act of purchasing, consumers should experience mental and social processes.

The theme of consumer behavior has been studied enormously and innumerable changes in the market are still studied by marketers and researchers. The areas that are specifically noticed include the reasons behind the decision to purchase, the factor that influences purchasing patterns, and how cultural shifts are causing buying behavior to change.

Kotler and Keller (2012) call attention to getting the idea of, how the consumer select products, and the consumer can provide manufacturers with a competitive advantage over competitors. Companies can use this data technology to deliver the right products and services at the exact time to the exact consumer.

Six stages of the consumer buying process

• PROBLEM RECOGNITION

In this preliminary stage, a consumer should aware of a need or desire. It is significant to remind the difference between the desires, where the consumer just wants something versus a tangible situation for instance experiencing hunger. To share services that can stimulate this stage and information on products, marketers can use advertising and newsletters.

• INFORMATION SEARCH

This can be a mutual process. Firstly the consumer will do an internal analysis of his memory. If he doesn't identify any information about the product or need to know more, he may keep on finding external information. Habitually finding the external information starts with asking friends and family members. Social media made this route much easier, subsequently, consumers can make a large assessment of "friends" or "followers" to obtain responses on a product.

Mobile-assisted shopping, also known as “showrooming,” is also become steadily common. Swift growth in smartphone use, lead consumers to browse store corridors while having immediate access to the internet to find product information and compare pricing, even buy online.

- EVALUATION OF ALTERNATIVES

Along with the information search, the internet and search engines made assessing choices easier than before. In this phase, consumers assess different brands and products that best meet their desire. During this phase, the consumer starts to identify what other factors, like price and quantity, are important.

- PURCHASE DECISION

Several academics combine the purchase decision and purchase into one phase of the purchase process. Though, the two processes are not essentially one and equivalent. Once deciding to purchase, the consumer can face other factors before purchasing. For example, the excellence of a shopping experience may obstruct the shopper’s capacity to effectively make a purchase. The lack of promotion or poor return policy are also factors that can discourage a consumer from purchasing decisions. If the consumer is in a store with similar products around the environment and they committed to purchase, attention grab packaging and tags with a better price could easily control the decision.

- PURCHASE

The last step in the process is the purchase, which could or could not differ from the purchase decision. Four types of Consumer Buying Decision

The type of consumer buying behavior is described by the level of participation in the purchase decision, which is straightly influenced by the level of necessity and the degree of interest in a specific product. High involvement purchases comprise expensive items like cars, property, high priced goods, and products that are extremely visible to others. Consumers are also more enrolled in purchasing that encompasses greater risk, whether it is a personal, social, or economic risk.

ROUTINE RESPONSE BEHAVIOR

This type of buying behavior is used for the repeatedly purchased items like groceries. Consumers have small involvement with these low-cost items and do not explore widely for information. They are purchased routinely, that's why this type of consumer buying behavior is also known as programmed response behavior or habitual buying behavior.

LIMITED DECISION MAKING

This type of buying behavior happens for products bought irregularly. Such as clothing. The consumer might or might not have to find external information. For certain purchases, this behavior could require a reasonable amount of time to gather information.

EXTENSIVE DECISION MAKING

This type of buying behavior is too known as the complex buying produces because the consumer is extremely participating in the buying process and devotes an important time gathering information about the product. In this case, the consumer is normally inexperienced with the product and it is expensive and/or uncertain to purchase. Examples include homes, cars, computers, or even education. In this case, the consumer passes through all six stages of the buying process.

IMPULSE BUYING

This type of buying behavior is characteristically for low-cost items and does not need any kind of planning. Stunning packaging in a retail shop will frequently force a shopper to make an impulse to taste the product. Remarkably adequate, the impulse buying process is not as simple as it sounds. There are numerous measurements within the impulse buying behavior pattern:

The spontaneous urge to buy: This occurs when the person shows a sudden aspiration to buy in response to an advertisement.

Power and compulsion: Occurs after coming upon the product, the consumer feels a critical aspiration to purchase.

Excitement: This occurs when a consumer meets a product and that induces an emotional state of happiness or excitement.

Synchronicity: When the consumer feels direct well-matched with a product. As it was a wonder that the consumer is at the right place and time to get the product.

Product animation: Where each product has its secretive demand.

Hedonic elements: occur when purchasing the product produces positive or negative emotions, such as gratification or guiltiness.

Conflict: talk about the emotional conflict within the purchaser as a result of unexpected purchases.

Disregard for consequence: on this circumstance, the strong desire to purchase causes consumers to neglect the consequences.

PACKAGING AS AN INFLUENCING FACTOR

60-70% of all buying decisions are likely ended while the consumer is in retail. Although the marketing message addressed in advertisement and on social media may generate the desire, the packaging is the ultimate point of the deal between the consumer and a brand in a retail atmosphere. Thus, the packaging is one of the most significant points of interface between the brand and consumer.

Meanwhile, packaging straightly links to the quality of the product and subsequently, it affects the visibility of the product on the store shelf and it can influence the purchase and all the four types of consumer buying behavior previously described. By itself, it needs to be completely applied for passing the brand message through design and messaging.

Along with a study published by researchers at the University of Miami and California Institute of Technology, packaging has confirmed and significant impact on the consumer purchasing decision in a retail environment. Researchers verified that visual aspects like color, brightness, and typography stimuli where the consumer's eyes land on the shelves. The consumer takes additional time to look carefully at these products and the packaging, which consequently impacts whether he buys or not or proceeds to select another brand.

According to Milica Mormann, one of the authors of the study, “the great notion here is that perceptual process occurs in the brain simultaneously with economic value struggle and thus affect how economic decisions are made.”

PACKAGING ATTRIBUTES

The product packaging design includes the brand name, color, typography, and images, all of them encourage how rapidly and simply a product catches the eye. The graphic elements of packaging have a solid impact on purchasing when the consumers have a low contribution to the purchase, which means when the product is of low risk and less expensive. They also have a solid impact on desire purchases. (Nilson and Ostrom, 2005),

It’s significant to prompt that due to the number of customers in and out of stores every day, packaging has much better spread than advertising and can be used to set a brand spaced out from its competitors. It also supports the purchasing decision whenever a product is used, not at the time of purchase.

Packaging color

Color plays a vital role in the customer’s decision-making process, different colors set different moods and can help to get the attraction. A good example of successful color psychology use is in the Apple iPod advertisement; they use simple tri-tone color schemes of black, white, and bright background color. The bright background color makes the advertisement an enjoyable and contrasting white on the black is to focus attention. Brands can use color in their packaging and product labels to give certain moods and draw attention, as it can induce a kind of emotion or tells some message about the brand. For example, blue can be used to call to mind the feeling of trust. Alternatively, colors like yellow and orange can help the product to look prominent and fun.

Background-image

The background image possession identifies the background image for a component. When setting a background image, there should also be a specified background color property that can be used in the absence of the background image. It’s noted that when the image is available and

rendered on the top of the background color. Therefore, the background color will be visible in any transparent areas of the image.

Packaging Material

Any material used to protect something packed or wad. High-quality material attracts consume than low quality and it can change the decision of consumers due to packaging material.

The first packaging made out of natural materials offered at that time like baskets of reeds, wineskins, wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc. along with the time changes packaging materials also developed and start to use processed material like early glass and bronze vessels. The study of packaging is an important feature of archaeology. Strong and tin-plated steel were used to make cans in the early 19th century. Paperboard cartons and corrugated fiberboard boxes were first introduced in the late 19th century.

Packaging growth in the early 20th century included Bakelite closures on bottles, transparent cellophane overwraps, and panels on cartons, increased processing effectiveness, and enhanced food safety. Additional materials like aluminum and different types of plastics were advanced and integrated into the packaging to improve performance and functionality. Therefore packaging materials have a strong connection with buying behavior.

While choosing multiple products, mainly when the consumer is more tangled in the process, he will frequently choose the higher price product because the higher price indicates higher qualities. The same goes for packaging. The higher the qualities of packaging and labels, the higher influence will be on the consumer to purchase than the low quality of packaging and labels.

Font Style

The font style of packaging draws consumer attraction. The development of IT technology has great support for this feature. The popular companies have best practice on the font style, by hiring specialists which create mind-blowing and stunning font styles. Attractive packaging will have a creative font style. Thus we can conclude that there is a connection between font style and buying behavior.

Printed Information

In addition to the basic aim of its service protection, a cover or wrapper of a product could serve as or has several objectives like a description of the content in the product, a promotion for the product, deterrence of robbery.

One of the vital competes of the marketing mix elements, we can consider package labels, as it could help claims for advertising, enhance brand recognition, for establishing a brand identity in customer's minds and for proper utilization of shelf space allocation. Based on the information printed on the packaging, there is the higher the probability of the consumers could change their decision, especially in fast-moving consumer goods and merchandizes consumers evaluate products based on printed information on packaging.

Labels on the packaging are essential since they create the brand identity and increase brand recognition and they also express significance information such as marketing messages, content, material, and ingredient which used to make the product.

For buyers exhibiting routine response behavior, the labels allow consumers to quickly locate the products they plan to purchase. For consumers who are purchasing for the first time, they help establish brand identity and name recognition. They also provide a product description as well as ingredients, information which is especially important for consumers who avoid specific ingredients for health reasons. The information printed on labels and packaging can easily influence the purchase decision at the last minute, compelling him to purchase a product or pass it by for another.

Among other benefits of labels, help to establish brand identity and name recognition for buyers who are purchasing for the first time, allow to locate swiftly the product they plan to purchase for consumers who exhibiting routine response behavior. They also offer product descriptions like ingredients which is important information especially for consumers who escape specific components due to health reasons. Consumers are highly influenced in their purchase decision by information printed on packaging and labels at the last minute, persuading them to buy a product of pass it by for another.

Innovation

As several studies agree, innovative and unique packaging designs will defiantly attract consumers and add value to the product which is needed by potential customers such as a product easy to carry, easy to store, a product which has tamper-proofing, a package which is recyclable and has portion control, non-breakable package and many more. Currently, companies and marketers are striving to have a product and packaging which possess key elements of a brand, a sustainable package with low production cost, a packaging that can stand out appealing on retailers' shelf. Many studies indicated that there is a significant relationship between innovative packaging and consumer buying behavior, based on the uniqueness of packaging buyers can adopt a product.

Uniquely and creatively designed container and protector of packaging can have a larger influence on whether the product is noticeable or not on store shelves and it should include also environmentally friendly, childproofing and portion-controlled features

Rice (1997) suggest the following attributes which good packaging should possess:

- ✓ **Attractiveness:** One of the important features of packaging is good looking and charming that attracts customer's attention towards the product and such attributes can intensely impact customers' behavior and some customers show interest in the product due to its attractiveness.
- ✓ **Economical:** if the cost of the package is high it will be reflected in the product price and it may push consumers from buying the product, thus packaging should be economical.
- ✓ **Protective:** Packaging should assure less damage and spillage during usage or transportation of a product. The product should be packaged carefully and precisely so that the quality, quantity of a product, the color of components and related items will not decay and it should be protected from damage by insects, dust, rain, and such accidents
- ✓ **Communicative:** A good package should provide proper and adequate information about the product ingredient, quantity, country of origin, the brand utility of the merchandise and many more

- ✓ **Convenient:** Good packaging should consent easy and free movement of a product from one place to another and easy to carry. The size and shape of a product package should be convenient for distributors like wholesalers and retailers for sale and for consumers to keep at home and it's preferably to be re-usable.

2.2 Empirical Review

2.2.1 Packaging color and consumer buying decision

Any visual, pictorial, or graphic measurement reflected by eye which can send subliminal communications and messages in inspiring potential buyers to purchase a product. Any corporate business or its section can increase brand and product image by using the right color and through a visual medium. Therefore, it is necessary to understand the color preference of potential consumers and color interpretation of their culture that will help to customize market offerings, as well as reduction of manufacturing costs, images in color, help the mental process by improving signal effectiveness (Ahmad Fadzil, 2015)

Color is an excellent source of information to communicate with the consumers either negatively or positively and it is estimated that 62-90% of people assessment and evaluation are based on colors alone. (Singh, 2006).

Marketers should focus on colors and use them as visual support because colors have a higher influence on consumers' behavior, feelings and thoughts and may support to catch consumers' attention towards the product through cognition and thoughts (Labrecque, Patrick, & Milne, 2013).

Color may be a central element of products, services, packages, logos, displays, and collaterals which influences perceptions. Colors can play roles not only informing consumers' brand perceptions but also in customers' responding and buying behavior which is independent of brand name preferences (Clement, 2007). A study on nail polish suggested that the overwhelming possibility of brands 'colors in terms of seeking customers' attention cannot be ignored (Sun, et al 2015).

If colors on the packaging are not chosen carefully, it may cause the business or product failure, by creating anxiety and sometimes rejection by customers, such results and trends indicate that packaging colors need focus and should be used as a strategy to influence consumers personality, intention, and likeability of a brand. (Labrecque & Milne 2012) Psychoanalysts gauge personality by employing color and other tests which usually overlooked by conventional psychologists however it is observed that colors affect consumer personality. Marketers have been used colors on their product packages to influence perception and create psychological meaning. (Bellizi & Hite, 1992). Therefore it can be claimed that the packaging color has a significant contribution on shifting potential consumers test, preference and purchase desire and habits concerning shopping

Color is one of the most influential visual components of a product and also plays a vital role in product marketing and communication. It also has the power to keep consumers attention and give them the ability to recognize and associate the product with the color. The color by itself is sufficient to communicate information and messages of the image it represents and can contain many ideas at a time. Many scholars argued that color of the packaging is the most important attributes which attract consumers, change their interest towards the product or brand and their buying behavior will face the higher probability of automatic change from no purchase to start purchases

Based on the above all information's and the relationship between the color of product packing and consumer buying decision, the researcher infers the below hypothesis

H1: Packaging color has a significant effect on the Consumer Buying Decision

2.2.2 Background-image and consumer buying decision

The design of a product package certainly affects the brand personality and identity through numerous physical and visual attributes which include brand color, logo, product material, font, product description, shapes, graphics, and other attributes that create the strong brand association. One of the critical concepts in product package design is its legibility and readability mostly because the main objective of the product package design is to reduce the time of consumers which spent on looking for a particular brand when products are displayed in the shelf

by ensuring the consumers to locate the product easily, notice and identify the preferred brand simply and so on. (Underwood, 2003)

Marketers should believe that such attributes like company name, place of origin, brand name, company address, and others are very essential in designing the package as they are very important in attracting consumers and influencing their purchase decision.

The background image property specifies the background image for an element. When setting a background image, authors should also specify a background color property that was used when the image is unavailable. Note also that when the image is available, it is rendered on top of the background color. Thus, in any transparent areas of the image, the background color was visible.

Few, locally-based previous researches show that there is a significant relationship between background image of a packaged product and consumer buying decision and most of the different researches which are based foreign countries share the same concept, based on the above information and data the researcher infer the following hypothesis

H2: Background image of the packaging has a significant effect on the Consumer Buying Decision

2.2.3 Packaging Material and consumer buying decision

Any physical element that used to protect something or the product through wadding or packing. Mostly high-quality packaging materials have the power to attract consumers than low quality. The first materials used for product packaging are wooden boxes, the basket of reeds, pottery vases, woven bags, wooden barrels, wineskins, ceramic amphorae, etc. as they were the only available materials at that time. Through time processed materials were used such as bronze vessels and early glass to form different packages as they were developed.

In the early 19th century, tin-plated steel and Iron were used to make cans and corrugated fiberboard and paperboard cartons have been introduced in the late 19th century, the studies related with old packaging and packages considered as an important aspect of archaeology. Early 20th century was the time for advancement for packages and packaging as there were different and new methods that were developed for the improvement of food safety and increasing process efficiency including transparent cellophane overwrap and panels on cartons

and Bakelite closures. Packaging materials creates an association with buying behavior as additional material were developed such as aluminum and different type of plastics.

Some packages were made in a way to bear different temperature conditions by using different materials depending on product functionalities so that consumers can put that in a microwave with high or below zero temperature based on product traits. (Smith, 2004)

In one study three different materials glass, cardboard, and plastic were discussed as packaging material and the finding of the study revealed different perceptions for different packaging material. Despite its heaviness and can only use after washed it is used, many marketers advocated and supported the use of glass in food packaging as the packaging material. Several consumers had negative views regarding the use of cardboard as packaging material and their reasons were they can't see the product, it doesn't keep a product fresh and they preferred such kind of materials for long-life treated foods. Plastic containers for product packaging were advocated and got more support than glass and cardboard from the study participants because the less likely of to leak and their screw-top cap prevented the product. (Lynsey Hollywood et al, 2013).

As indicated high-quality packaging materials will attract consumers then low-quality materials and materials are an important element of packaging which prevents the product from loss in different ways. (Shah, Ahmed, & Ahmad, 2013).

H3: The quality of packaging material has a significant effect on the Consumer Buying Decision

2.2.4 Font Style and consumer buying decision

The Font style marketers' use to disseminate information on packaging is another important element need to be considered in the packaging of a product as due to this information can create the conflicting result. Dense writing style and small fonts that are used on the package may lead to misleading or inaccurate information. (Deliya,& Parmar, 2012). The font size on the packaging had an impact on when making a purchase decision as to the main visual attributes and the packaging size is related to usability, it is considered a heuristics that help to make judgments for consumers as it appears as visual creation (Silayoi & Speece, 2004).

(Silayoi & Speece, 2004) indicated that bigger packages show a better value, however, some consumers are not interested especially from smaller households. The result shows that also bigger font style on packaging grabs consumer attraction and the larger the packaging size it becomes easier to communicate and noticed by customers.

The font style of Packaging grabs customer attraction. The up-gradation of IT technology has supported this feature. The successful companies have best practices of the font styles. They hire a specialist in composing which creates incredibly and attractive font styles. The attractive package has an innovative font style. So, we will say that there's a relation between font style and buying behavior. (Getie Andualem, Nov 2017)

The style of the font on packaging can grab consumers' attention and this feature can support by the up-gradation of IT technology. Successful companies in this regard most of have best practices of font style, they employ professionals and specialists in comprising which crate mind-blowing and attractive font style on the packaging. The more the innovative font style the more the package is attractive and we can argue that there is a relation between buying behavior and font style of packaging. (Getie Andualem, Nov 2017)

H4: Font size of the packaging has a significant effect on Consumer Buying Decision

2.2.5 Printed Information and consumer buying decision

Printed information contains all the knowledge associated with the merchandise quality, price, description which help to spot the brand. This helps customers to make the right decisions and to purchase the product. It is one of the foremost visible parts of the product and an important element of the selling mix (Shah et al., 2013).

The labels on packages are important components of the general marketing mix and may support advertising claims, establish brand identity, enhance name recognition, and optimize shelf space allocations. The consumer can change his decision on the idea of data printed on the packaging. Mostly in Merchandises and daily FMCG the buyer can perform evaluations on the idea of printed information.

The labels are essential since they convey important information like marketing messaging also as ingredients or materials wont to make the merchandise. The labels also establish brand identity and enhance name recognition.

For buyers exhibiting routine response behavior, the labels allow consumers to quickly locate the products they decide to purchase. For consumers who are purchasing for the primary time, they assist establish brand identity and name recognition. They also provide a product description as ingredients, information which is particularly important for consumers who avoid specific ingredients for health reasons. The information printed on labels and packaging can easily influence the purchase decision at the last minute, compelling him to purchase a product or pass it by for another. by considering the all the above information and importance of the printed information the researcher can infer the following hypothesis

H5: Printed information of the packaging has a significant effect on Consumer Buying Decision

2.2.6 Innovative and consumer buying decision

Packaging may very well add value to the merchandise if it meets a consumer need like portion control, recyclability, tamper-proofing, child-proofing, easy-open, easy store, easy-carry, and non-breakability. Manufacturers today strive to possess packaging that maintains the key equities of the brand, has stood out an appeal on the retailer's shelf, and is sustainable but with lower production costs. The customer can adapt products on the idea of its innovative packaging, which shows the relation between buying behavior and innovation of packaging. (Mr. Mitul M. Deliya & Dr. Bhaveshkumar Parmar, 2012)

An innovatively designed wrapper or container can have an outsized impact on whether or not a product is noticed on store shelves. Bringing innovation within the packaging design also increases the worth of the merchandise like an easy-open, recyclable, easy store, breakability, childproof, eco-friendly, etc. in the consumer mind (Shah et al., 2013).

H6: Innovation on the packaging has a significant effect on the Consumer Buying Decision

2.3 Research Articles in Different Countries

Several studies have investigated issues like packages as a way of attracting the eye of consumers (Underwood et al., 2001; Garber et al., 2000; Goldberg et al, 1999; Schoormans & Robben, 1997). Other studies researched packages as a way of communication also as a way of communicating brand and merchandise meaning (Underwood & Klein, 2002; Garber et al., 2000, Schoormans & Robben, 1997; Gordonet al., 1994; Homer & Gauntt, 1992; Rigaux- Bricmont, 1981; McDaniel & Baker, 1977).

Below here are a summary of some research studies on packaging in different countries

Kriti Bardhan Gupta (2009) has a study on Consumer Behavior for Food Products in India. Primary data was collected from 326 respondents in Uttar Pradesh and

National Capital Region The relative importance of varied food purchasing criteria was estimated for four different food categories, food and vegetables; milk and milk products; food grains and pulses; and processed foods on a 1-5 scale, this study explored the buyer behavior for food products in India from different perspectives. People accepted the very fact that their food habits get affected by the shifting to a replacement region but many basic buying and consumption behavior don't change. Some of the changes in the buying and consumption behavior of relocated people, which were observed after their settlement to a replacement region, weren't significantly different from the extent of changes in the behavior of non-moving people. However, compared to the last 10 years, people have started preferring healthier foods and are willing to try out new dishes. They tend to find out cooking and eating new food items after relocation without discontinuing their traditional food items. There is also the influence of youngsters on the sort of food items that they eat. This paper has shown that impulse buying is indeed a relevant think about CE retailing, thus justifying the utilization of sales packaging. However, optimization is still important. From a cheap and environmental perspective, it's very costly to use sales packaging (with additional material use and transport volume) to products that don't need them or to apply them in an ineffective way. Economical costs and environmental impact are often expressed during a single score, indicating the pack's performance. To allow proper management of the pack design the sales performance should be expressed in as simple how as possible, preferably also one score. As for calculating, the sales performance is

impossible a test will get to be used. The pressure from time-to-market within the CE industry, demands that the test be relatively simple.

- H Ahasanul, (K Ali 2009) measured the Factors Influencing Buying Behavior of Piracy Impact on Malaysian. A structured questionnaire was used to collect data whereby it had been served as primary data to answer the research questions and objectives getting to determine the factors that play an important role in consumers' perception towards pirated products. It is often identified that the variable is the consumer perception of piracy. Where else the independent variables would be divided into social influence, personality/belief, culture, and therefore the economy. These are the factors that would influence consumers' perception of piracy thereby supporting out variables. Social influence would come with susceptibility, which suggests a private might purchase a pirated product merely because his/ her friend or relations bought the merchandise and introduced it to them.

- Bed Nath Sharma Dec. 2008 studied New Consumer Products Branding, Packaging, and Labelling in Nepal. This paper focuses on the existing practice of branding, packaging, and labeling of the latest products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through a questionnaire survey concerned with different sections of consumer new products (soap, biscuit, noodles, cigarettes, and therefore the study further investigates the new consumer product packaging and labeling status in manufacturing units. They are aware of the worth of packaging and labeling. Majority of the buyer products 84.37% (27 out of 32 responses) are using product labels as an easy tag attached to the merchandise or an elaborately designed graphic that is part of the package.

- S Nuntasaree and Dr. E Barry (2008) published a paper with the subject of a model of male and consumer behavior in buying skin care products in Thailand. The conceptual model of male consumer behavior in buying skincare products beliefs in product attributes Quality, Price, Brand, Packaging, Advertising, Promotion, Salesperson, and Distribution. This study used a quantitative research method. A convenience sample with a shopping mall-intercept technique was employed for the sampling method. The closed-ended questionnaire developed from standard questions of relevant literature was chosen as a search instrument. The Statistical Package for the Social Sciences program (SPSS) SPSS version 17 was used in this study with a

0.05 level of significance for all of the statistical assessments. The data set was screened and examined for incorrect data entry, missing values, normality, and outliers.

2.3 Research gap

Most Previous researches show that there is no agreement yet, on the general classification of packaging material and package elements. There is also a difference regarding the way of package impact on consumer's buying behavior decisions.

There are numerous researchers which attempt to assess all the potential and possible attributes of packaging and their effect on consumer's purchasing decision (Butkeviciene, Stravinskiene, & Rutelione, 2008), however, others focus on different elements of packaging and their effect on consumer buying behavior (Ampuero & Vila, 2006; Madden, Hewett, & Roth, M, 2000; Underwood, Klein, & Burke, 2001; Bloch, 1995).

Moreover, some researchers explore the assessment of packaging and its attributes on consumer's overall purchase decision (Underwood, Klein, & Burke, 2001), whereas, some others – work on every step of consumer's decision-making process towards purchasing (Butkeviciene, Stravinskiene, & Rutelione, 2008).

Consumer buying behavior is highly influenced by and has a significant relationship with positive brand image awareness and consistent advertisement as there is a high probability of consumers perceive with a positive attitude. A study showed that youngsters in Gujranwala are more aware of their social status, so they prefer highly branded products and advertisement affects their Buying Behavior positively (Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman, and Ahmed, 2013).

The purpose of this research is constructed on the hypothetical analysis of packaging attributes and their influence on consumer's buying behavior decisions. This experiential study discovers the features, which are having the eventual influence on consumer's choice when multiple and different selections are available.

2.4 Conceptual Framework and Hypothesis

Based on a rigorous theoretical and empirical review the following conceptual framework have been developed to guide the research study

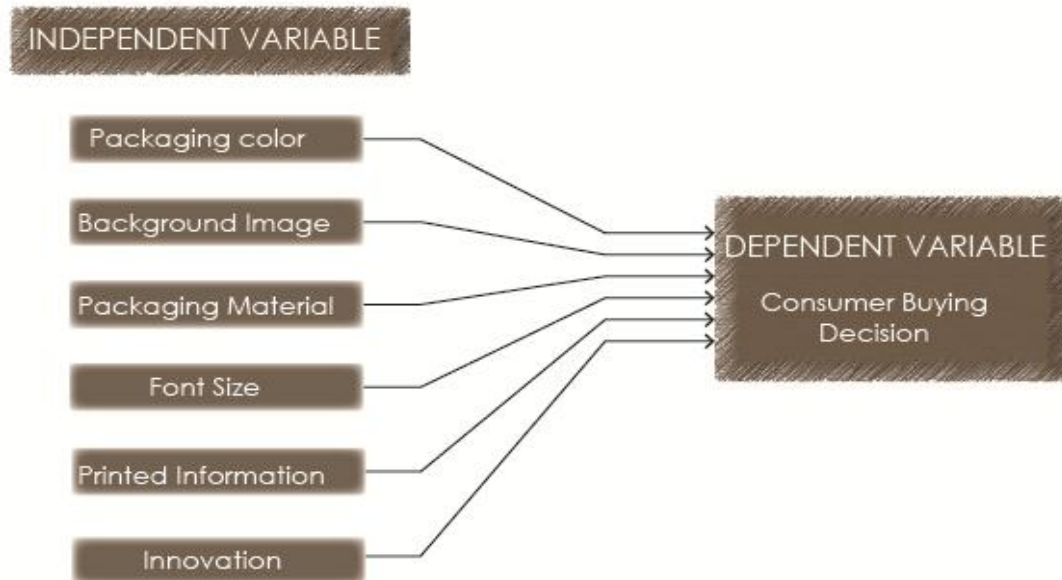


Figure 3.1 Conceptual framework

The hypothesis of the Research

Form literature review as well as author's intuition, the following hypothesis for the research questions that are raised:

H1: Packaging color has a significant effect on the Consumer Buying Decision

H2: Background image of the packaging has a significant effect on the Consumer Buying Decision

H3: Packaging material has a significant effect on the Consumer Buying Decision

H4: Font size of the packaging has a significant effect on Consumer Buying Decision

H5: Printed information of the packaging has a significant effect on Consumer Buying Decision

H6: Innovation on the packaging has a significant effect on the Consumer Buying Decision

Chapter Three

Research Methodology

The methodology section explains what the researcher did and how did it, allowing readers to evaluate the reliability and validity of the research. It includes the type of research, how the researcher collected data, how analyzed the data and tools or materials used in the research

3.1 Research Approach

Based on the type of data it employs, research can follow quantitative, qualitative, and mixed approaches. Quantitative research is used in researches that have to measure and count attributes. The approach involves the generation of data in a quantitative form which can be subjected to rigorous quantitative analysis formally and rigidly (Kothari, 2004). It is also often concerned with finding evidence to either support or contradict a hypothesis that contains concepts to be measured. Hence, the study found the approach appropriate to investigate the relationship between the variables in line with the main aim of the research which will be testing the developed hypothesis, to achieve the aforementioned objectives, the study was adopted a quantitative research approach.

3.2 Research Design

The study employs an explanatory research method that describes any causal link between independent and dependent variables that pertains to the research problem. Since this study intends to evaluate the effect of independent variables over the dependent variable, the method will be suitable and helpful in examining the relationship and conclude from the findings.

3.3 Sources & method of Data collection

To achieve the objectives of the study primary data used which will be obtained via a structured questionnaire. The questionnaire had three parts the first part will be to collect the personal information of respondents using a nominal scale. The second part will consist of the perception of respondents that measure the dimensions of the hypothesized factors. In the questionnaire, a 5 points Likert scale rating technique will be used which started with 1= strongly disagree to 5= strongly agree.

3.4 Population of the study

The target population of the study comprised all individual customers' who were occasional and/or regular purchasers of sun chips, which were either men or women aged 17 and more years old and have access to the internet and can communicate the English language properly and have access to the internet. In the research, the number of customers could not be determined and the population of the study will be considered infinite. Addis Ababa was the convenient target location where the service is available widely which helps the researcher to obtain proper and adequate data.

3.5 Sampling technique

Because of the large number of the sample unit, time, and cost constraint, the sample will be drawn from the targeted population by using non-probability sampling. This sampling method involves the purposive or deliberate selection of particular units of the universe for constituting a sample that represented the universe (Kothari, 2004). In this research, Convenience sampling technique was used where the population elements selected in the sample based on the ease of access or respondents will be selected because they have access to the internet and knowledge about using it properly and consuming the product. The researcher contacted the target element in Addis Ababa, who will be willing to participate.

3.6 Sample size

The following sampling formula for an infinite population was used to come up with the sample size.

$n_0 = \frac{Z^2 pq}{e^2}$

n_0 =, where

n_0 -Sample size

Z – z value at specified confidence interval, e.g. z=1.96 at 95% CI p – Degree of variability (0.5) q – Q=1-p (0.5) e – A desired level of precision ($\pm 5\%$)

Which is valid where n_0 is the sample size, Z is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$) equals the desired confidence level, e.g., 95%), e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is 1-p. The value for Z is found in statistical tables which contain the area under the normal curve

To illustrate, It will be assumed there will be a large population that we didn't know the variability in the proportion that adopted the practice; therefore, assumed $p=0.5$ (maximum variability). Furthermore, it will be desired to have a 95% confidence level and $\pm 5\%$ precision

$$n = \frac{Z^2 pq}{(0.05)^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384.16 \approx 384$$

3.7 Reliability of the instrument

Reliability estimates the consistency of the measurement or more simply, the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects. Reliability is essentially about consistency. That is if we measure something many times and the result is always the same, then we can say that our measurement instrument is reliable (John et al., 2010).

To test the internal consistency of variables in the research instrument Cronbach alpha coefficient calculated. Cronbach-alpha is widely used in educational research when instruments for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in the continuum (Oluwatayo, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates an unsatisfactory level of internal consistency (Malhotra & Birks, 2003). This coefficient also calculated for all items under each variable and the results showed an acceptable level of reliability.

3.8 Validity of the instrument

Validity is how the strength of our conclusions, inferences, or propositions are. It involves the degree to which we are measuring what we are supposed to, more simply, the accuracy of our measurement (John et al, 2010). The questionnaire items were adopted from previous researches (Sharma, K. & Das, S. 2017) & (Ali, S.; Magati, A.; Dosari, M.; Mandil, F., 2018) and rephrased to suit the study.

3.9 Methods of data analysis

The data gathered from the questionnaire entered and all the analyses were performed with the Statistical Package for the Social Sciences (SPSS version 20). Descriptive analysis was used to organize and summarize the demographic data of the respondents which include age, gender, educational level, and marital status. On the other hand, correlation analysis was used to see the relationship between the independent and the dependent variable. Besides, regression analysis also used to know how much the independent variable has influenced the dependent variable.

3.10 Ethical considerations

According to Resnik (2015), many of the ethical norms help to ensure that researchers can be held accountable to the public. Therefore, this research takes this into account & be responsible to keep the interests of the public it dealt with. Participants were asked if they are voluntarily participating in the study. Besides, the Anonymity of individuals who participated in the filling of the questionnaires remained anonymous throughout the study. Information collected from the customers will be kept confidential and not to be used for any other purposes than this study.

Chapter Four

Date Analysis, Presentational and Interpretation

Introduction

In this chapter, the results of the data collected from the respondents are analyzed and discussed using SPSS version 22, which involves an analysis of the demographical information of respondents and the descriptive and inferential statistics employed to test the hypothesis and to investigate the influence of the independent variables on the dependent variable. The questionnaire distributed through all available social media platforms and email through sending the link of the questioner which was organized on a google form.

4.1 Descriptive Statistics

The questionnaire distributed for 200 peoples which are 50.5% from the initial target in the proposal and collected from 181 participants with a 90.5% response rate. The study was intended to distribute and collect the data from all the targeted participants, but it was very challenging to distribute to all the target numbers of peoples online due to access to a shortage of time, access to the internet, and. The questionnaire is composed of three components: the first is the respondent's demographic questions; the second composition is determinants of Buying Decisions through different packaging characteristics and finally the other factors that affect the consumer buying decision.

4.1.1 Demographic Analysis of Respondents

It will be more interesting for readers to discuss demographic and related information of respondents and at the same time, the analysis will be more meaningful, before going directly to do the analysis and date of variables.

Table 4.1 Gender Frequency

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	58	32.0	32.0	32.0
	Female	123	68.0	68.0	100.0
	Total	181	100.0	100.0	

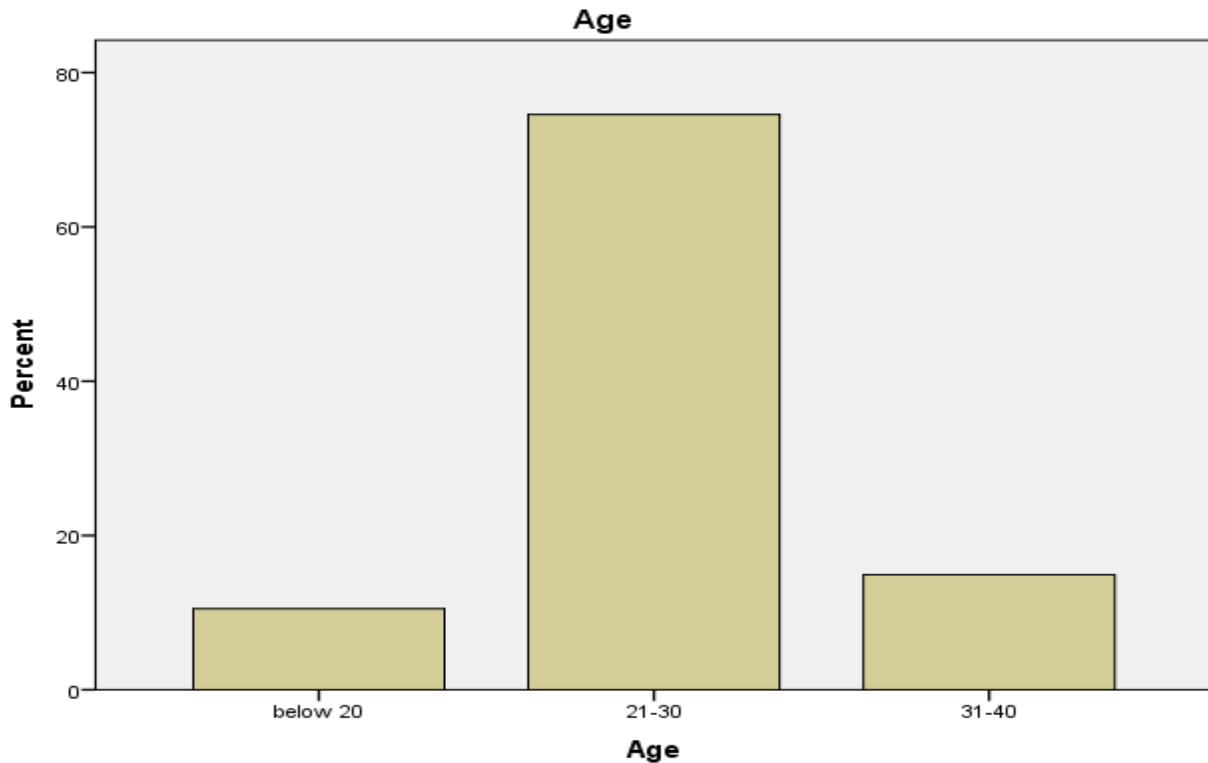
As indicated in above Table 4.1 the female respondents are far greater than male respondents by constituted the largest share of the gender composition representing 68% of the total respondents while 32% were male

Statistics

Table 4.2 Age Frequency

		Age		
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	19	10.5	10.5
	21-30	135	74.6	85.1
	31-40	27	14.9	100.0
	Total	181	100.0	100.0

Figure 4.1 Age Frequency



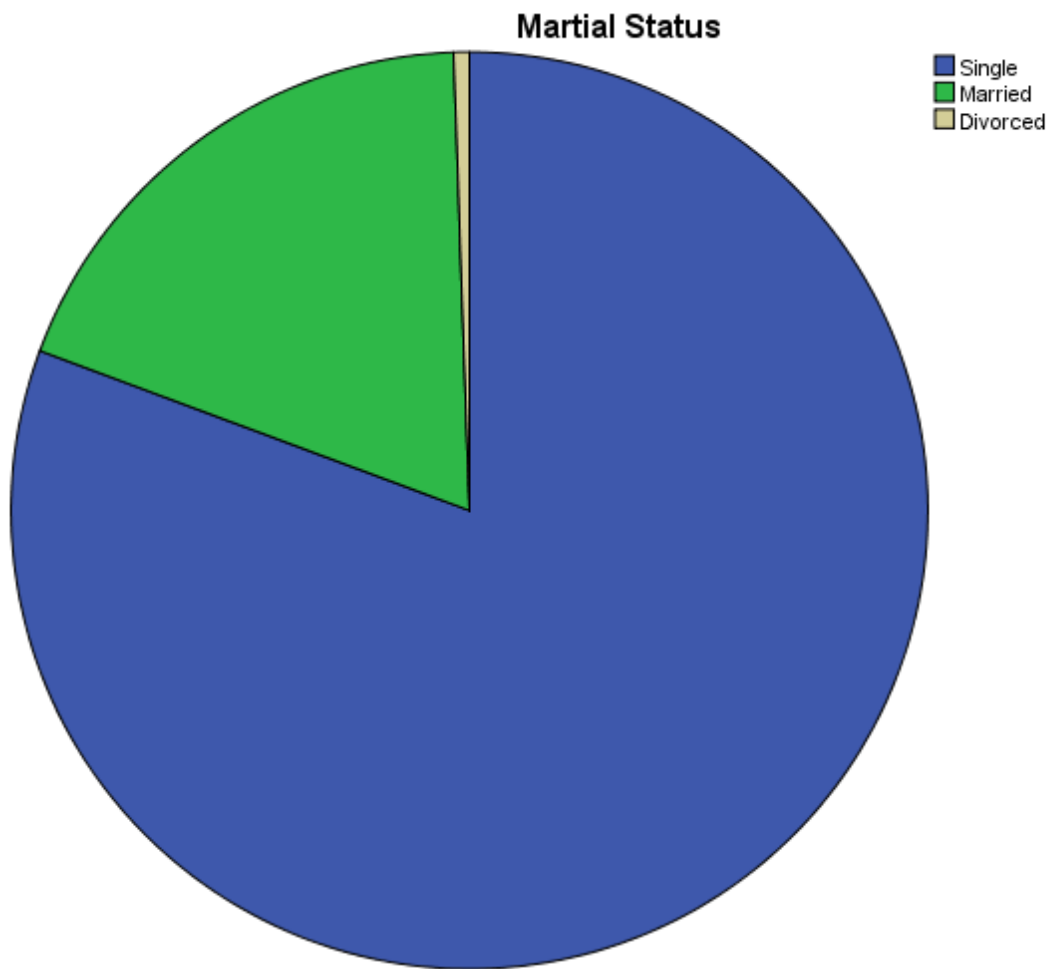
As shown in Table 4.1 and Figure 4.2 the age group is dominated by the group from 21-30 which constitutes 74.6% of the total population, the age group from 31-40 was 31-40 and the remaining 10.5% were from the age group below 20.

Statistics

Table 4.3 Marital status frequency

Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	146	80.7	80.7
	Married	34	18.8	99.4
	Divorced	1	.6	100.0
	Total	181	100.0	100.0

Figure 4.2 Marital Status Frequency



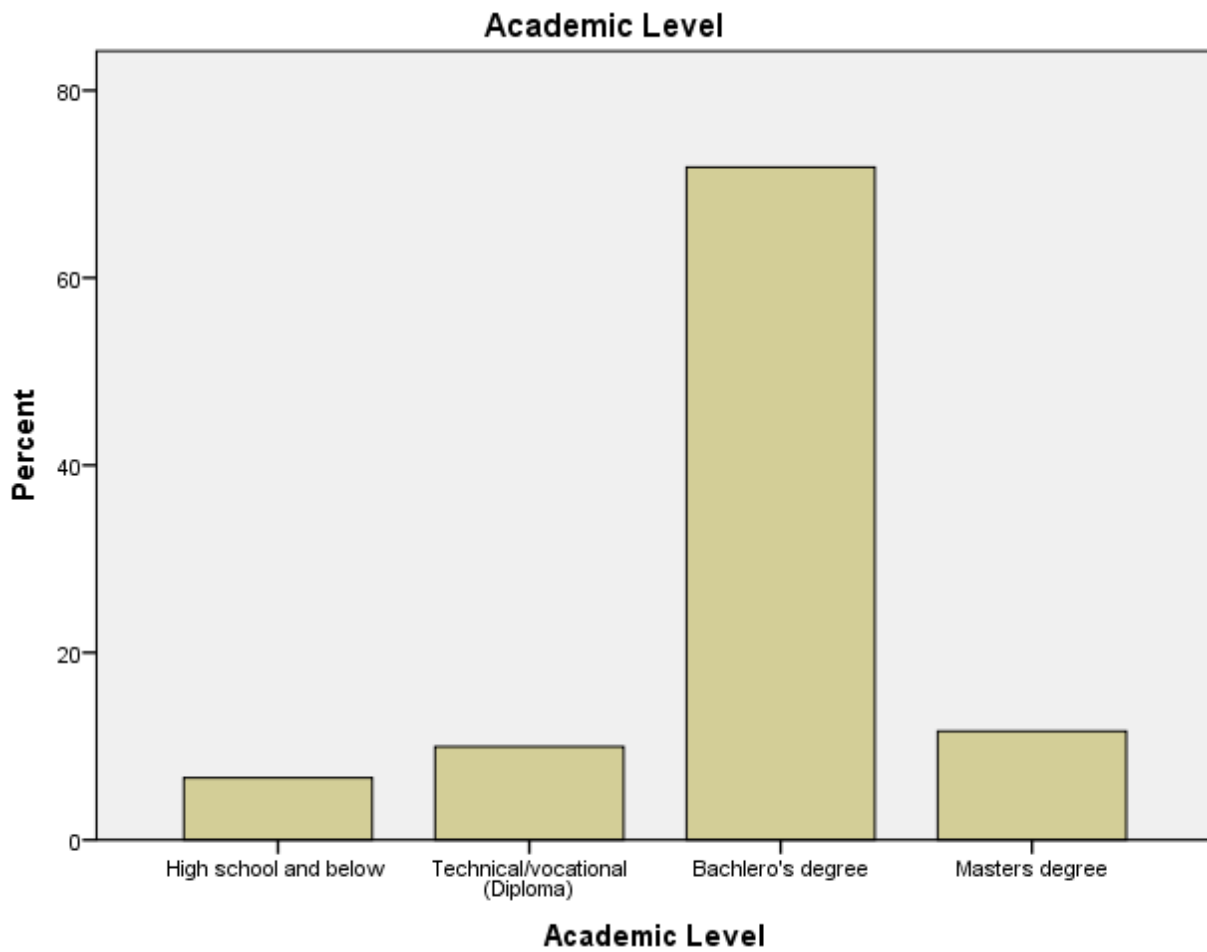
Regarding respondents Maritals status 80.7% of them were single and 18.8% married and the remaining 0.6% was divorced.

Statistics

Table 4.4 Academic Level Frequency

Academic Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
	High school and below	12	6.6	6.6
	Technical/vocational(Diploma)	18	9.9	16.6
Valid	Bachelor's degree	130	71.8	88.4
	Master's degree	21	11.6	100.0
	Total	181	100.0	100.0

Figure 4.3 Academic Level Frequency



When we came to the academic level of respondents, most of them were bachelor's degree holders which constitute 71.8% of the total population, followed by a master's degree with 11.6% and Technical/vocational diploma were 9.9% and the remaining 6.6% attended high school and below.

4.1.2 Test or reliability and validity

The reliability test is an important instrument to measure the degree of consistency of an attribute which it is supposed to measure. As stated by Mahon and Yarcheski (2002), the less variation of the instrument produces in repeated measurements of an attribute, the higher its reliability. Reliability can be associated with the stability, consistency, or dependability of a measuring tool. Cronbach's alpha is one of the most commonly accepted measures of reliability. It measures the internal consistency of the items in a scale. It indicates that the extent to which the items in a questionnaire are related to each other. It also indicates whether a scale is one-dimensional or multidimensional. The normal range of Cronbach's coefficient alpha value ranges between 0-1 and the higher values reflect a higher degree of internal consistency.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.841	38

The variables were tested for reliability by using Cronbach's Coefficient Alpha and the overall reliability of the measurement constructs is found to be 0.833 which shows the measure has internal consistency.

4.1.3 Descriptive Statistics of Variables

In this part, descriptive statistics in the form of mean and standard deviation were presented to demonstrate the level of agreement of the respondents in the questions. The core objective of the study is to examine the effect of packaging attributes on consumer buying behavior, particularly in the product of sun chips. To do so, a total of 30 questions were grouped into six dimensions and distributed to a participant who was residents of Addis Ababa and consumer of sun chips products were asked to rate the level of agreement to each question under the six attributes of packaging namely: Packaging color, background image of packaging, quality of the material used for packaging, font size the information on packaging, printed information on the packaging and innovativeness of the packaging on a five-point Likert scale with 1= strongly disagree, 2= disagree, 3 = neutral, 4= agree and 5= strongly agree.

To compare the respondents' fairness, descriptive statistics of mean and standard deviation were used. The mean indicates that in what extent the respondent averagely agrees or disagrees with the different statements. The lower the mean the more the respondents disagree with the statement while the higher the mean the more the respondents disagree with the statement. Besides, the standard deviation shows the variability of an observed response. Descriptive statistics of each dimension of packaging attributes has been discussed one by one in the following section.

4.1.3.1 Descriptive Statistics of Color of packaging on sun chips snack

The mean scores have been computed for all the six statements which are related with Color of packaging and the dimensions that are, Changing the color of packaging of sun chips snack could lead to changes of choosing in buying decision, Full colors on sun chips snack packaging have an impact on the consumer buying decision, Light colors on sun chips snack packaging have an impact on the consumer buying decision, Warm colors on sun chips snack packaging have an impact on the consumer buying decision, Cold colors on sun chips snack packaging have an impact on the consumer buying decision

The result is presented in Table 4.5 below.

Table 4.5 Descriptive statics of packaging color

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Changing color of a packaging of sun chips snack could lead to changes of choosing in buying decision	181	1	5	3.57	.944
Full colors on sun chips snack packaging have an impact on consumer buying decision	181	1	5	3.89	.788
Light colors on sun chips snack packaging have an impact on consumer buying decision	181	1	5	3.90	1.072
Warm colors on sun chips snack packaging have an impact on consumer buyig decision	181	1	5	3.98	.937
Cold colors on sun chips snack packaging have an impact on consumer buying decision	181	1	5	3.76	1.013
Valid N (listwise)	181				

As indicated in the above table the mean scores of packaging color characteristics for all the six items range from 3.57 to 3.98 which indicates that participant or sample group are somehow

agreed on that the color of packing will affect their buying decision, the statement related with arm colors has got the highest mean score 3.98, whereas light and full colors also got more or less the same result score 3.90 and 3.89 respectively

4.1.3.2 Descriptive Statistics of the background image of packaging on sun chips snack

The mean scores have been computed for all the six statements which are related with Color of packaging and the dimensions that are, The picture qualities of sun chips snacks package have an impact on the consumer buying decision, Appealing graphics on sun chips snacks packaging affect consumer buying decision, Photographs image on sun chips snacks packaging have an impact on consumer buying decision Illustrations image on sun chips snacks packaging influence consumer buying decision, Images of people on sun chips snacks package have an impact on consumer buying decision.

The result is presented in Table 4.6 below.

Table 4.6 Descriptive statistics of background image

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The picture qualities of sun chips snacks package have an impact on consumer buying decision	181	1	5	4.19	.893
Appealing graphics on sun chips snacks packaging have an impact on consumer buying decision	181	1	5	4.24	.833
Photographs image on sun chips snacks packaging have an impact on consumer buying decision	181	1	5	3.82	.963
Illustrations image on sun chips snacks packaging have an impact on consumer buying decision	181	1	5	4.03	.924
Images of people on sun chips snacks package have an impact on consumer buying decision	181	1	5	3.67	1.100
Valid N (listwise)	181				

As shown in the above table the mean scores of background image packaging characteristics for all the six items range from 3.67 to 4.24 which indicates that participant or sample group are somehow agreed on that the background image of packaging will influence their purchase

decision, the statement related with appealing graphics has got the highest mean score 4.24, whereas picture quality got 4.19, Illustration image 4.03, Photographs image and image of people got 3.82 & 3.97 respectively

4.1.3.3 Descriptive Statistics of packaging material on sun chips snack

The mean scores have been computed for all the six statements which are related with Color of packaging and the dimensions that are, The quality of packaging in sun chips snack is related with the price of the product, The packaging material in sun chips snacks show the snacks are enriched with quality, The packaging material in sun chips snacks show the snacks are environmentally friendly, The packaging material in sun chips snack show the snacks are easy to open, The quality of packaging in sun chips snack show the snacks are protected.

The result is presented in Table 4.7 below.

Table 4.7

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The quality of packaging in sun chips snack is related with the price of the product	181	1	5	3.80	1.042
The packaging material in sun chips snacks show the snacks are enriched with quality	181	1	5	3.77	1.048
The packaging material in sun chips snacks show the snacks are environmentally friendly	181	1	5	3.20	1.163
The packaging material in sun chips snack show the snacks are easy to open	181	1	5	4.03	.878
The quality of packaging in sun chips snack show the snacks are protected	181	2	5	4.03	.826
Valid N (listwise)	181				

Source: Survey Result, SPSS (2020)

As specified in the above table the mean scores of packaging material for all the six statements range from 3.20 to 4.03. it indicates that sample group are somehow agreed on that quality material of packaging will affect their buying decision, the packaging material and snacks are

protected has got the highest same mean score 4.03, whereas show the snacks are enriched with quality and quality of material also got more or less the same result score 3.77 and 3.80 respectively

4.1.3.4 Descriptive Statistics of Font size of packaging on sun chips snack

The mean scores have been computed for all the six statements which are related with Color of packaging and the dimensions that are, The font size on sun chips snacks packages contributes the preference of buying the product, The font used in writing ingredient composition of the sun chips snacks influence on buying decision, Attractive to read fonts on sun snacks chips packaging have an impact on the consumer buying decision, Large fonts on sun chips snack packaging have an impact on the consumer buying decision, Small fonts on sun chips snacks packaging have an impact on consumer buying decision.

The result is presented in Table 4.8 below.

Table 4.8

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The font size on sun chips snacks packages contributes the preference of buying the product	181	1	5	3.53	1.041
The font used in writing ingredient composition of the sun chips snacks influence on buying decision	181	1	5	3.51	.923
Attractive to read fonts on sun snacks chips packaging have an impact on consumer buying decision	181	1	5	3.84	.944
Large fonts on sun chips snack packaging have an impact on consumer buying decision	181	1	5	3.56	.908
Small fonts on sun chips snacks packaging have an impact on consumer buying decision	181	1	5	3.27	1.021
Valid N (listwise)	181				

Source: Survey Result, SPSS (2020)

The above table indicated the mean scores for all the six statements related with the font size of packaging and it ranges from 3.51 to 3.84 which indicates sample group are mostly not sure

about its influence on their purchase decision and some agreed on that the font size affects their buying decision, the statement related with attractive fonts has got the highest mean score 3.84, whereas ingredient and large font size also got more or less the same result score 3.51 and 3.56 respectively

4.1.3.5 Descriptive Statistics of Printed Information on the packaging of sun chips

The mean scores have been computed for all the six statements which are related with Color of packaging and the dimensions that are, Language used on sun chips snacks package influence consumer buying decision, The printed information of sun chips snack package increase confidence in the consumer buying decision, Nutrition information on sun chips snacks packaging have an impact on the consumer buying decision, Country of origin of sun chips snacks packaging have an impact on the consumer buying decision, Guideline of preparation process on sun chips snacks packaging have an impact on the consumer buying decision

The result is presented in Table 4.4 below.

Table 4.9

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Language used on sun chips snacks package influence consumer buying decision	181	2	5	4.03	.771
The printed information of sun chips snack package increase confidence in consumer buying decision	181	1	5	4.12	.852
Nutrition information on sun chips snacks packaging have an impact on consumer buying decision	181	1	5	4.17	.887
Country of origin of sun chips snacks packaging have an impact on consumer buying decision	181	1	5	3.93	1.020
Guideline of preparation process on sun chips snacks packaging have an impact on consumer buying decision	181	1	5	3.88	.927
Valid N (listwise)	181				

The above table presented the mean scores of questions related with characteristics of printed information on packaging and it ranges from 3.88 to 4.17 which indicates that participant or

sample group are agreed on that the printed information on the packaging of sun chips snacks influence their buying decision, nutritional information got the highest point with 4.17

4.1.3.6 Descriptive Statistics of Innovativeness of packaging of sun chips snack

The mean scores have been computed for all the six statements which are related with Color of packaging and the dimensions that are, The innovation snacks increase the preference of buying packed sun chips, Packed sun chips snacks in a unique manner influence consumer buying decision of a product, Tamper-proofing on sun chips packaging have an impact on the consumer buying decision, Easy-store on sun chips snacks packaging has an impact on the consumer buying decision, Easy-carry on sun chips snacks packaging has an impact on the consumer buying decision.

The result is presented in Table 4.4 below.

Table 4.10

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The new innovation snacks increase the preference of buying packed sun chips	181	1	5	3.97	.846
Packed sun chips snacks in a unique manner influence consumer buying decision of a product	181	2	5	4.28	.635
Tamper-proofing on sun chips packaging have an impact on consumer buying decision	181	1	5	3.90	.799
Easy-store on sun chips snacks packaging has an impact on consumer buying decision	181	1	5	4.09	.755
Easy-carry on sun chips snacks packaging has an impact on consumer buying decision	181	2	5	4.33	.604
Valid N (listwise)	181				

Source: Survey Result, SPSS (2020)

As indicated in the above table the mean scores for statements related with the innovativeness of packing ranges from 3.90 to 4.33 which indicates that participant or sample group are agreed on that the innovative packaging on sun chips snack affect their buying decision, Easy-carry on sun

chips snacks packaging has got the highest mean score 4.33, while unique manner and easy-store of packaging has got the next and third result score 4.28 and 4.09 respectively

4.1.3.7 Descriptive Statistics consumer buying decision

The mean scores have been computed for all the six statements which are related with product and marketing tools and the factors are, price of the product, quality of the product, previous experience, advertisement, family/friends opinion, sales promotion, the brand name of the company and availability of the product

Table 4.11 Descriptive statistics of the consumer buying decision

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Sun chips snack price has impact on consumer buying decision of the product	18 1	1	5	4.30	.802
Quality of sun chips snacks has impact on consumer buying decision	18 1	2	5	4.45	.581
Previous experience on sun chips snack has an impact consumer buying decision of a product	18 1	2	5	4.41	.631
Advertisement has impact on attracting attention of consumer decision to buy sun chips snacks	18 1	1	5	4.42	.746
Family/friends opinion on sun chips snack has impact on consumer buying decision	18 1	2	5	4.45	.678
Sales promotional activities of sun snacks have an impact on consumer buying decision	18 1	2	5	4.29	.899
Brand name of the company has impact on attracting attention of consumer to buy sun chips snacks	18 1	1	5	4.17	1.036
Availability of the product has impact attracting attention in buying decision of consumer	18 1	1	5	4.35	.867

Source: Survey Result, SPSS (2020)

As shown in the above table the sample group strongly agrees that quality and availability of sun chips product has great influence of their buying decision of the product, family/ friend's opinion towards to the product and price of the product also has a great influence on the decision process to buy sun chips products, Advertisement and sales promotion also significantly affect consumer buying decision process with the mean score 4.42 and 4.29 respectively

4.2 Inferential Statistics

4.2.1 Correlation Analysis

To determine the existence and level of association, the researcher used a bivariate correlation. Pearson correlation coefficient with falls between -1.0 and +1.0 and indicates the strength and direction of the association between the two variables (Field, 2005). Pearson's correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between the dimensions of packaging attributes and consumer buying decision behavior. The cataloguing of the correlation efficient (r) is as follows: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.5 is strong. The bivariate correlation of a two-tailed test confirms the presence of a statistically significant difference at probability level $p < 0.01$ i.e. assuming 99% confidence interval on statistical analysis.

As in the above Table, 4.11 indicated that all of the independent variable positively related with the dependent variable but with three different status, the higher correlation is signified by the innovation of product packaging ($r=0.680$), followed by the color of packaging ($r=0.646$) and the other two correlate with positive moderate relation, packaging material $r=0.588$ and printed information on packaging $r= 0.504$ and the remaining two has a weak positive correlation with the dependent variable, the background image on packaging $r= 0.398$ and font size on packaging $r=0.343$

		Packaging color	Background Image	Packaging Material	Font Size	Printed Information	Innovation	Consumer Buying Decision
Packaging color	Pearson Correlation	1						
	Sig. (1-tailed)		.					
	N	181						
Background Image	Pearson Correlation	.384**	1					
	Sig. (1-tailed)	.000						
	N	181	181					
Packaging Material	Pearson Correlation	.129*	.306**	1				
	Sig. (1-tailed)	.041	.000					
	N	181	181	181				
Font Size	Pearson Correlation	.239**	.288**	.375**	1**			
	Sig. (1-tailed)	.001	.000	.000				
	N	181	181	181	181			
Printed Information	Pearson Correlation	.099	.342**	.278**	.240	1**		
	Sig. (1-tailed)	.092	.000	.000	.001			
	N	181	181	181	181	181		
Innovation	Pearson Correlation	-.100	.223**	.216**	.281	.360**	1**	
	Sig. (1-tailed)	.090	.001	.002	.000	.000		
	N	181	181	181	181	181	181	
Consumer Buying Decision	Pearson Correlation	.646	.398**	.588**	.343	.504**	.680**	1
	Sig. (1-tailed)	.268	.000	.006	.285	.000	.000	
	N	181	181	181	181	181	181	181

Table 4.12 Correlation

Source: Survey Result, SPSS (2020)

** . Correlation is significant at the 0.01 level (1-tailed). * . Correlation is significant at the 0.05 level (1-tailed).

4.2.1 Regression Analysis

4.2.1.1 Multiple Regressions of packaging attributes on the consumer buying decision

As indicated in the appendix before running regression, all the assumptions were tested. The multiple regression analysis was conducted to investigate the influence of independent variable on the dependent variable and identify the relative significant influencer; i.e., independent variable (Packaging color, Background image, packaging material, Font size, Printed information, and Innovation) to the dependent variable; i.e. consumer buying decision. The proposed hypotheses were tested using multiple regression analysis. The result of regression analysis of the independent variables (Packaging color, Background image, packaging material, Font size, Printed information, and Innovation) on the dependent variable consumer buying decision indicates the existence of the positive and statistically significant effect. The model summary table shows R-Square (R²) value, 0.319 showed that packaging color, background image, font size, packaging material, printed information, and innovation were predicted approximately by 31.9 percent of the variations in consumer purchase decisions for sun chips products. It indicates the contribution of packaging color, background image, packaging material, font size, printed information, and innovation in explaining the variance of purchase decision sun chips product is 31.9%.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565 ^a	.319	.295	.42352

a. Predictors: (Constant), Innovation, packaging color, Packaging Material, Printed Information, Font Size, Background Image

b. Dependent Variable: Consumer Buying Decision mean

Table 4.13

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.608	6	2.435	13.574	.000 ^b
	Residual	31.210	174	.179		
	Total	45.818	180			

a. Dependent Variable: Consumer Buying Decision mean

b. Predictors: (Constant), Innovation mean, Packaging color mean, Packaging Material mean, Printed Information mean, Font Size mean, Background Image mean

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.763	.391		4.510	.000
	Packaging color	-.025	.058	-.031	-.434	.665
	Background Image	.253	.061	.310	4.157	.000
	Packaging Material	.042	.068	.043	.620	.536
	Font Size mean	-.142	.054	-.187	-2.612	.010
	Printed Information	.212	.063	.238	3.354	.001
	Innovation	.284	.076	.265	3.733	.000

Source: Survey Result, SPSS (2020)

Table 4.13 presents the result of regression analysis which is based on the six independent variables (packaging color, background image, packaging material, font size, printed information, and innovation). The independent variables that contribute to the variance of the dependent variable are explained by the standardized Beta coefficient. The beta value on the coefficient table indicates the level of effect each dimension has on the dependent variable which is consumer buying decision.

The strength of each predictor (independent variable) influencing the criterion (dependent variable) can be investigated via a standardized Beta coefficient. The regression coefficient explains

Table 5 above shows the constant, beta, and significance level of each variable. It indicates that six five variables which are; packaging color, background image, packaging material, font size, printed information, and innovation influence Consumer buying decision behavior at a 95% confidence interval with a sig. level of 0.665, 0.000, 0.536, 0.010,.001 and 0.000 respectively. As the constant and b values are known

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + e$$

Where; Y: Consumer buying decision behavior

X1: Packaging color

X2: Background image

X3: Packaging material

X4: Font size

X5: Printed information

X6: Innovation

As per the model for this regression: $Y = 1.763 + -.031X_1 + .310X_2 + .043X_3 + -.187X_4 + .238X_5 + .265X_6 + e$ (error term) The model suggests that packaging background image has the strongest effect on sun chips product purchase decision (0.310) followed by innovation (0.265), printed information (0.238) and font size (0.168). Therefore, H2, H6, and H5 are supported. However, there were no significant relationships between packaging color, font size, and packaging materials in the purchase decision of sun chips products.

4.3 Hypothesis Testing and Interpretation of Results

Hypothesis	Result	Reason
H1: Packaging color has a significant effect on the Consumer Buying Decision	Rejected	$\beta_1=0.031$, $p<0.05$
H2: Background image of the packaging has a significant effect on the Consumer Buying Decision	Accepted	$\beta_1=0.310$, $p>0.05$
H3: Packaging material has significant effect on Consumer Buying Decision	Rejected	$\beta_1=0.043$, $p<0.05$
H4: Font size of the packaging has a significant effect on Consumer Buying Decision	Accepted	$\beta_1=0.187$, $p>0.05$
H5: Printed information of the packaging has a significant effect on Consumer Buying Decision	Accepted	$\beta_1=0.238$, $p>0.05$
H6: Innovation on the packaging has significant effect on Consumer Buying Decision	Accepted	$\beta_1=0.256$, $p>0.05$

Table 4.14

H1: Packaging color has a significant effect on the Consumer Buying Decision

The result of multiple regression analysis of table 4.13 indicates that the color of packaging has no significant influence on the consumer buying decision of sun chips products with the value of beta ($\beta = -0.031$) demonstrates that the weak influence of packaging color on the consumer buying decision.

H2: Background image of the packaging has a significant effect on the Consumer Buying Decision

The result of multiple regression analysis of table 4.13 shows that the background image of packaging has a significant influence on the consumer buying decision of sun chips products with the value of beta ($\beta = -0.310$) demonstrates that the greater influence of packaging color on the consumer buying decision. This implies that the one percent increase quality increase in background image of sun chips packaging will increase 31% positive increase consumer buying the product

H3: Packaging material has a significant effect on the Consumer Buying Decision

The result of multiple regression analysis of the table 4.13 indicates that surprisingly and despite the previous study results, packaging material of sun chips has weak or no significant influence on the consumer buying decision of sun chips products with the value of beta ($\beta = -0.043$) demonstrates that the weak influence of packaging material on consumer buying decision towards sun chips product.

H4: Font size of the packaging has a significant effect on Consumer Buying Decision

Despite of many of previous study's agreed, the result of multiple regression analysis of the table 4.13 shows that font size of packaging has significant influence on consumer buying decision of sun chips products with the value of beta ($\beta = 0.187$) demonstrates that the strong influence of packaging font size on consumer buying decision on sun chips snacks.

H5: Printed information of the packaging has a significant effect on Consumer Buying Decision

The outcome of multiple regression analysis of the table 4.13 indicates that Printed information on the packaging has positive significant influence on the consumer buying decision of sun chips products with the value of beta ($\beta = -0.238$) demonstrates that the higher influence of packaging printed information on the consumer buying decision of sun chips snacks. It implies that the one percent increase in proper printed information on packaging will lead to a 23.38% increase of consumer to buy a product of sun chips snacks.

H6: Innovation on the packaging has a significant effect on the Consumer Buying Decision

As many previous kinds of research pledges, the outcome of multiple regression analysis of the table 4.13 indicates that innovation on the packaging has positive significant influence on the consumer buying decision of sun chips products with the value of beta ($\beta = -0.256$) demonstrates that the higher influence of innovativeness of packaging on the consumer buying decision of sun chips snacks. It implies that the one percent increase in proper printed information on packaging will lead to a 25.6% increase of consumers to buy a product of sun chips snacks.

Chapter Five

Summary, Conclusion, and Recommendations

5.1 Conclusion

The paper designed to contribute hypothetical (theoretical) understating of the impact of the packaging attributes on the purchase decision of consumers of packaged food in Addis Ababa, Ethiopia, specifically sun chips products. by examining the major six dimension (packing color, background image, font style, packaging material, printed information, and packing innovation) on sun chips snacks

As the study shows peoples are highly attractive to the images and pictures that show in the packaging of sun chips products and also peoples want more appealing graphics, illustrations and photographs on the packaging.

Peoples need more innovative creations and ideas on the packaging which attract them and shade a different light towards the brand. Unique packaging has a greater effect on consumer buying behavior especially when the products are easy to store and carry.

The Printed information used on the packaging and the language used to display the information on the packaging gives consumers the ability to understand the product. Nutritional information presented on the package has a higher value to consumers and will influence their buying decision more than any other information displayed, The country of origin of the product and brand also higher effect on consumers buying decisions.

As the study indicated there were no significant relationships between packaging color and packaging materials and font size in the purchase decision of consumers on the packaged sun chips product.

Packaging should be treated as one of the most valuable marketing tools in today's marketing communications in packaged foods, demanding more detail analysis of its elements and an impact of those elements on consumers buying behavior

5.2 Recommendations

Based on the results of research which examined the role of packaging in influencing consumer's buying decision, the researcher stipulated the following recommendations.

Packaging becomes the most essential tool in a generation of wide-open to a kind of information and diversity of products, countless deal of choices and different opportunities and in the time of COVID 19, especially the food sector as peoples become less habitant to food cooking and in demand of their health and safety

Therefore the design and use of packaging could result in causing a product success or failure in the market. It is indispensable to set appropriate standards and procedures for packaging and to enforce the implementation of standards accordingly for better marketing and increased sales of a product.

The researcher believes that Food packages should be used as a communication tactic at the point of purchase and proper care needs to be given to the packaging attributes which result in increased sales and revenue as they influence consumers buying decisions. However, the packaging is not the only factor that influences the consumers buying decisions Therefore, appropriate marketing techniques and tools should be employed to increase the brand preference of the consumer towards the product

A proper and adequate level of investment should be allocated to packaging attributes that will result in a practical increment in the revenue of an enterprise and acceptance of the brand as they will influence the consumers buying decisions.

The priorities for the packaging attributes should be the same as they don't have some influence on consumer buying behavior. For example, the background image of packaging and innovative packages have more influence as consumers are more obsessed with appealing graphics, illustration, and photographs used on the packaging, and at the same time peoples are more interested in unique attributes, easy-store and easy-carry of the products.

Although some attributes like fonts, packaging material and colors may not have them as much influence as expected, however other attributes like printed information has a higher influence on

consumer buying behavior as consumers give focus on languages, nutritional information, guidelines of usage, and country of origin of the products.

5.3, Limitations and Directions for Future studies

There are limitations to this study.

First, the research sample was half of the target due to different reasons and it includes only peoples with access to the internet and based on their arability to the researcher and doesn't include consumers with no internet and the views from supermarkets and shops where the products are available the most.

Second, the study is geographically limited to Addis Ababa so caution must be exercised in generalizing from these findings to other major cities in Ethiopia.

Third, the research focuses on the consumer's attitude and perspective and didn't include the views of the company or manufacturer of the product, which should be analyzed in future research.

Despite the above-mentioned limitations, the researcher believes that this study has contributed something in the area and could be a source of competitive advantage and used as an input for marketing strategies to the company and different marketers and it could serve as a starting or reference for future study as the subject is very interesting

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Appendices

Appendix (A) Questionnaire

Addis Ababa University School of Commerce
Department of Marketing Management

Dear sir/madam

This questionnaire aims to seek information regarding the assessment of packaging attributes on Consumer Buying Decision: In case of sun chips snacks. The questionnaire is developed and distributed to randomly selected customers of the supermarkets. The information you provide in response to the items in the questionnaire will be used as part of the data needed for a study on the assessment of packaging attributes on Consumer Buying Decision: In case of sun chips snacks.

I would like to assure you that the information you provide would be accessible only to the academic purpose. Your involvement is regarded as a great input to the quality of the research results. Hence, I believe that you will enlarge your assistance by participating in the study.

Your honest and truthful answer means a lot to this research. Therefore, I ask you to fill out this questionnaire with honesty and I would like to extend in advance my thanks for your time and cooperation.

Kind regards
Israel Tewodrose

Section 1: General Information

The following question lists different general questions, please kindly tick (✓) your answer

1. Gender:
 - female
 - Male
2. Age:
 - below 20
 - 21 to 30 years
 - 31 to 40 years
 - 40 to 50 years
 - Over 51 years
3. Marital status:
 - Single
 - Married
 - Divorced
 - Widow
4. Academic level:
 - High school and below
 - Technical/vocational certificate (Diploma)
 - Bachelor's degree
 - Master's degree
 - Other (specify) _____

Section 2: Determinants of Buying Decisions

The following table lists different packaging characteristics and the attributes of each characteristic, please kindly tick (✓) your answer in the appropriate boxes.

Legend
SD= Strongly Disagree
D= Disagree
N = neither Agree nor Disagree
A = Agree
SA= Strongly Agree

		SD	D	N	A	SA
I)	PC					
1	Changing colour of a packaging of sun chips snacks could lead to change of choosing in buying decision.					
2	Full colours on sun chips snacks packaging have an impact on consumer buying decision.					
3	Light colours on sun chips snacks packaging have an impact on consumer buying decision.					
4	Warm colours on sun chips snacks packaging have an impact on consumer buying decision.					
5	Cold colours on sun chips snacks packaging have an impact on consumer buying decision.					
		SD	D	N	A	SA
II)	BI					
6	The picture qualities of sun chips snacks package have impact in drawing attention on buying decision.					
7	Appealing graphics on sun chips snacks packaging have an impact on consumer buying decision.					
8	Photographs image on sun chips snacks packaging have an impact on consumer buying decision.					
9	Illustrations image on sun chips snacks packaging have an impact on consumer buying decision.					
10	Images of people on sun chips snacks packaging have an impact on consumer buying decision.					
		SD	D	N	A	SA
III)	PM					
11	The quality of packaging in sun chips snacks is related with the price of the product.					
12	The packaging material in sun chips snacks show the snacks are enriched with quality.					
13	The packaging material in sun chips snacks show the snacks are Environmentally friendly.					
14	The packaging material in sun chips snacks show the snacks are Easy to open.					
15	The packaging material in sun chips snacks show the snacks are protected.					

		SD	D	N	A	SA
IV)	FS					
16	The font size on sun chips snacks packages contributes the preference of buying the product.					
17	The font used in writing ingredient composition of the sun chips snacks influence behaviour on buying decision.					
18	Attractive to read fonts on sun snacks chips packaging have an impact on consumer buying decision.					
19	Large fonts on sun chips snacks packaging have an impact on consumer buying decision.					
20	Small fonts on sun chips snacks packaging have an impact on consumer buying decision.					
		SD	D	N	A	SA
V)	PI					
21	Language used on sun chips snacks package influence consumer buying decision.					
22	The printed information of sun chips snacks package increase confidence in consumer buying decision.					
23	Nutrition information on sun chips snacks packaging have an impact on consumer buying decision.					
24	Country of origin on sun chips snacks packaging has an impact on consumer buying decision.					
25	Guideline of preparation process on sun chips snacks packaging have an impact on consumer buying decision.					
		SD	D	N	A	SA
VI)	Innovation					
26	The new innovation snacks increase the preference of buying packed sun chips.					
27	Packed sun chips snacks in a unique manner influence consumer buying decision of a product.					
28	Tamper-proofing on sun chips packaging have an impact on consumer buying decision.					
29	Easy-store on sun chips snacks packaging has an impact on consumer buying decision.					
30	Easy-carry on sun chips snacks packaging has an impact on consumer buying decision.					

Section 3- Consumer Buying Decision

The following question lists questions on consumer behavior, please kindly tick (√) your answer in the appropriate numbers or circle the appropriate answer.

		SD	D	N	A	SA
D)	CBD					
1	Sun chips snacks price has impact on consumer buying decision of the product.					
2	Quality of sun chips snacks has impact on consumer buying decisions.					
3	Previous experience on sun chips snack has an impact on consumer buying decision of sun chips snacks.					
4	Advertisement has impact on attracting attention in consumer buying decision					
5	Family/friends opinion on sun chips snacks has an impact on consumer buying decision of sun chips snacks.					
6	Sales promotional activities of sun chips snacks have an impact in consumer buying decision.					
7	Brand name of the company has impact on attracting attention in consumer buying decision					
8	Availability of the product has impact on attracting attention in consumer buying decision					

Appendix 2 Normality test result

Statistics

		Packaging color mean	Background Image mean	Packaging Material mean	Font Size mean
N	Valid	181	181	181	181
	Missing	0	0	0	0
Skewness		-1.453	-.995	-.386	-.135
Std. Error of Skewness		.181	.181	.181	.181
Kurtosis		3.753	2.741	1.401	.105
Std. Error of Kurtosis		.359	.359	.359	.359

Statistics

		Printed Information mean	Innovation mean	Consumer Buying Decision mean
N	Valid	181	181	181
	Missing	0	0	0
Skewness		-.397	.462	-.644
Std. Error of Skewness		.181	.181	.181
Kurtosis		1.274	-.201	.751
Std. Error of Kurtosis		.359	.359	.359

Appendix 3 Reliability test

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	181	100.0
	Excluded ^a	0	.0
	Total	181	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.689	.693	7

Appendix 4: Regression

Notes

Descriptive Statistics

	Mean	Std. Deviation	N
Consumer Buying Decision mean	4.3550	.50452	181
Packaging color mean	3.8199	.61648	181
Background Image mean	3.9901	.61726	181
Packaging Material mean	3.7657	.52104	181
Font Size mean	3.5436	.66510	181
Printed Information mean	4.0265	.56545	181
Innovation mean	4.1127	.47153	181

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.565 ^a	.319	.295	.42352

a. Predictors: (Constant), Innovation mean, Packaging color mean, Packaging Material mean, Printed Information mean, Font Size mean, Background Image mean

b. Dependent Variable: Consumer Buying Decision mean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.608	6	2.435	13.574	.000 ^b
	Residual	31.210	174	.179		
	Total	45.818	180			

a. Dependent Variable: Consumer Buying Decision mean

b. Predictors: (Constant), Innovation mean, Packaging color mean, Packaging Material mean, Printed Information mean, Font Size mean, Background Image mean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.763	.391		4.510	.000
Packaging color mean	-.025	.058	-.031	-.434	.665
Background Image mean	.253	.061	.310	4.157	.000
Packaging Material mean	.042	.068	.043	.620	.536
Font Size mean	-.142	.054	-.187	-2.612	.010
Printed Information mean	.212	.063	.238	3.354	.001
Innovation mean	.284	.076	.265	3.733	.000

Coefficients^a

Model	95.0% Confidence Interval for B	
	Lower Bound	Upper Bound
1 (Constant)	.991	2.535
Packaging color mean	-.139	.089
Background Image mean	.133	.374
Packaging Material mean	-.092	.176
Font Size mean	-.249	-.035
Printed Information mean	.087	.337
Innovation mean	.134	.434

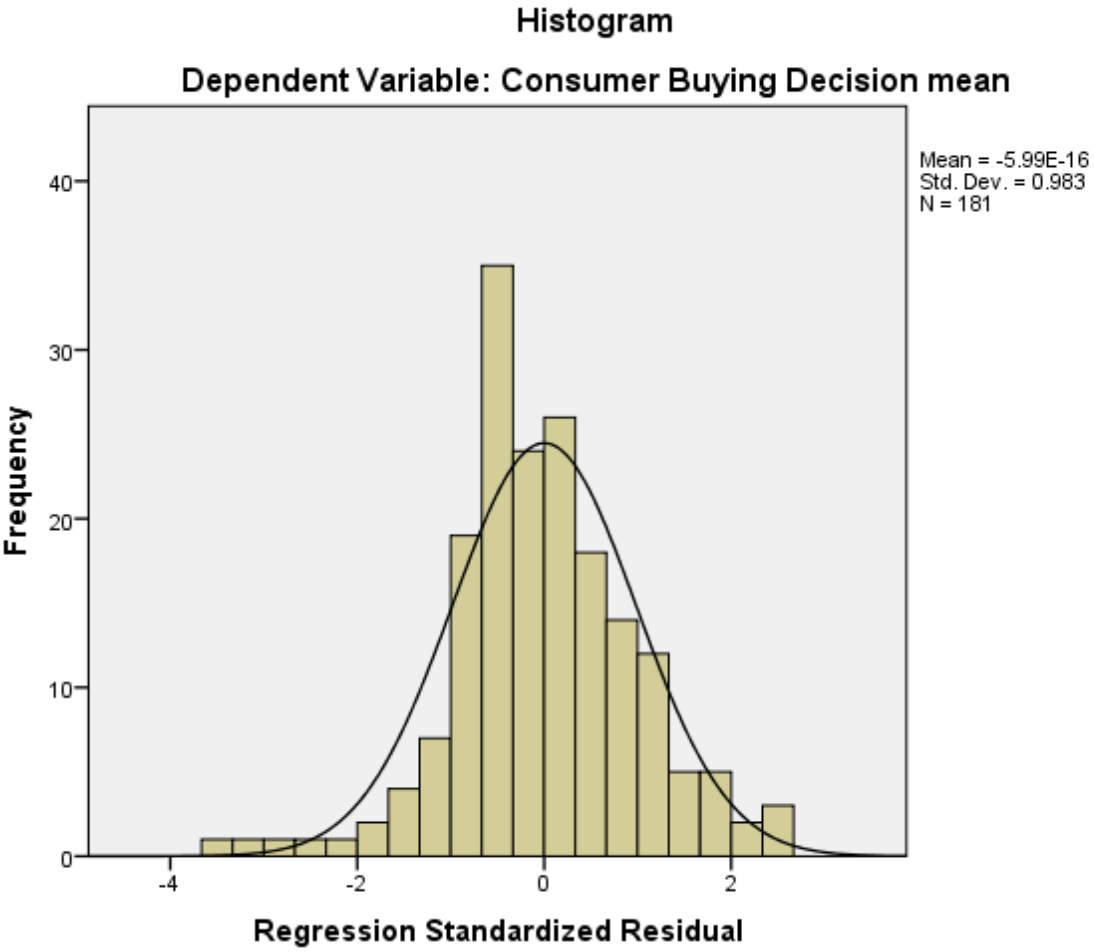
a. Dependent Variable: Consumer Buying Decision mean

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.3669	5.2506	4.3550	.28488	181
Residual	-1.42341	1.04836	.00000	.41640	181
Std. Predicted Value	-3.468	3.144	.000	1.000	181
Std. Residual	-3.361	2.475	.000	.983	181

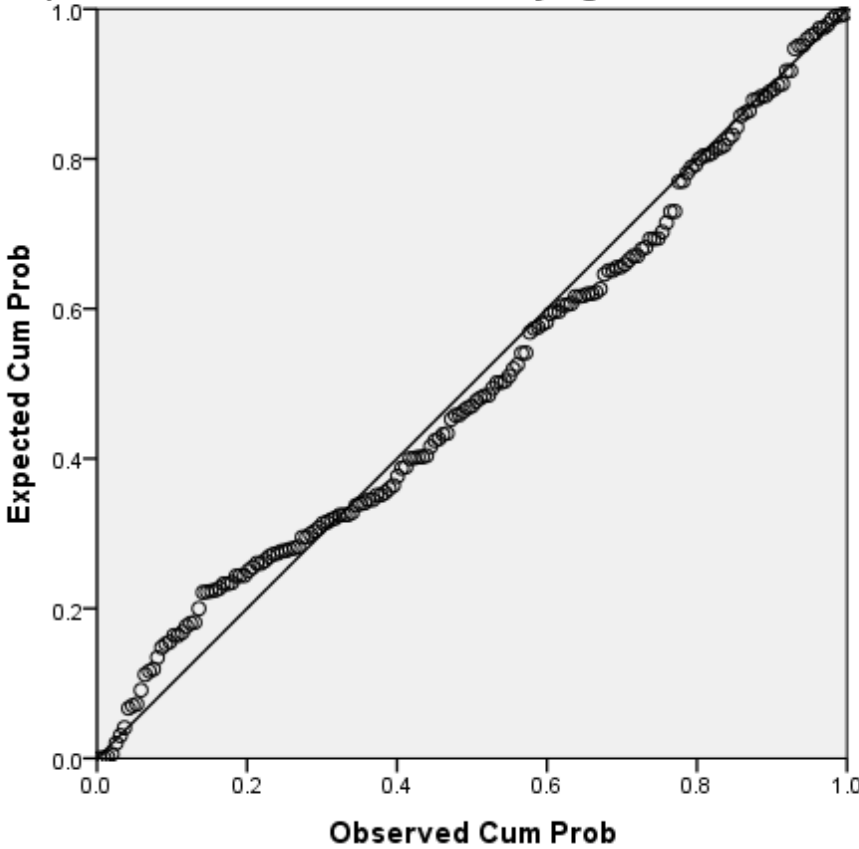
a. Dependent Variable: Consumer Buying Decision mean

Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Consumer Buying Decision mean



Scatterplot

Dependent Variable: Consumer Buying Decision mean

