



**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE**

**DEPARTEMENT OF MARKETING MANAGEMENT**

**THE EFFECT OF PRODUCT PACKAGING ON CUSTOMER  
SATISFACTION: THE MEDIATING ROLE OF IMPULSE BUYING: IN  
THE CASE OF SNACK FOOD IN ADDIS ABABA**

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**FEBREWARY, 2024ADDISABABA, ETHIOPIA**

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ROLE OF IMPULSE BUYING: IN THE CASE OF SNACK FOOD IN ADDIS ABABA**

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**THE EFFECT OF PRODUCT PACKAGING ON CUSTOMER SATISFACTION: THE MEDIATING  
ROLE OF IMPULSE BUYING: IN THE CASE OF SNACK FOOD IN ADDIS ABABA**

” is her original work and is suitable for submission for the award of Master’s Degree in Marketing Management.

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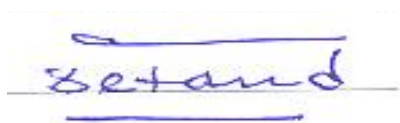


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## ABSTRACT

*This research paper examines the Mediating effect of impulse buying on the relationship between packaging and customer satisfaction: The Case of snack food in addis baba. It analyzes the effect of packaging on the customer satisfaction in the snack foods. The significance and importance of impulse buying in today's market is supreme in increasing customer's number and its possible results. The author in the research paper used primary data. The questionnaires were administered based on a purposive sampling method and obtained snack food in Addis Ababa, Ethiopia. 400 questionnaires were distributed, and 381 available samples were collected, resulting in a response rate of 91.75% to all those who chose to participate. Using SPSS, the effect of impulse buying in between packaging and customer satisfaction were identified. Findings indicate that packaging has a positive and direct effect on impulse buying and customer satisfaction. The result also shows that the effect of impulse buying on customer satisfaction is positive and significant. In addition, the multiple regression analyses showed that the relationship between packaging and customer satisfaction is mediated by impulse buying. Finally, the researcher was able to validate the four hypotheses on snack food; the findings show for the snack food in addis ababa users. Impulse buying has a bigger impact on customer satisfaction. It also implies that packaging both fully and partially mediates customer satisfaction. It can be concluded for the customers of snack food, impulse buying had everything to do with the being customer satisfaction consequently improving their relationship to the resulting in their repeated business with the all to the while packaging mediating customer satisfaction. The report presents several critical recommendations to snack food users. The study discovered that impulse buying influences both packaging and customer satisfaction. This finding is significant because, according to the study's participants, successful execution of the marketing discipline's cornerstone is feasible through impulse buying. Snack food users to focus on the impulse buying to the clients as findings imply Customer satisfaction and packaging are attained impulsively. Snack food users in addis ababa should focus on packaging.*

*Key words: impulse buying, customer satisfaction, packaging*

## **ACKNOWLEDGMENTS**

I will thank the Lord at all times; his praise will always be on my lips! I would like to express my special thanks of gratitude to my Advisor Dr. ANDINET who guided me throughout this thesis and for his treasured comments and advice. I would also like to thank my dear friend FEVEN ADANE and also my Family, especially my father and my mother also my dear husband thank you for your unconditional support and offered deep insight into the study I'm always grateful to you.

I wish to acknowledge the help provided by unity university students at Al- amudin branch they are supportive to fill the questioner thank you so much for all the time.

## Contents

|       |                                                            |    |
|-------|------------------------------------------------------------|----|
| 1     | INTRODUCTION .....                                         | 1  |
| 1.1   | Background of the Study .....                              | 1  |
| 1.2   | Statement of the problem .....                             | 2  |
| 1.3   | Basic research questions .....                             | 3  |
| 1.4   | Research question.....                                     | 3  |
| 1.5   | Objective of the study .....                               | 4  |
| 1.5.1 | General objective .....                                    | 4  |
| 1.5.2 | Specific objective.....                                    | 4  |
| 1.6   | Significance of the study.....                             | 4  |
| 1.7   | Scope of the study.....                                    | 4  |
| 2     | Literature review .....                                    | 6  |
| 2.1   | Theoretical review .....                                   | 6  |
| 2.1.1 | Packaging .....                                            | 6  |
| 2.1.2 | Informative quality of packaging.....                      | 8  |
| 2.1.3 | Types of Impulse Buying Behavior.....                      | 10 |
| 2.1.4 | Factors Affecting Impulse Buying.....                      | 11 |
| 2.2   | Empirical review.....                                      | 16 |
| 2.2.1 | Product packaging elements and consumer satisfaction ..... | 16 |
| 2.2.2 | Technical quality of packaging .....                       | 16 |
| 2.2.3 | Functional quality .....                                   | 17 |
| 2.2.4 | Informative quality.....                                   | 18 |
| 2.3   | Conceptual framework.....                                  | 19 |
| 3     | Research methodology .....                                 | 19 |
| 3.1   | Research approach.....                                     | 19 |
| 3.2   | Research Design.....                                       | 20 |
| 3.3   | Data type and data source .....                            | 20 |
| 3.4   | Population and Sampling design.....                        | 21 |
| 3.4.1 | Target population .....                                    | 21 |
| 3.4.2 | Sampling technique .....                                   | 21 |
| 3.5   | Data collection .....                                      | 21 |

|       |                                                                |    |
|-------|----------------------------------------------------------------|----|
| 3.5.1 | Data Collection Instrument.....                                | 21 |
| 3.5.2 | Method of data Analysis.....                                   | 21 |
| 3.6   | Validity and Reliability.....                                  | 22 |
| 3.6.1 | Reliability .....                                              | 22 |
| 3.7   | Ethical Consideration .....                                    | 23 |
| 4     | Result and discussion.....                                     | 23 |
| 4.1.1 | Age of respondents .....                                       | 24 |
| 4.1.2 | Gender of respondent .....                                     | 24 |
| 4.1.3 | Education qualification of respondent .....                    | 24 |
| 4.1.4 | Descriptive analysis .....                                     | 25 |
| 4.2   | Analysis regarding Impulse buying.....                         | 25 |
| 4.3   | Analysis regarding Technical quality .....                     | 25 |
| 4.4   | Functional Quality .....                                       | 27 |
| 4.5   | Informative Quality .....                                      | 27 |
| 4.6   | Satisfaction .....                                             | 28 |
| 4.7   | Correlation.....                                               | 29 |
| 4.7.1 | Multiple Linear Regression Analysis.....                       | 29 |
| 4.7.2 | Normality test .....                                           | 31 |
| 4.7.3 | Assumptions of Regression Analysis.....                        | 32 |
| 4.7.4 | Multicollinearity Analysis.....                                | 33 |
| 4.7.5 | Homoscedasticity Analysis.....                                 | 33 |
| 4.8   | Regression Analysis .....                                      | 34 |
| 4.8.1 | Mediation Analysis .....                                       | 36 |
| 4.9   | SOBLE TEST .....                                               | 37 |
| 5     | Summary, Conclusion, Recommendation and Future Direction ..... | 37 |
| 5.1   | Summary.....                                                   | 37 |
| 5.2   | Conclusion .....                                               | 38 |
| 5.3   | Recommendation .....                                           | 39 |
|       | Reference.....                                                 | 39 |

## List of Tables

|                                                                                                                     |           |
|---------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Table 4.1: Reliability test.....</b>                                                                             | <b>23</b> |
| <b>Table 4.2: Age of respondents.....</b>                                                                           | <b>23</b> |
| <b>Table 4.3: Gender of respondent.....</b>                                                                         | <b>24</b> |
| <b>Table 4.4: Education qualification of respondent.....</b>                                                        | <b>24</b> |
| <b>Table 4.5 : Analysis regarding Impulse buying .....</b>                                                          | <b>25</b> |
| <b>Table 4.6: Analysis regarding Technical quality.....</b>                                                         | <b>26</b> |
| <b>Table 4.7: Analysis on Functional Quality.....</b>                                                               | <b>27</b> |
| <b>Table 4.8: Analysis on informative quality .....</b>                                                             | <b>27</b> |
| <b>Table 4.9: Analysis on satisfaction .....</b>                                                                    | <b>28</b> |
| <b>Table 4.10: Correlation .....</b>                                                                                | <b>28</b> |
| <b>Table 4.11 : Multiple Linear Regression Analysis.....</b>                                                        | <b>29</b> |
| <b>Table 4.12: ANOVA .....</b>                                                                                      | <b>30</b> |
| <b>Table 4.13: Coefficientsa.....</b>                                                                               | <b>30</b> |
| <b>Table 4.14: Collinearity Diagnostica.....</b>                                                                    | <b>30</b> |
| <b>Table 4.15: Residuals Statistica.....</b>                                                                        | <b>31</b> |
| <b>Table 4.16: Normality test .....</b>                                                                             | <b>31</b> |
| <b>Table 4.17: Linearity Analysis.....</b>                                                                          | <b>32</b> |
| <b>Table 4.18: ANOVAa .....</b>                                                                                     | <b>32</b> |
| <b>Table 4.19: Collinearity Statistics.....</b>                                                                     | <b>33</b> |
| <b>Table 4.20: Regression analysis on impulse buying on customer satisfaction.....</b>                              | <b>34</b> |
| <b>Table 4.21: Packaging substantial positive direct effect on impulse buying.....</b>                              | <b>34</b> |
| <b>Table 4.22: packaging on customer satisfaction.....</b>                                                          | <b>35</b> |
| <b>Table 4.23: Regression analysis of the packaging on customer satisfaction is mediated by impulse buying.....</b> | <b>35</b> |
| <b>Table 4.24: Summary of Hypothesis Test.....</b>                                                                  | <b>35</b> |

## **LIST OF FIGURES**

|                                                  |           |
|--------------------------------------------------|-----------|
| <b>Figure 2-1 CONCEPTUAL FRAMWORK .....</b>      | <b>19</b> |
| <b>Figure 4-1 Homoscedasticity Analysis.....</b> | <b>33</b> |
| <b>Figure 4-2 SOBLE test.....</b>                | <b>36</b> |

# CHAPTER-ONE

## 1 INTRODUCTION

### 1.1 Background of the Study

(Kotler and Keller, 2012) suggest that packaging serves as the consumer's initial interaction with a product. An effective package can attract consumers and influence their product choices, acting as a "five-second commercial." Additionally, packaging impacts consumers' later experiences when they open the package and use the product at home. Some packages can even be displayed attractively in the home environment. Packaging not only wraps the product but also provides information about the product and the manufacturer. It can serve as a key selling point, stimulating impulsive buying behavior, increasing market share, and reducing promotional costs (Akterujjaman, 2013). According to (Rundh, 2005) packaging plays a crucial role in providing product information and influencing consumer purchase decisions. It significantly impacts a company's success in a highly competitive environment.

(Armstrong, 2013) defines packaging as designing and producing the container or wrapper for a product, performing various sales tasks from attracting attention to describing the product to facilitate the sale. Packaging can be seen as a group of activities related to the design, production, and filling of a container or wrapper that effectively protects, stores, transports, and identifies the product, as well as contributes to its successful marketing (Kent & Omar, 2003).

Packaging is a critical factor influencing consumer buying decisions and the success of companies in competitive environments (Abdullah, Packaging Factors Determining Consumer Buying Decision, 2013).

Impulse buying is often characterized as a sudden, unplanned decision to purchase a product, typically driven by emotional responses when consumers are in a store (Rodrigues, 2021). It involves unintentional, enjoyment-based, unreflective, and compulsive purchasing behaviors (Akram et al., 2018); (Amos et al., 2014); (Kimiagari & Asadi Malafe, 2021); (Rook, 1987) often resulting from a combination of psychological drives and external stimuli.

Impulse buying occurs when a consumer experiences a sudden, powerful urge to buy something immediately, often without considering the consequences. It is a hedonically complex urge that may lead to emotional conflict and is often accompanied by diminished regard for the consequences of the purchase. Customer satisfaction is the customer's response to the perceived gap between prior

expectations or experiences and the actual performance of products or services consumed (Che-Ha & Hashim, 2007). It is an affective state or feeling toward products or services..

Customer satisfaction is based on the customer's perception that a product or service has met or exceeded their expectations. It is a reflection of a customer's feelings of pleasure or disappointment resulting from comparing a products or service's perceived performance or outcome to their expectations. Satisfaction is influenced by perceived performance and expectations. P. Kotler suggests that many companies aim for high satisfaction because customers who are highly satisfied are less likely to switch when a better offer comes along, compared to those who are just satisfied..

Packaging design can influence impulse buying behavior. Understanding the impact of packaging design elements is crucial for organizations to design effective packaging. This research aims to fill a research gap in the context of eastern Nepal by identifying impactful packaging design attributes that organizations should focus on to design packaging that resonates with their target market (Vyas, 2015), (Seemab, 2014), (Lee, 2002), (Bilkisu, 2021), (Bayley, 1998), (Bin, 2021) (Ahmad, 2015).

Packaging is a critical product element that affects consumer behavior (Ares, 2010), (Raveendran., 2017), (Thomas., 2021) by examining the packaging, consumers begin to form expectations that can influence their future perception of taste. Higher expectations are likely to increase consumer acceptance and satisfaction with the product, while lower expectations may have the opposite effect. While many studies have explored the effect of packaging on consumer behavior, less research has focused on the mechanism through which packaging influences consumer behavior. This research aims to examine how packaging affects consumer behavior by considering its role in the process.

## **1.2 Statement of the problem**

Packaging has long been recognized as a silent salesperson and has recently been the subject of much regulation. However, this regulation often overlooks the nonverbal components of package labels. While the verbal elements of a package accurately reflect the product's characteristics, package graphics can be used to either reinforce or weaken the marketer's explicit verbal claims or to create inferences that may contradict the verbal information (France., 2001). Package design attributes such as color, shape, and pictures also convey a message about the product, albeit a nonverbal one, which is equally important.

In recent decades, several trends in food consumption have emerged due to changes in the social, economic, and lifestyle environments. Factors such as changing work patterns, increased female employment, lack of time, income growth, and others have led to a preference for fast food, convenience foods, and eating out ( (Petzoldt, 2008)

Consumer satisfaction refers to the total utility a person derives from consuming all units of a specific product or service. Consumers tend to prefer goods that provide the greatest level of satisfaction. After purchasing a product, a consumer feels happy, excited, and satisfied if the product is of high quality. Impulse buying is characterized by unplanned purchases.

Impulse buying behavior is defined as the unplanned purchase behavior of a consumer, made without evaluating the product (Faber, V. &, 2003) (Parboteeah, 2005). It is an instantaneous purchase process that occurs without the intention to purchase the item (Ferrell., Recent Developments in Smart Food Packaging, 1998).

Individuals with the personality trait of Conscientiousness tend to make good decisions during impulse buying, leading to satisfaction even after the purchase is made. These individuals are emotionally stable, reliable, relaxed, and calm. Emotional stability has a positive and significant impact on satisfaction after impulse buying, indicating that these individuals are able to make good decisions even in the presence of impulse buying factors in the store. They can judge which factors are artificially attractive and make good decisions during impulse buying, leading to satisfaction even after the purchase (Mondak, 2010) *Personality and the foundations of political behavior*. Cambridge University Press.

This study is intended to close the gap in the literature, which is aimed to understand the effect of packaging on consumer satisfaction mediated by impulse buying for snack food in Addis Ababa. Product packaging has the potential to attract, inform, and influence consumer behavior when selecting a product. In general, to determine the influence of packaging and customer satisfaction activities when we buy impulsively.

### **1.3 Basic research questions**

The main research question was the effect of packaging on customer satisfaction mediated by impulse buying?

### **1.4 Research question**

- What is the effect of impulse buying on customer satisfaction?
- Does packaging affect impulse buying?
- Is there a relationship between packaging and customer satisfaction?
- Does impulse buying mediate the relationship between packaging and customer satisfaction?

## **1.5 Objective of the study**

### **1.5.1 General objective**

The main objective of the study is to assess the effect of impulse buying on customer satisfaction mediated by packaging in the case of snack food in Addis Ababa

### **1.5.2 Specific objective**

- To examine the effect of impulse buying on customer satisfaction.
- To investigate the effect of packaging on impulse buying
- To identify whether packaging affects customer satisfaction
- To identify whether impulse buying mediates the relationship between packaging and customer satisfaction.

## **1.6 Significance of the study**

This study is expected to contribute to the theoretical and methodological study of the effect of packaging on customer satisfaction mediated by impulse buying practices. The study allows businesses to better anticipate their customers' need and as a result fulfill them. A study help packaging companies specially on snack food Specifically, the study can help companies understand how different aspects of packaging (such as color, graphics, font, shape, size, and material) can influence the perception of the product and attract or repel customers. Additionally, the study can shed light on how packaging affects not only the initial purchase decision but also the repeat purchase and loyalty of customers. For instance, if packaging conveys a message of quality, healthiness, or sustainability, customers may be more likely to choose this brand over others and become loyal advocates of it.

## **1.7 Scope of the study**

The study assesses branches of unity university that are found only in Addis Ababa gerji branch . This limits the area of the study by discriminating those branches of unity university found in outlying areas a. Geographical scope of the study limited on branches located in Addis Ababa territory selected by using convince sampling techniques, that the researcher believes the sample were representative of the population considering; wide customer range, technological advancement and adopting research activities. Conceptual scope of study is a comprehensive strategy and process of acquiring, retaining and partnering with selective customers to create superior value for the company and customer.

**Limitation of the study** - this study will be limited to the Addis Ababa. The research will focus on examining the effect of packaging on consumer satisfaction mediated by impulse buying for snack food specifically in this area. This narrowed scope will allow for a more manageable and targeted study..

## **DEFINITION OF TERMS**

**Packaging** - Packaging refers to the process of enclosing or protecting a product using a container to facilitate its distribution, identification, storage, promotion, and use.

**Impulse buying** - Impulse buying is the tendency of a customer to buy goods and services without thoughtful consideration of all choice alternatives and information prior to the act of purchase.  
( Lee., 2002)

**Customer Satisfaction** - Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectations..

## **Chapter Two**

### **2 Literature review**

#### **2.1 Theoretical review**

##### **2.1.1 Packaging**

Packaging plays a crucial role in today's business environment and is a significant factor influencing consumer buying behavior. It has evolved into a communication tool and is now considered an important aspect of marketing, often referred to as the fifth 'P' of marketing after product, price, promotion, and place (G.ladipo, 2013). While the primary purpose of packaging in the past was to protect the product, it is now also used to drive sales and attract potential customers. The appearance of the package is believed to have a stronger impact on influencing consumer purchase decisions than advertising (Mutsikiwa, 2013).

According to (Nayyar, 2012) packaging is defined as the activities involved in designing and producing the container or wrapper for a product. This implies that companies should regularly monitor and update their product packaging to maintain and increase its appeal to target audiences (G.ladipo, 2013); (Oladele, 2012). Packaging plays a significant role at the point of purchase, as it is the first thing consumers see before making buying decisions (Kamaladevi, 2010).

According to (Panwar, 2004) packaging is defined as the act of containing, protecting, and presenting the contents throughout the long chain of production, handling, and transportation to their destinations in as good a state as they were at the time of production. Packaging is now considered an essential component of modern lifestyle and business organization. It is widely used to sell a product and communicate a company's image to customers. Packaging is an important part of the branding process, as it plays a role in communicating the image and identity of a company (Sajuyigb, 2013).

(kotler, 2008) packaging is the most essential tool in the 21st century to promote and position a product as a brand, attract prospective customers' attention, and deliver the actual value of the product. Packaging styles reflect a company's unique value proposition for the product (underwood, 2001); (Silayoi, 2004), serving as a unique tool for product differentiation. In the market, customers choose products from a wide range, and packaging stimulates consumer buying behavior (wells, 2007). According to Kotler – packaging as encompassing all activities related to designing and producing the container for a product. In simple terms, packaging involves designing and developing the wrapping material or container around a product to:

- ✓ Identify and differentiate the product in the market
  - ✓ Transport and distribute the product
  - ✓ Store the product
  - ✓ Promote the product
  - ✓ Facilitate the proper use of the product
- Functional quality of product packaging

According to (lee G. , 2002) there are Protection and Preservation functional roles that are performed by packaging.

#### ➤ **Protection and Preservation**

According to(lee g. , 2002) protection and preservation are key roles of packaging. This includes safeguarding products from environmental factors, mechanical damage, chemical contamination, and form contamination. (Deliya, 2012) emphasizes that packaging provides physical protection against shock, vibration, compression, and temperature fluctuations. Additionally, (Deliya, 2012) notes that if a product is protected from becoming dirty or from contaminating customers' hands, it is considered to have a clean package.

#### ➤ **Market Appeal**

(G.andlye, 2002) identified market appeal as another role of packaging. This means that packaging helps improve people's perception of the product. Packaging is used to attract consumer attention, promote the product, and convey messages about its attributes while it is still on the shelf.

### **Convenience**

- Another role of packaging, as described by (Deliya, 2012). is to add convenience in distribution, handling, display, sale, opening, reclosing, use, and reuse.(G.andlye, 2002) further describes the convenience offered by packaging, including openability, reclosability, carrying, and dispensing facilities.

**Helps in Identification**

According to (G.andlye, 2002) packaging helps in the identification and provision of information to customers. Therefore, good packaging should contain valuable product information that consumers may need to know. Information on how to transport, use, recycle, or dispose of the package or product is often included as a label on the package.

#### ➤ **Packaging Materials**

Packaging material selection is crucial and depends on the type of product being shipped. It's essential that the package arrives safely to the recipient. For delicate items like glass or showpieces,

secure packaging is a must to prevent damage during transit. Small items can be packaged in envelopes, but larger items require larger and more secure packaging materials to avoid damage.

Additionally, the packaging material should have an attractive design. Attractive printing is important because it creates a good impression on everyone involved in shipping and handling your package. Technical quality of packaging

The technical purposes of packaging are:

- **Containment:** Packaging holds the contents and keeps them clean and secure without leakage or breakage until they are used.
- **Protection:** Packaging protects foods against various hazards during distribution and storage, including dirt, microorganisms, contaminants, insects, birds, rodents, heat, oxidation, and moisture pickup or loss.
- **Convenience:** Packaging provides convenient handling throughout the production, storage, and distribution system. This includes easy opening, dispensing, resealing, and suitability for easy disposal, recycling, or reuse.
- **Identification and Instructions:** Packaging enables consumers to identify the food and provides instructions for correct storage and use.
- **Distribution Aid:** Packaging aids food distribution, facilitating rapid and reliable distribution. This helps remove local food surpluses, allows consumers more choice in available foods, and helps reduce malnutrition.
- **Reduction of Post-Harvest Losses:** Packaging reduces post-harvest losses, which, together with access to larger markets, allows producers to increase their incomes

### **2.1.2 Informative quality of packaging**

Food packaging information, including labels or collective packaging, provides details about the packed food. This information can take the form of words, letters, logos, images, figures, or symbols, and may include details such as the product's shelf-life, preparation methods, consumption guidelines, nutritional value, or other commercial aspects. (żywności, 2012)

Food labeling serves to protect consumer interests and plays a crucial role in food trade, providing information for consumers and other participants in the logistics chain. The required information can be directly on the food packaging or on labels. Labeling is part of ensuring the safety of food products, encompassing health and sensory quality, as well as nutritional value. It is important that labeling

does not mislead consumers, and any declarations placed on packaging by a manufacturer must be verified and approved by relevant supervisory authorities (Górska K, 2011). Therefore, food labeling includes information about the product and its manufacturer, as well as data on the product's nutritional value.

### **Impulsive buying**

Impulse buying behavior is characterized by unplanned purchasing decisions made just before buying. According to Rook "When a consumer experience a sudden, often powerful urge to buy something immediately ((Rook.,1987). it involves a sudden, powerful urge to buy something immediately. Unplanned purchasing is defined as a buying action undertaken without a previously recognized problem or a formed buying intention prior to entering the store ( Blackwel., 1982). Impulse purchases are a type of unplanned buying situation or an advantage of unplanned buying ( (Willet., 1967), (Stern., 1962)).

Prior to Rook's study in (Rook., 1987; Rook, 1987) descriptions of impulse buying focused on the product rather than the consumer and their personal characteristics as drivers of impulse buying. Later researchers focused on personal impulsivity by examining various behavioral aspects of impulse buying. Rook argued that impulse buying involves immediate, overwhelming, and persistent desire, characterized as an unintentional, non-reflective reaction occurring shortly after exposure in the store. (Gardner.,1993) defined impulse buying as unplanned behavior involving rapid decision-making and the tendency to immediately acquire the product.

Impulsive purchases are supported in emotional or impulsive decision-making theories, where consumers associate powerful feelings with certain purchases. Instead of carefully considering alternatives, consumers make these purchases based on emotional motivation. (Kanuk. S. a., 2007) This view postulates that consumers are likely to associate very influential feelings or feelings such as joy, love, fear, hope, sexuality, fantasy, and even some magic with certain purchases or possessions. Instead of carefully searching for, considering, and evaluating alternatives before they are purchased, consumers are just as likely to spontaneously do many of these purchases because they are emotionally motivated ( (Kanuk. S. &., 2007; Kanuk. S. a., 2007) (Park. etal, 2005) postulated that retailers could differentiate their store by building on the relationship between the store's atmosphere and the consumer's emotional state.

(Stern., 1962) described "impulse purchases" as "unplanned purchases" made without prior planning. He identified four types of impulse buying: Pure, Remembrance, Suggestion, and Planned Impulse

Buying. The retail sector has experienced rapid growth, increasing its purchasing power in recent years (Levy., 1995). Retail is the goal of the sales process and one of the most sensitive sectors.

### **2.1.3 Types of Impulse Buying Behavior**

In the first years, many authors suggested that impulse buying behavior is based on low-price. In following years, with the expansion of research, impulse buying is not a reaction that is affected by discounts. It is revealed that personalities of consumers. (Hausman., 2000 )

In some studies, the term impulse purchases are defined similarly as unplanned purchase (Clover., 1950); (West., 1951)), but it is not sufficient to explain what the exact definition of impulse purchases is (Stern., 1962)). For a better explanation of impulse buying, (West., 1951)) has mentioned four different types of impulse purchases. These are pure, memory, suggestion, and planned impulse purchase.

**Pure impulse buying (classic impulse buying):** These purchases occur outside of regular planned shopping. They result from impulsive exposure, often driven by emotional factors, with high levels of impulsiveness. Consumers in this category are not actively seeking the product; rather, they seek emotional gratification. (Stern., 1962) refers to this behavior as "the novelty or escape purchase."

**Suggestion impulse buying:** In suggestion impulse buying, consumers encounter a new product, imagine its utility, and decide to purchase it (Stern., 1962). Despite lacking prior knowledge about the product, consumers are sensitive to its characteristics and make purchases based on them. This type of purchase is also considered unplanned.

The primary distinction between a pure impulse purchase and a suggestion impulse purchase lies in the intensity of the consumer's desire to buy a product. In pure impulse buying, this desire is particularly strong, leading to a heightened emotional response.

**Reminder impulse buying:** Memories play a significant role in impulse buying. When a consumer recalls something stored in their mind while shopping, it can influence their decision to make a purchase. These memories can include childhood memories, happy moments, family experiences, and even some unhappy memories.

The difference between reminder impulse buying and suggestion impulse buying lies in the direct encounter with the product and the recognition of a need for it (Stern., 1962). Reminder impulse buying occurs when a consumer is reminded of a product and decides to buy it, while suggestion

impulse buying involves encountering a new product without prior information about it to guide the consumer's decision-making..

**Planned impulse buying:** During shopping, consumers may have a general idea about the basic options of a product, such as its price, any specials, and its quality. However, they do not have a specific product in mind. The decision-making process occurs while shopping, as consumers are actively looking for a particular kind of product (Stern., 1962) Planned impulse buying involves intending to purchase certain products before entering the store. However, once inside, consumers may decide to buy other products due to the store's sales conditions or promotions.

The common element among these types of impulse buying is the need for exposure to a stimulus for the impulse purchase to occur ( (Piron., 1991) (Lioa., 2009)) The authors classify impulse buying into two parts: pure impulse buying and reminder impulse buying. This classification is based on criteria such as the shopping trip, shopping list, and product information.

In pure impulse buying, individuals do not plan to go shopping and may not have a shopping list. Consequently, they lack sufficient information about products. On the other hand, in reminder impulse buying, individuals plan to go shopping but do not prepare a shopping list. Despite this, they have adequate information about the products.

#### **2.1.4 Factors Affecting Impulse Buying**

##### **Individual Factors:**

The characteristics of individuals play a significant role in their purchasing behavior. Factors such as social status, experience, environment, attitudes, economic circumstances, and occupation can influence how a person shops. It's widely accepted that personality has an impact on a consumer's sensation and buying behavior.

Marketers believe that personality also affects the types and brands of products people buy. Studies show that individuals tend to choose brands and products that align with their self-image. This self-image and personality are reflected in a person's lifestyle, which is viewed as a way of life characterized by their activities, interests, and opinions.

Researchers in marketing indicate that consumer personality traits are crucial in understanding immediate buying behavior ( (Ferrell., 1998); (Fisher. R. a., 1995) Many of their impulse purchase

behavior studies treat impulsivity as a personality trait. According to the studies, the individuals vary according to their tendency to purchase impulsively. (Hoch., 1985) Described impotency as "impulsive purchasing personality".

The authors noted that it is appropriate to consider consumer impulse as a lifestyle feature. (Fisher. R. a., 1995) Conceptualized the impulse buying tendency as a consumer trait and described the concept as "the tendency of the consumer to spontaneously, suddenly and unconsciously buy".

The authors found that consumers tend to think negatively about impulse purchase, but that consumers do not view the impulse purchase behavior as inappropriate and do not judge it badly.

Rook and (Fisher., 1995) emphasize that consumers are only purchasing impulsively when they feel fit and that their tendency to purchase impulsively is very low when they are socially inappropriate. In other words, authors have indicated that consumers are more likely to purchase impulse if their impulse purchase is in line with the norms of society.

**Demographic Environment:** Population density is a crucial factor in marketers' strategy formulation, as consumption tends to increase in areas with higher population densities. Additionally, the average age of the population plays a significant role in determining the products that marketers offer. Marketers should be aware of ethnic, cultural, and familial characteristics, as well as age distribution (Armstrong., 2005). Countries with different average age demographics will demand different products. For example, Mexico, with its rapidly growing and young population, has a high demand for items such as school supplies, diapers, and milk. In contrast, Japan, which has a significantly older population, will have a different set of products in demand.. (<http://worldpopulationreview.com/countries/median-age.>).

The average age of a population is a significant factor in determining market direction. In countries with a high average age, marketing strategies must adapt to the products demanded by this demographic. For example, effective internet marketing may not be feasible in areas with a predominantly elderly population. Conversely, in areas experiencing a population increase among the youth, the internet can be a powerful marketing tool.

Ethnicities and nationalities also play crucial roles in product marketing. For instance, promoting nationalism or selling products featuring a country's flag might not be successful in regions with diverse populations. However, in more nationalist societies, such products could exceed sales expectations.

To enhance the effectiveness of marketing activities, various factors such as societal composition, gender distribution, and age ranges should be considered (Gunter & Furnham, 1992)

**Gender:** Research indicates that there are gender differences in impulse buying behavior. Women are more likely to engage in impulse purchases, often making instant buys. They tend to be better informed about shopping locations and products, especially in traditional roles where they may focus more on household goods. Women often make impulse purchases to fulfill social needs and for social interaction, whereas men tend to make such purchases for individual, independent use. (Kollat and Willett, 1967) suggest no significant behavioral differences between men and women in impulse buying, other literature clearly indicates distinct differences in impulse buying behavior based on gender. Additionally, consumer characteristics can influence impulse buying behavior (Kollat and Willett, 1967).

Researchers like (Dittmar et al, 1995); (Verplanken & Herabadi, 2001) argue that women are more likely to buy impulsively than men, and their product choices differ accordingly.

**Tendency:** Impulse Buying Tendency (IBT) is a significant factor influencing impulse buying behavior.. (Rook and Fisher, 1995) defined IBT as a consumer trait and developed a scale to measure it among individuals. They found that consumers with a higher IBT tend to shop more frequently than others. (Rook and Fisher, 1995) Personality traits such as lack of control, stress response, and sensation-seeking are associated with impulse buying (Fabian, 2000) These traits are linked to consumers' responses to positive or negative emotions, which can trigger impulse purchases. Emotions play a crucial role in impulse buying, with sudden buying impulses and unplanned purchases being strongly associated with emotions (Ferrell, 1998), (Rook, 1987) (Gardner, 1993) (Herabadi, V. &, 2001). It has been found by (Herabadi, V. &, 2001) While Herabadi & Verplanken (2001) found that the tendency for impulse buying is higher in women than in men, with no significant age difference, Wood identified an inverse relationship between age and impulse shopping.

The emotional dimension of impulse buying is characterized by a "sudden and imperative desire to buy" (Rook & Hoch, 1985). (Kassarjian, 1971) suggests that the tendency for impulse buying can influence a consumer's response to environmental stimuli, making impulse shopping a consumer trait.

According to (Horton, 1979) consumers' tendency for impulse buying, rather than the price characteristics of a product, can lead to more impulse buying. Gerbing et al. describe the tendency

for impulse buying as a quick, thoughtless response to a stimulus. Similarly, Weun defines it as the likelihood of buying suddenly and without thought, without the intention of buying initially.

Consumers with a higher tendency for impulse buying may have difficulty controlling their behavior and may exhibit frequent and consistent shopping behaviors. Murray suggests that consumers who tend to shop on the spot may have difficulty in blocking their behavior and therefore may be able to have frequent and consistent shopping behaviors. (Herabadi. V. a., 2001) suggest that the tendency for impulse buying may be related to the Big Five personality dimensions, with consumers scoring higher on IBT showing less conscientiousness, independence, need for structure, and deliberation, but higher levels of extraversion and action orientation.

**Moods of buyers:** In modern consumer behavior, purchases are increasingly influenced by the emotional states and moods of buyers ( (Filser., effective marketing tool, 1996) Moods are defined as less intense, temporary emotional states that can be positive or negative and are triggered by various stimuli such as people, objects, or situations. While we are more aware of our emotions, moods can also impact our behavior and can be influenced by factors that are not always clear. Similar to emotions, moods can be expressed through body language, gestures, and behaviors ( (Kanuk. S. &., The Effect of Packaging Attributes on Consumer Buying Decision Behavior, 2004).

Impulse buying has become a common occurrence in today's society, with consumers exhibiting stronger impulse purchasing behavior. Understanding the role of affect and moods has helped in comprehending impulsive buying behavior ( (Filser., Packaging as an Effective Marketing Tool, 1995)). Also, (Filser., Packaging as an Effective Marketing Tool, 1995; Filser., Packaging as an Effective Marketing Tool, 1995) have shown that the affective states of consumers influence the perception of products in stores. Similarly, (Hetzl., 2002) showed that consumers' affective states influence satisfaction. Moreover, (Giraund., 2002) emphasized the fundamental role of mood in triggering impulse purchases. She showed that positive sentiment can strongly influence individuals to make an impulsive purchase.

**Store atmosphere:** is another crucial factor for impulse shopping, as the shopping environment in stores can influence purchasing behavior. Store atmosphere includes variables specific to particular purchasing situations and geographic areas ( (Wong., 2004)

**Fashion/trends:** Bellenger, Robertson and (Hirschman., 1978) defined impulse buying as a purchase where consumers make decisions on the spot. Early research on impulse buying focused on typologies of impulse acquisition and the role of fashion in predicting fashion-focused drive buying. ((Han, 1991; (Han. et al, 1991) Today's world, trends and fashion have been changed so fast.

Today, trends and fashion change rapidly. What is in fashion today may not be the same as yesterday. Consequently, products also change. Adapting to these changes can be challenging for producers, but it is necessary to stay relevant. Fashion and trends significantly influence customers' buying decisions. Customers may not necessarily like a product, but they feel compelled to buy it because it is trendy or fashionable. Impulse buying behavior is often exhibited more in fashionable products. Consumers engage in impulse buying to enhance and solidify their own image. ((Han. et al, 1991)

**Sales person:** Face-to-face selling is considered to have the most effective results in marketing. The interaction between the salesperson and the customer is crucial. Salespeople should exhibit a friendly and positive demeanor, as their mood can affect the customer's mood and ultimately, their decision-making process ( (Jones., 1999).

Consumers generally prefer shopping experiences with supportive and friendly salespeople. Shopping assistance can enhance the overall experience by providing exceptional service (Jones, 1999).

While consumers enjoy shopping without an overly assertive salesperson, they do appreciate having a helpful salesperson nearby ( (Jones., 1999)

The presence of a salesperson at the point of purchase can influence consumer behavior. When consumers shop on their own, the likelihood of impulse buying increases because they have the opportunity to browse and explore shelves (Stern., 1962)

**Advertising:** Advertisements play a significant role in shopping, as they are easily remembered and can influence the decision-making process. Consumers tend to make quicker decisions when they are familiar with advertised products, as these products seem more familiar and require less thought. This is because the products have already made an impression on consumers' minds through advertising. (Faber. Y. &., consumer product information, 2000).

In many types of impulse purchases, such as reminder or planned impulse purchases, it is important for consumers to have product-related knowledge. Consumer product information is often acquired from previous experiences or advertising. While the main goal of mass advertising is to create pre-planned purchases, it can also have the effect of encouraging impulse buying ( Faber. Y. &., consumer product information, 2000)

## **2.2 Empirical review**

### **2.2.1 Product packaging elements and consumer satisfaction**

Packaging serves as a crucial communication tool for brands, influencing consumer purchasing decisions (Testa. et al, 2021) Studies suggest that snack food packaging can elicit positive responses from potential consumers (Chitturi. et al, 2022) Factors like packaging materials and technology also impact consumer purchase decisions (Deliya, 2012) Additionally, there is a strong connection among typography, image, and packaging design lines ( (Küster-Boluda., 2021)). as well as a link between packaging color and design (Sousa. et al, 2020) Therefore, this study investigates the impact of packaging material, technology, color, shape, image, line, and typography on consumer purchasing decisions.

Research by (Naser, 2002) has shown that packaging significantly increases product sales and can lead to higher levels of customer satisfaction, which may in turn enhance loyalty. Poorly understood packaging roles and design could result in reduced consumer loyalty. Packaging can be a strategic tool for product development and retention in competitive markets.

While some studies have explored how packaging attracts attention and communicates, few have focused on its influence on consumer satisfaction and loyalty. This pilot study aims to better understand the relationship between packaging development and consumer behavior. The objectives are to examine the effects of packaging elements on purchase decisions, investigate consumer satisfaction with packaging, and explore the role of packaging in consumer loyalty.

Regarding impulsive buying, it occurs after a person feels an unexpected, spontaneous urge often triggered by advertisements or visual stimuli. The study found that the packaging design of Monggo 40g chocolate influences impulsive buying in South Jakarta, with graphic design being the only dimension affecting impulsive buying. This suggests that Monggo's packaging design is crucial for boosting sales, especially since other marketing communication tools like advertisements are not extensively used. The research indicates that Monggo's management should review the brand's packaging design to further enhance its impact on impulsive buying behavior (Journal of Administrative Science & Organization, Bisnis & Birokrasi, Jurnal Ilmu Administrasi dan Organisasi, January 2011)

### **2.2.2 Technical quality of packaging**

The technical advancements in packaging that I will describe here focus on its function of providing adequate protection to the enclosed goods. Packaging must protect against various hazards, such as

mechanical shock during transit, climatic factors, attacks by insects, molds, and bacteria, harmful effects of light and radiation, and premature putrefaction in the case of food products. This leads to the primary challenge in packaging, which is that each package often needs to be customized to fit the specific goods being transported and the particular journey they will undertake.

To achieve this, one must identify the parts of the goods most susceptible to damage from these hazards, assess the nature and intensity of the hazards they will face during transit, and design packaging that provides sufficient protection without being overly expensive. This requires a careful balance between protection and cost-effectiveness, making packaging design a crucial aspect of product transportation and preservation.

### **2.2.3 Functional quality**

Packaging plays a crucial role in protecting products from deterioration caused by environmental factors such as heat, light, moisture, microorganisms, or gaseous emissions (He et al., 2023). From a commercial standpoint, packaging serves as the initial point of contact between users and the product. Innovative packaging can serve as a tool to boost sales, enhance the product's appeal, and communicate its purpose to the consumer (Loučanová, 2023). This adaptability allows packaging to accommodate products of various shapes and sizes, facilitating their transport and containment.

However, traditional packaging faces challenges due to evolving consumer expectations, increased product complexity, changing attitudes toward sustainability, and the need to reduce carbon footprints. To address these challenges, functional smart packaging is emerging as a rapidly growing research area (Rehman, 2020). Smart packaging incorporates interactive technologies, although the term "smart" is sometimes used interchangeably and incorrectly with "active" or "intelligent" packaging in the scientific literature.

Active packaging primarily involves components that remove or release substances into the environment to extend a product's shelf life (al M. e., 2020). On the other hand, intelligent packaging (IP) is used to monitor the quality of packaged foods or their environment, allowing for communication of food conditions without direct interaction with the product itself. Smart packaging has been predominantly used for food products to reduce waste caused by degradation during handling, shipping, and storage, as well as intrinsic variables like chemical reactions, enzymatic actions, and microbial spoilage (Amin et al., 2022). It is also utilized in pharmaceuticals and other perishable goods due to its wide range of applications.

#### **2.2.4 Informative quality**

Informational packaging elements play a crucial role in the consumer decision-making process by conveying specific messages and information about the product and the manufacturer to consumers. Elements such as nutritional information and food labels are becoming increasingly important in influencing consumer purchase behavior (Silayoi, 2004). Labels can range from simple tags attached to products to elaborately designed graphics that are part of the package (jalali&modrek, 2012)

#### **Research hypothesis**

**H1** - impulse buying has positive effect on customer satisfaction.

Gardner & Rook (1988) defined impulsive buying behavior as the act of purchasing an unplanned item quickly, driven by a sudden strong urge and influenced by emotional factors (rookandfisher, 1995). Impulsive buying is characterized by spontaneity, a sense of urgency, compulsion, intensity, excitement, stimulation, and indifference to consequences.

Consumer satisfaction, on the other hand, is the consumer's evaluation of a product or service's performance in relation to fulfilling their needs. This assessment can range from meeting expectations to exceeding or falling short of them (Oliver, 2010) If the product or service's performance is worse than expected, it is called negative disconfirmation. If it is better than expected, it is positive disconfirmation, and if it meets expectations, it is confirmation of expectation (Oliver, 2010).

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**H2** .Packaging has positive effect on impulse buying.

Unique and eye-catching packaging designs help products stand out on crowded shelves, grabbing the attention of potential buyers and piquing their curiosity. Effective differentiation through packaging can establish a distinct identity for a product, making it memorable and easily recognizable amidst a sea of alternatives. Perhaps most significantly, packaging design is closely intertwined with encouraging impulsive buying behavior. Impulsive purchases are often driven by emotions, desires, and the immediate visual appeal of a product. Packaging can leverage these psychological triggers by utilizing captivating colors, typography, imagery, and other design elements that elicit strong emotional responses from consumers.

Attention-grabbing packaging can create a sense of urgency, excitement, or desire, nudging consumers towards impulsive buying decisions.

(Mishra, 2021).

**H3** - there are positive relationship between packaging on customer satisfaction.

Packaging plays a crucial role in the overall consumption experience of consumer products. However, most research in marketing and packaging focuses on pre- and post-consumption aspects, neglecting the impact of packaging on consumption satisfaction and brand relationships.

**H4** - impulse buying mediate the relationship between packaging and customer satisfaction

Impulse buying can be defined as an unexpected or unplanned purchasing behavior that can have both positive and negative impacts on customers and businesses (Akbar et al., 2020). Some individuals may engage in impulse buying to give the appearance that they are happy with their purchases. However, recent research has highlighted the relevance of impulse buying and the reasons that lead to this behavior. (Javed, 2019) also mentioned in their studies that spontaneous purchases have a favorable and considerable influence on consumer satisfaction, which is consistent with the findings of (Suryawardani, 2017).

## 2.3 Conceptual framework

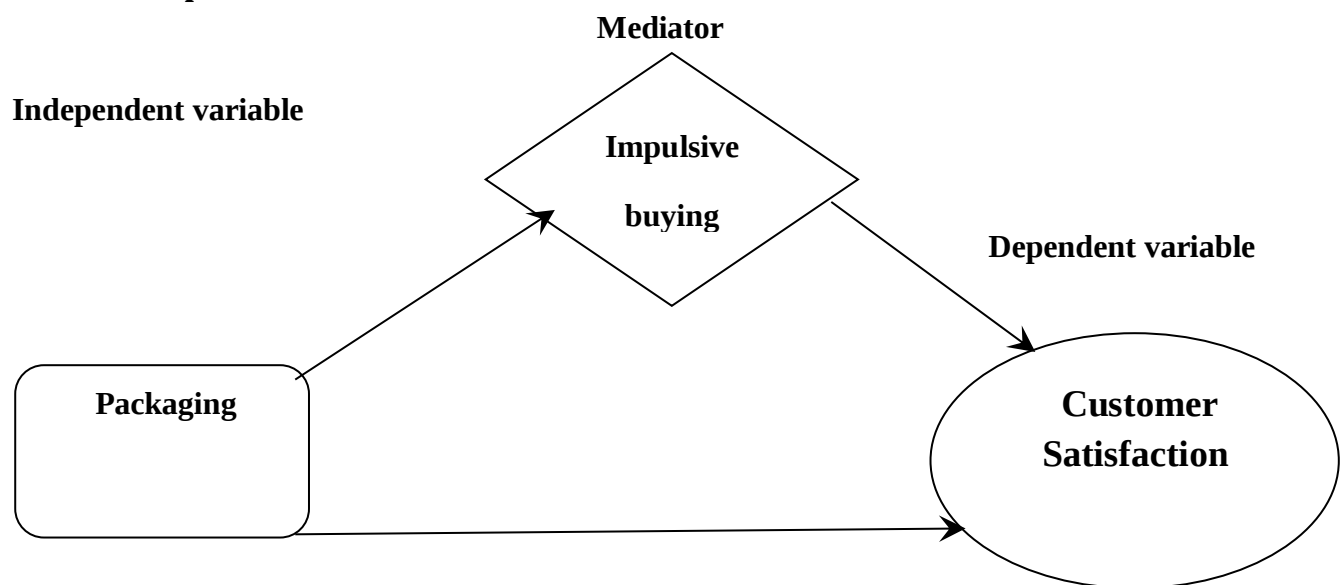


Figure 2-1– source researchers own conceptualization 2023

## Chapter three

## 3 Research methodology

### 3.1 Research approach

The research can be classified into two research approaches. These are qualitative research and quantitative research. Qualitative research involves studies that do not attempt to quantify their results through statistical summary or analysis. It seeks to describe various aspects about behavior and other factors in the social sciences and humanities. In this kind of research data are often in the form of

descriptions, not numbers. It typically involves in-depth interviews, group discussions, and observations without formal measurement. Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena. It usually starts with a theory or a general statement proposing a general relationship between variables. Quantitative researchers favor methods such as surveys and experiments, and will attempt to test hypotheses or statements with a view to infer from the particular to the general. Therefore the researcher chose quantitative research to describe the effect of packaging on customer satisfaction mediated by impulse buying application in snack food in addis ababa by collecting quantitative data from snack food users students around unity university.

### **3.2 Research Design**

A research design is the over-all plan of how a researcher was answering his/her research question(s) and achieving the research purpose the data used are numerical in nature; the study uses a quantitative methodology. In addition, it is a type of correlation research because relationships between variables were tested. The relationship between the dependent variable customer satisfaction and the independent variable packaging color, size, Graphics and shape a mediator is one of the variables examined in the research.

Research designs are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis. This research has been used a quantitative approach and the research designs in this study are descriptive and explanatory research using Convenience sampling. The descriptive type of research involved either identifying the characteristics of an observed phenomenon or exploring possible relations among two or more phenomena.

### **3.3 Data type and data source**

Both primary and secondary data are used in the study. (Kothari., 2004) defines primary data as those that have not been collected before and are therefore original in nature. On the other hand, secondary data are those that have already been collected by someone else and gone through the statistical process. Using respondents' responses, which were gathered through the questioner, as primary data for the Kothari classification? In this regard, this study uses both primary and secondary data sources for its data. By administering a five-point Likert scale questioner primary data is used to collect responses from customers and employees. Secondary data is used to collect data from a variety of sources, primarily previous studies, the company website, progress report journal articles, and published literatures that could support the study from an empirical and

conceptual perspective.

### **3.4 Population and Sampling design**

#### **3.4.1 Target population**

The term population is an entire group of individuals Population refers to all elements that meet certain criteria for inclusion in a given universe ( (Lancaste., 2003). The researcher intended to gather information from unity university students at al-amudin branch gerji there are 933 students around that area there are many students buying snake we use students because they are using snacks frequently buying snacks for them are the day to day activity and there are many snake shops.

#### **3.4.2 Sampling technique**

##### **3.4.2.1 Sample Size**

According to (Settle., 2005) sample size is determined based on statistical precision, practical issues, and resource availability. There are a number of inadequacies in selecting a sample size, as (Lowler., 1984) argues that there is no one precise method for determining sample size. According to (Peterson., 2006) a study's data are more accurate when the sample size is larger. The (Yemane., 1967) formula was used to determine the study's sample size, which was based on a 95% desired level of confidence and a 5% desired level of precision for managerial and non-managerial positions.

$$n = \frac{N}{1 + N \times e^2}$$

Where: - n = Sample size

N = population size,

e = level of precision, e=0.05

Therefore, the sample size is determined as 400 customers.

### **3.5 Data collection**

#### **3.5.1 Data Collection Instrument**

The study was used only primary data, through the use of a structured questionnaire taken from literature administered to the sampled customers. The primary instrument for data collection in this research; the questionnaire was adopted and modified from (sirakaya, 2004) The data collection technique was survey questionnaire each question of the questionnaire is assigned a number indicating 1- Strongly disagree; 2-Disagree; 3- Neutral; 4- Agree; and 5-Strongly agree

#### **3.5.2 Method of data Analysis**

The primary source data are analyzed by the researcher using both descriptive statistics and the multiple linear regression method. Descriptive statistics' output the mean standard deviation,

maximum, and minimum—is useful for providing data-related information. The researcher examines the relationship between the independent and dependent variables in the study using multiple linear regression analysis. SPSS version 21 is used to analyze the data for correlation analysis, which is useful for measuring linear association relationships between variables. Their coefficient indicates the strength of linear association between two variables.

### 3.6 Validity and Reliability

#### Validity

|                                        |                    |                                     |            |                                    |
|----------------------------------------|--------------------|-------------------------------------|------------|------------------------------------|
| Validity<br>the<br>which a<br>study or |                    | Cronbach's Alpha if<br>Item Deleted | N of Items | refers to<br>extent to<br>research |
|                                        | Impulse buying     | .723                                | 3          |                                    |
|                                        | Technical quality  | .844                                | 5          |                                    |
|                                        | Functional quality | .806                                | 3          |                                    |
|                                        | Informative        | .790                                | 3          |                                    |
|                                        | Satisfaction       |                                     | 1          |                                    |

investigation measures what it intends to measure, ensuring its conceptual and scientific soundness. The primary goal of all forms of research is to produce valid conclusions (Marczyk et al., 2005).

Using a standardized questionnaire can contribute to the validity of the research instrument, as it has been previously validated and tested for reliability. Additionally, employing a large sample size can increase the accuracy and generalizability of the results, further enhancing the validity of the study.

#### 3.6.1 Reliability

Reliability refers to the degree of consistency between multiple measurements of a variable. A commonly used measure of reliability is internal consistency, which assesses the consistency among the variables in a summated scale. The most widely used measure for the consistency of a scale is Cronbach's alpha (Hair. et al, 2006; al h. , 2017) to measure the internal consistency reliability of each aspect; the Cronbach's alpha method was utilized. Cronbach's coefficient alpha represents the average of all possible split-half coefficients obtained by different ways of splitting the items of the scale.

### **3.7 Ethical Consideration**

Research as scientific process and activity has got its own basic ethical conducts that shouldn't be violated at all. For instance, any source that is quoted as essential part of the study be cited, which means; acknowledging the authors and researchers of books and articles is an obligation. Moreover, the data that will be gathered for the study will surely from the appropriate and relevant sources. Therefore, one researcher will always give and keep the following ethical principle to make his/her research credible, acceptable by the scientific communities and result users. These are truthfulness, thoroughness and relevance of principles. Based on the Kumar and Kandasamy (2012) this research would follow these Ethical considerations:

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

## **CHAPTER FOUR**

### **4 Result and discussion**

In this chapter the study reviewed the mediation role of packaging. The results of the analysis are presented in the sequence in which they are performed. First, the results of the normality, validity and reliability tests are presented. Second, the regression analysis for impulse buying on packaging, effect of packaging on customer satisfaction, impulse buying on customer satisfaction is presented. Third, the results of the mediation analysis are presented

Out of the distributed questioner three hundred eighty-one (381) were returned and each case were directly keyed into SPSS© version 27 software. However, there were (19) ninety cases which were not included in the analysis because those questioners were not returned back on time and deliberately removed so as these removed cases will not affect the research finding all successful responses cover 96.75% of the sample.

#### 4.1.1 Age of respondents

The table indicates that 39.1% of respondents were between 18-25 years old, followed by 51.4% in the 26-30 age group, and 9.2% in the 31-35 age group. The remaining 3% of respondents were aged 36-40.

**Table 4.2: Age of respondents**

| Age   |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 18-25 | 149       | 39.1    | 39.1          | 39.1               |
|       | 26-30 | 196       | 51.4    | 51.4          | 90.6               |
|       |       |           |         |               |                    |
|       | 31-35 | 35        | 9.2     | 9.2           | 99.7               |
|       | 36-40 | 1         | .3      | .3            | 100.0              |
|       | Total | 381       | 100.0   | 100.0         |                    |

#### 4.1.2 Gender of

#### respondent

The male respondents constituted the largest share of the gender composition representing 52.5% respectively while 47.5% were females.

**Table 4.3: Gender of respondent**

| Gender |        |           |         |               |                    |
|--------|--------|-----------|---------|---------------|--------------------|
|        |        | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid  | Male   | 200       | 52.5    | 52.5          | 52.5               |
|        | Female | 181       | 47.5    | 47.5          | 100.0              |
|        | Total  | 381       | 100.0   | 100.0         |                    |

#### 4.1.3 Education qualification of respondent

Regarding the educational backgrounds of the respondents 8.9% of the respondents no education, respondents accomplished college diploma 35.4%, and respondents accomplished primary education 44.6% then first degree 11 %.

**Table 4.4: Education qualification of respondent**

| Education |  |           |               |                    |
|-----------|--|-----------|---------------|--------------------|
|           |  | Frequency | Percent       | Cumulative Percent |
|           |  |           | Valid Percent |                    |

|       |                   |     |       |       |       |
|-------|-------------------|-----|-------|-------|-------|
| Valid | No education      | 34  | 8.9   | 8.9   | 8.9   |
|       | College Diploma   | 135 | 35.4  | 35.4  | 44.4  |
|       | Primary education | 170 | 44.6  | 44.6  | 89.0  |
|       | First Degree      | 42  | 11.0  | 11.0  | 100.0 |
|       | Total             | 381 | 100.0 | 100.0 |       |

#### 4.1.4 Descriptive analysis

### 4.2 Analysis regarding Impulse buying

Considering them self-impulse purchaser shows a mean ( $X=3.72$ ) and SD (1.0458), the respondents agreed that that purchasing good without plan.

Buying things I do not need shows a mean ( $X=3.77$ ) and SD (1.076). Thus, the respondents agreed that the purchase they do not need.

I buy things without plan a mean ( $X=3.78$ ) and SD (1.068), the respondents agreed that purchasing without a plan.

The respondents 'response on each question and the mean for each item are presented with the following table:

**Table 4.5: Analysis regarding Impulse buying**

| Descriptive Statistics                                          |     |         |         |         |                |
|-----------------------------------------------------------------|-----|---------|---------|---------|----------------|
|                                                                 | N   | Minimum | Maximum | Mean    | Std. Deviation |
| I consider myself an impulse (i.e., without planning) purchaser | 381 | 1.00    | 5.00    | 3.7270  | 1.04581        |
| I buy things I do not need                                      | 381 | 1.000   | 5.000   | 3.77428 | 1.076774       |
| I buy things I did not plan to buy                              | 381 | 1.00    | 5.00    | 3.7874  | 1.06842        |
| Valid N (list wise)                                             | 381 |         |         |         |                |

### 4.3 Analysis regarding Technical quality

The color of the package catch attention shows a mean( $X=3.91$ ) and SD (0.96), the respondents agreed that color catch attention. This implies that the packaging color one of technical quality to catch attention.

Attractive packaging design influence to purchase shows a mean ( $X=3.92$ ) and SD (0.98). Thus, the respondents agreed that the packaging design influence to purchase. This implies that packaging design influence purchasing power.

The packaging size catch attention shows a Mean ( $X=3.89$ ) and SD (1.062), the respondents agreed that there packing size catch attention.. This implies that the size of packaging s one of technical quality to catch attention.

Funny and attractive imagery shape of packaging can catch attention shows a mean ( $X=3.88$ )and SD(0.97),the respondent agreed that funny and attractive imagery shape of snack food catch attention .

I value packaging for product because it looks more hygiene shows a Mean ( $X=3.74$ ) and SD(1.047).The respondents agreed that The respondents 'response on each question and the mean for each item are the following table

**Table 4.6: Analysis regarding Technical quality**

| Descriptive Statistics                                                              |     |         |         |        |                |
|-------------------------------------------------------------------------------------|-----|---------|---------|--------|----------------|
|                                                                                     | N   | Minimum | Maximum | Mean   | Std. Deviation |
| When I buy snack food, the colour of the package is what first catches my attention | 381 | 1.00    | 5.00    | 3.9186 | .96856         |
| The attractive design of the package influences my purchase of snack food           | 381 | 1.00    | 5.00    | 3.9213 | .98627         |
| The size of packaging can catch my attention when I purchase snack food             | 381 | 1.00    | 5.00    | 3.8976 | 1.06253        |
| Funny and attractive imagery shape of packaging can catch attention                 | 381 | 1.00    | 5.00    | 3.8845 | .97187         |
| I value packaging for product because it looks more hygiene                         | 381 | 1.00    | 5.00    | 3.7428 | 1.04729        |

|                     |     |  |  |  |  |
|---------------------|-----|--|--|--|--|
| Valid N (list wise) | 381 |  |  |  |  |
|---------------------|-----|--|--|--|--|

#### 4.4 Functional Quality

Preferring to buy with packaging because it is easy to open shows a mean( $X=3.78$ ) and SD(1.061),the respondents agreed that buy easy to open packaging. This implies that easy to open packaging are preferable to buy.

I prefer to buy snack food with packaging that is easy to closes how's a mean ( $X=3.67$ ) and SD (0.98). Thus, the respondents agreed buy easy to close packaging. This implies that easy to close packaging are preferable to buy.

The ease of serving product favour snack food to purchase shows a Mean ( $X=3.59$ ) and SD (0.997), the

The respondents 'response on each question and the mean for each item are presented with the following table

**Table 4.7: Analysis on Functional Quality**

| Descriptive Statistics                                               |     |         |         |        |                |
|----------------------------------------------------------------------|-----|---------|---------|--------|----------------|
|                                                                      | N   | Minimum | Maximum | Mean   | Std. Deviation |
| I prefer to buy snack food with packaging because it is easy to open | 381 | 1.00    | 5.00    | 3.6798 | .98533         |
| I prefer to buy snack food with packaging that is easy to close      | 381 | 1.00    | 5.00    | 3.5932 | .99729         |
| The ease of serving product favour snack food to purchase            | 381 | 1.00    | 5.00    | 3.8294 | .98930         |
| Valid N (list wise)                                                  | 381 |         |         |        |                |

#### 4.5 Informative Quality

The informative elements in packaging help me to make the right decision for product purchase shows a mean( $X=3.72$ ) and SD(1.061),the respondents agreed that buy easy to open packaging. This implies that easy to open packaging are preferable to buy.

The location of the information regarding packaging helps purchasing decision shows a mean ( $X=3.86$ ) and SD (0.94). Thus, the respondents agreed the location of the information regarding packaging helps purchasing decision . This implies that location of the information regarding packaging helps purchasing decision .

The symbols and codes on the packaging favour the purchase shows a Mean ( $X=3.66$ ) and SD (1.06), the The symbols and codes on the packaging favour the purchase.

The respondents 'response on each question and the mean for each item are presented with the following table

**Table 4.8: Analysis on informative quality**

| Descriptive Statistics                                                                                                                        |     |         |         |        |                |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-----|---------|---------|--------|----------------|
|                                                                                                                                               | N   | Minimum | Maximum | Mean   | Std. Deviation |
| The informative elements in packaging of snack food (product information and content) help me to make the right decision for product purchase | 381 | 1.00    | 5.00    | 3.7244 | 1.06383        |
| The location of the information regarding snack food packaging helps my purchasing decision                                                   | 381 | 1.00    | 5.00    | 3.8661 | .94615         |
| The symbols and codes on the packaging favour the purchase of snack food                                                                      | 381 | 1.00    | 5.00    | 3.6640 | 1.06004        |
| Valid N (listwise)                                                                                                                            | 381 |         |         |        |                |

#### 4.6 Satisfaction

I feel very satisfied with my decision to purchase a product because of its packaging shows a mean( $X=3.72$ ) and SD (1.063), the respondents agreed that satisfied with my decision to purchase a product because of its packaging.

**Table 4.9: Analysis on satisfaction**

| Descriptive Statistics                                                                |     |         |         |        |                |
|---------------------------------------------------------------------------------------|-----|---------|---------|--------|----------------|
|                                                                                       | N   | Minimum | Maximum | Mean   | Std. Deviation |
| I feel very satisfied with my decision to purchase a product because of its packaging | 381 | 1.00    | 5.00    | 3.7244 | 1.06383        |
| Valid N (list wise)                                                                   | 381 |         |         |        |                |

**Table 4.10: Correlation**

| Correlations |                |                   |                    |                     |              |
|--------------|----------------|-------------------|--------------------|---------------------|--------------|
|              | Impulse buying | Technical quality | Functional quality | Informative quality | satisfaction |

|                                                              |                     |        |        |        |        |        |
|--------------------------------------------------------------|---------------------|--------|--------|--------|--------|--------|
| Impulse buying                                               | Pearson Correlation | 1      | .825** | .712** | .704** | .603** |
|                                                              | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   |
|                                                              | N                   | 381    | 381    | 381    | 381    | 381    |
| Technical quality                                            | Pearson Correlation | .825** | 1      | .711** | .712** | .593** |
|                                                              | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   |
|                                                              | N                   | 381    | 381    | 381    | 381    | 381    |
| Functional quality                                           | Pearson Correlation | .712** | .711** | 1      | .733** | .594** |
|                                                              | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   |
|                                                              | N                   | 381    | 381    | 381    | 381    | 381    |
| Informative quality                                          | Pearson Correlation | .704** | .712** | .733** | 1      | .863** |
|                                                              | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   |
|                                                              | N                   | 381    | 381    | 381    | 381    | 381    |
| Satisfaction                                                 | Pearson Correlation | .603** | .593** | .594** | .863** | 1      |
|                                                              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|                                                              | N                   | 381    | 381    | 381    | 381    | 381    |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |        |        |        |        |        |

## 4.7 Correlation

As indicated in the above table the correlation coefficient of packaging (technical, functional, informative quality) and satisfaction is p value less than ( $P > 0.01$ ). This implies that there is a substantial relationship between the variables.

### Regression Analysis

Regression analysis is used to identify the relationships between two variables. Regression can be linear regressions or non-linear regressions. The regression can also be a simple linear regression or multiple linear regressions for identifying relationships for more variables (ericgoh, 2019).

#### 4.7.1 Multiple Linear Regression Analysis

Multiple regression analysis allows examining the effect of more than one variable on a dependent variable. It states that the level of more than one variable predicts the value of a dependent variable. Therefore, a multiple linear regression analysis has been conducted to determine the effect of packaging on customer satisfaction mediated by impulse buying.

**Table 4.11 :Multiple Linear Regression Analysis**

| Model Summary <sup>b</sup>                                                                  |                   |          |                   |                            |               |
|---------------------------------------------------------------------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                                                                                       | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1                                                                                           | .865 <sup>a</sup> | .748     | .746              | .53567                     | 1.970         |
| a. Predictors: (Constant), informative quality c, technical quality a, functional quality b |                   |          |                   |                            |               |
| b. Dependent Variable: satisfaction                                                         |                   |          |                   |                            |               |

As shown in the above table the overall bundle of determinant factors of the four in dependent variables, 74%( $R^2=0.746$ )of the dependent variable(satisfaction). As shown in table below the result  $F= 373.394$  which is greater than 1 and  $P<0.01$  we can conclude that the combination of determinant factor has positive effect on customer satisfaction which is statistically significant and confident.

**Table 4.12: ANOVA**

| ANOVA <sup>a</sup>                                                                    |            |                |     |             |         |                   |
|---------------------------------------------------------------------------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model                                                                                 |            | Sum of Squares | Df  | Mean Square | F       | Sig.              |
| 1                                                                                     | Regression | 321.433        | 3   | 107.144     | 373.394 | .000 <sup>b</sup> |
|                                                                                       | Residual   | 108.179        | 377 | .287        |         |                   |
|                                                                                       | Total      | 429.612        | 380 |             |         |                   |
| a. Dependent Variable: satisfaction                                                   |            |                |     |             |         |                   |
| b. Predictors: (Constant), informative quality, technical quality, functional quality |            |                |     |             |         |                   |

**Table 4.13: Coefficients<sup>a</sup>**

| Coefficients <sup>a</sup> |
|---------------------------|
|---------------------------|

| Model                               |                     | Standardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------------------------------------|---------------------|---------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|                                     |                     | B                         | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1                                   | (Constant)          | -.158                     | .143       |                           | -1.102 | .271 |                         |       |
|                                     | Technical quality   | -.004                     | .011       | -.014                     | -.348  | .728 | .416                    | 2.404 |
|                                     | Functional quality  | -.032                     | .017       | -.076                     | -1.844 | .066 | .391                    | 2.559 |
|                                     | Informative quality | .383                      | .017       | .929                      | 22.429 | .000 | .389                    | 2.568 |
| a. Dependent Variable: satisfaction |                     |                           |            |                           |        |      |                         |       |

**Table 4.14: Collinearity Diagnostics<sup>a</sup>**

| Collinearity Diagnostics <sup>a</sup> |           |            |                 |                      |                   |                    |                     |
|---------------------------------------|-----------|------------|-----------------|----------------------|-------------------|--------------------|---------------------|
| Model                                 | Dimension | Eigenvalue | Condition Index | Variance Proportions |                   |                    |                     |
|                                       |           |            |                 | (Constant)           | Technical quality | Functional quality | Informative quality |
| 1                                     | 1         | 3.945      | 1.000           | .00                  | .00               | .00                | .00                 |
|                                       | 2         | .029       | 11.623          | .91                  | .01               | .08                | .09                 |
|                                       | 3         | .013       | 17.297          | .00                  | .00               | .73                | .72                 |
|                                       | 4         | .012       | 17.848          | .09                  | .99               | .18                | .18                 |
| a. Dependent Variable: satisfaction   |           |            |                 |                      |                   |                    |                     |

**Table 4.15: Residuals Statistics<sup>a</sup>**

| Residuals Statistics <sup>a</sup>   |          |         |        |                |     |
|-------------------------------------|----------|---------|--------|----------------|-----|
|                                     | Minimum  | Maximum | Mean   | Std. Deviation | N   |
| Predicted Value                     | .8765    | 5.1684  | 3.7270 | .91971         | 381 |
| Residual                            | -2.14322 | 2.38128 | .00000 | .53356         | 381 |
| Std. Predicted Value                | -3.099   | 1.567   | .000   | 1.000          | 381 |
| Std. Residual                       | -4.001   | 4.445   | .000   | .996           | 381 |
| a. Dependent Variable: satisfaction |          |         |        |                |     |

#### 4.7.2 Normality test

**Table 4.16: Normality test**

| Descriptive Statistics |
|------------------------|
|------------------------|

|                    | N         | Skewness  |            | Kurtosis  |            |
|--------------------|-----------|-----------|------------|-----------|------------|
|                    | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| SATMEAN            | 381       | -.816     | .125       | .147      | .249       |
| Valid N (listwise) | 381       |           |            |           |            |

The normality test (Table 4.16) is one of the first steps in ensuring that the data gathered is suitable for statistical data analysis. In terms of measuring normality, researchers (al h. , 2017) recommended using two values to measure the shape of data distribution: Skewness and kurtosis. The values for Kurtosis between -2 to +2 and Skewness between -7 and +7 are considered acceptable in order to prove normal distribution (Byrne, 2016). The results of the normality test in Table 4.16 show that the values of Skewness & kurtosis for the constructs of the model were within the specified range.

#### 4.7.3 Assumptions of Regression Analysis

##### Linearity Analysis

The p values for the coefficients indicate whether these relationships are statistically significant or not. Table 4.17 shows that all the independent variables linearity is significant with p values less than 0.05.

**Table 4.17: Linearity Analysis**

| Model Summary                                                                |                   |          |                   |                            |
|------------------------------------------------------------------------------|-------------------|----------|-------------------|----------------------------|
| Model                                                                        | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                                                                            | .866 <sup>a</sup> | .750     | .747              | .53506                     |
| a. Predictors: (Constant), INFOMEAN, packaging_ mean, FUQMEAN, impulse_ mean |                   |          |                   |                            |

**Table 4.18: ANOVA<sup>a</sup>**

| ANOVA <sup>a</sup> |            |                |     |             |         |                   |
|--------------------|------------|----------------|-----|-------------|---------|-------------------|
| Model              |            | Sum of Squares | Df  | Mean Square | F       | Sig.              |
| 1                  | Regression | 322.417        | 4   | 80.604      | 281.544 | .000 <sup>b</sup> |
|                    | Residual   | 107.646        | 376 | .286        |         |                   |

|                                                                            |       |         |     |  |  |  |
|----------------------------------------------------------------------------|-------|---------|-----|--|--|--|
|                                                                            | Total | 430.063 | 380 |  |  |  |
| a. Dependent Variable: SATMEAN                                             |       |         |     |  |  |  |
| b. Predictors: (Constant), INFOMEAN, packaging_mean, FUQMEAN, impulse_mean |       |         |     |  |  |  |

#### 4.7.4 Multicollinearity Analysis

According to (jim, 2023) one way to detect multidisciplinary is by using a metric known as the variance inflation factor (VIF), which measures the correlation and strength of correlation between the predictor variables in a regression model. According to (jim, 2023) a VIF value of 1 indicates there is no correlation between a given predictor variable and any other predictor variables in the model. He also explained that A VIF value between 1 and 5 indicates moderate correlation between a given predictor variable and other predictor variables in the model, but this is often not severe enough to require attention. A value greater than 5 indicates potentially severe correlation between a given predictor variable and other predictor variables in the model (jim, 2023). In this case, the coefficient estimates and p-values in the regression output are likely unreliable.

**Table 4.19: Collinearity Statistics**

| Model                              |                     |           |      |
|------------------------------------|---------------------|-----------|------|
| Collinearity Statistics            |                     | Tolerance | VIF  |
| 1                                  | (Constant)          |           |      |
|                                    | Impulse buying      | 1.00      | 1.00 |
|                                    | Technical quality   | 1.00      | 1.00 |
|                                    | Functional q        | 1.00      | 1.00 |
|                                    | Informative quality | 1.00      | 1.00 |
| a Dependent Variable: satisfaction |                     |           |      |

#### 4.7.5 Homoscedasticity Analysis

According to (Berta, 1980) homoscedasticity describes how the error term is the same across the values of the independent variables. The residual term in homoscedasticity is constant across data, indicating that the variance is constant (Berta, 1980).

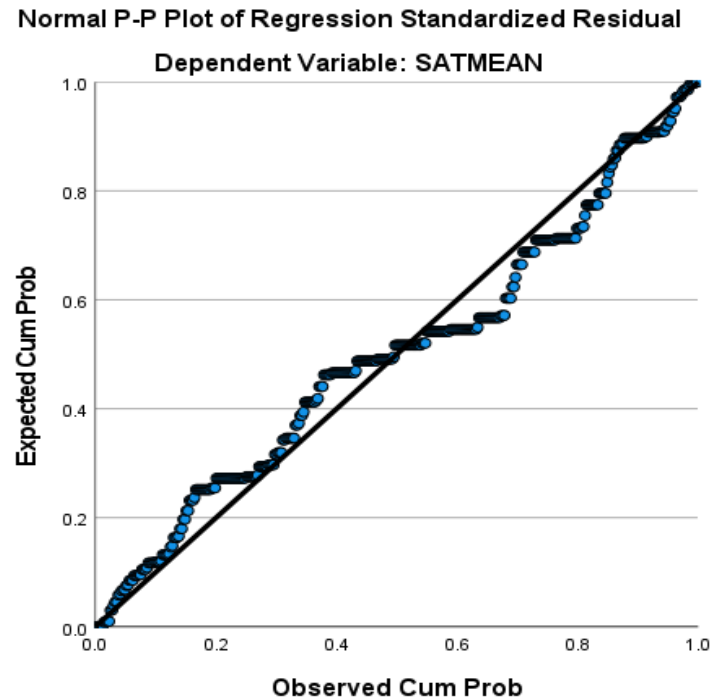


Figure 4.1 shows that the residuals plotted on the graph, corresponding to each predicted value, formed a region of the slim area around the regression line. Therefore, we can decide that the residual variance is constant across the values of the independent variables and the assumption of homoscedasticity has been attained.

#### 4.8 Regression Analysis

Regression analysis, according to (Baron, 1986), is a tool that allows researchers to investigate the relationship between two or more variables of interest. In this thesis the method of determining whether there is a mediation effect as recommended by Baron and Kenny (1986) will be used.

I followed four steps to conduct the mediation analysis.

The first step is to determine whether the mediator has an effect on the dependent variable. This is indicated by hypothesis 1, i.e., impulse buying has an effect on customer satisfaction. The result of the linear regression is presented below.

**Table 4.20: Regression analysis on impulse buying on customer satisfaction**

| Model | Unstandardized Coefficients |            | Standardized Coefficients | T | Sig. |
|-------|-----------------------------|------------|---------------------------|---|------|
|       | B                           | Std. Error | Beta                      |   |      |

|   |              |      |      |      |        |      |
|---|--------------|------|------|------|--------|------|
| 1 | (Constant)   | .912 | .198 |      | 4.613  | .000 |
|   | impulse_mean | .747 | .051 | .599 | 14.579 | .000 |

On Table 4.20., we can see that the effect of impulse buying on Customer satisfaction is significant (p-value 0.000). Impulse buying has a substantial positive direct effect on customer satisfaction by 0.747, which means when impulse buying increases by one unit then customer satisfaction by 74.7%. this result is statistically significant at  $p < .001$ . This result provides support to H1.

Thus, one condition for mediation is met as per Baron and Kenny (1986).

The second step is to determine if packaging has an effect on the mediator. To this effect the result of the linear regression is presented below.

**Table 4.21: Packaging substantial positive direct effect on impulse buying**

| Coefficients <sup>a</sup> |            |                             |            |                           |        |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|                           |            | B                           | Std. Error | Beta                      |        |      |
| 1                         | (Constant) | .537                        | .133       |                           | 4.049  | .000 |
|                           | Packaging  | .826                        | .033       | .787                      | 22.760 | .000 |

a. Dependent Variable: Impulse buying

On Table 4.21, we can see that the effect of packaging on Customer satisfaction is significant (p-value 0.000). Packaging substantial positive direct effect on impulse buying by .826 which means increasing packaging by one unit will increase impulse buying 82.6 thus H2 is supported.

This result shows that the second condition for mediation is met. Then, a third regression analysis is performed to see if the effect of packaging on the dependent variable is significant. The result of the analysis is presented below.

**Table 4.22: packaging on customer satisfaction**

| Coefficients <sup>a</sup> |            |                             |            |                           |        |      |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|                           |            | B                           | Std. Error | Beta                      |        |      |
| 1                         | (Constant) | .849                        | .222       |                           | 3.831  | .000 |
|                           | Packaging  | .736                        | .056       | .563                      | 13.259 | .000 |

a. Dependent Variable: SATMEAN

- ❖ On Table 4.20., we can see that the effect of packaging on customer satisfaction is significant (p-value 0.000). Packaging has a substantial positive direct effect on customer satisfaction by 0.736, which means increasing impulse buying by one unit will increase customer satisfaction by 73.6%

of a unit thus H3 is supported. This provides an indication of meeting the third requirement for mediation.

- ❖ Then the final condition for mediation is when the mediator and the independent variable are entered into the model the effect of the independent variable on the mediator should decrease or become insignificant. This is a test of hypothesis 4. That is, the effect of the packaging on customer satisfaction is mediated by impulse buying.

**Table 4.23: Regression analysis of the packaging on customer satisfaction is mediated by impulse buying.**

| Coefficients <sup>a</sup> |                |                             |            |                           |       |      |
|---------------------------|----------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |                | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |                | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)     | .574                        | .216       |                           | 2.660 | .008 |
|                           | Packaging      | .313                        | .086       | .239                      | 3.647 | .000 |
|                           | Impulse buying | .512                        | .082       | .411                      | 6.261 | .000 |

a. Dependent Variable: SATMEAN

#### 4.8.1 Mediation Analysis

On Table 4.22 we can see that the effect of packaging on customer satisfaction is **partially mediated by impulse buying. This provides support to H4. This is because the value of** packaging (B = 736) when it alone predicted customer satisfaction is reduced to (B = .313) when the mediator is included as a predictor.

**Table 4.24: Summary of Hypothesis Test**

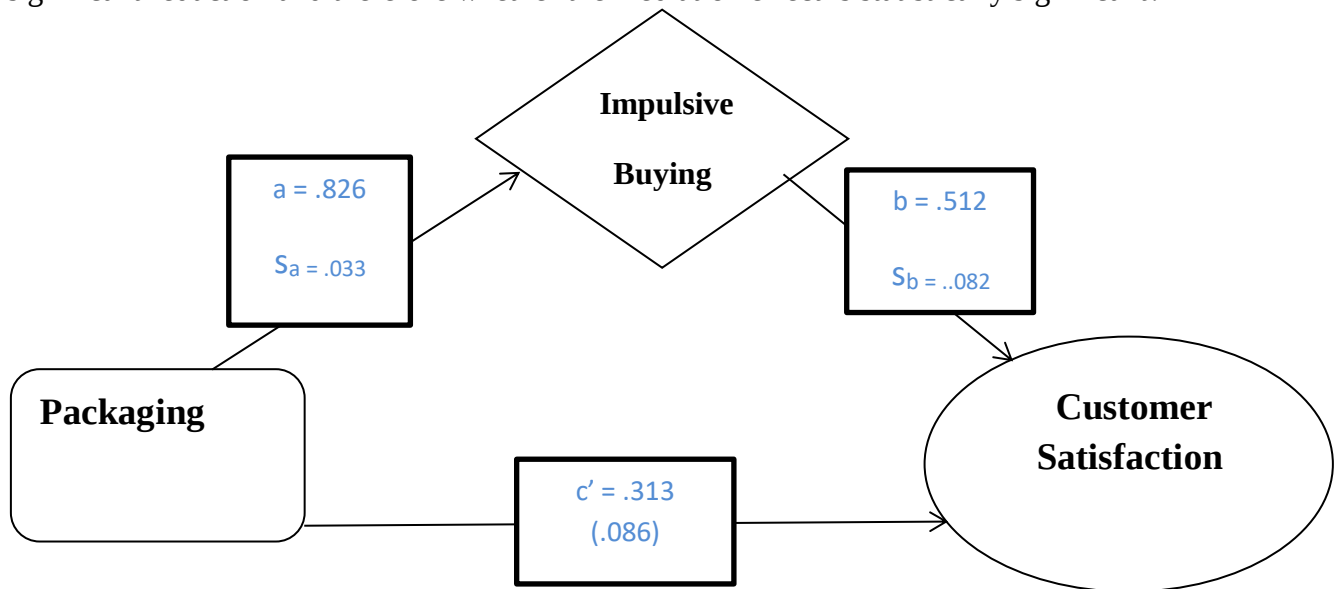
#### Summary of Hypothesis Test

| Type | Hypothesis                                                                                | Reason                          | Results   |
|------|-------------------------------------------------------------------------------------------|---------------------------------|-----------|
| H 1  | There is a positive significant direct effect of impulse buying on customer satisfaction. | B=0.747 p<0.05, P-Value =0.0000 | Supported |
| H 2  | Packaging is positively related to impulse buying.                                        | B=0.826 p<0.05, P-Value =0.0000 | supported |
| H 3  | Packaging is positively related to customer satisfaction.                                 | B=0.736 p<0.05, P-Value =0.0000 | Supported |

|     |                                                                                               |                                 |           |
|-----|-----------------------------------------------------------------------------------------------|---------------------------------|-----------|
| H 4 | The effect of packaging on customer satisfaction is partially mediated by impulse buying and. | B=0.512 p<0.05, P-Value =0.0000 | Supported |
|-----|-----------------------------------------------------------------------------------------------|---------------------------------|-----------|

#### 4.9 SOBLE TEST

The Sobel test is basically a specialized t test that provides a method to determine whether the reduction in the effect of the independent variable, after including the mediator in the model, is a significant reduction and therefore whether the mediation effect is statistically significant.



To further test the mediation effect of impulse buying on the effect of packaging on customer satisfaction a Sobel test was carried out. The result (Sobel's test statistic = 6.0583, SE = 0.0698,  $P < .001$ ) indicate that impulse buying partially mediates the relationship between packaging and customer satisfaction. This provides support to hypothesis 4.

## CHAPTER FIVE

### 5 Summary, Conclusion, Recommendation and Future Direction

#### 5.1 Summary

The study sought to establish the effect of packaging on customer satisfaction when we buy impulsively on snack food in addis ababa.

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

From the analysis of descriptive statistics and interpretation it is found that size has the highest mean among the variables and on average respondents are more agreed that size of packaging can influence their bottled water purchasing decision. According to the regression analysis and interpretation result indicated that all the independent variables have a strong power on predicting/explaining the dependent.

## **5.2 Conclusion**

The goal of this section is to discuss the findings in the context of the current study. This study experimentally analyzes the mediating influence of packaging on impulse buying and customer satisfaction. It investigates the direct impact of impulse buying as well as the indirect impact of service impulse buying via packaging on customer satisfaction .packaging snack food in Addis Ababa, Ethiopia. 400 questionnaires were sent, and 381 valid samples were obtained, yielding a 91% response rate from those who volunteered to participate.

Using the available literature on the given constructs, lists of four hypotheses were generated in order to obtain answers to study questions. All of the hypotheses developed and incorporated into the framework were derived from prior literature and established inferences for future research. SPSS and AMOS were used to analyze the data and evaluate the hypotheses. The findings snack food in addis ababa use indicated that impulse buying has a significant and positive impact on both customer satisfaction and packaging. Because the independent predictor factors were found to have a substantial effect on the dependent variable, all hypotheses proposed in this study were supported.

Finally, the researcher was able to validate the four hypotheses on snack food; the findings show for the snack food in addis ababa users. Impulse buying has a bigger impact on customer satisfaction. It also implies that packaging both fully and partially mediates customer satisfaction.

It can be concluded for the customers of snack food, impulse buying had everything to do with the being customer satisfaction consequently improving their relationship to the resulting in their repeated business with the all to the while packaging mediating customer satisfaction.

### 5.3 Recommendation

On the basis of the above conclusion, the report presents several critical recommendations to snack food users. The study discovered that impulse buying influences both packaging and customer satisfaction. This finding is significant because, according to the study's participants, successful execution of the marketing discipline's cornerstone is feasible through impulse buying. Snack food users to focus on the impulse buying to the clients as findings imply Customer satisfaction and packaging are attained impulsively. Snack food users in addis ababa should focus on packaging.

The key to effective packaging for impulse purchases is to create a visually appealing and informative package that stands out on the shelf, conveys the brand's message, and triggers positive emotions in consumers. Use packaging to evoke positive emotions or nostalgia in consumers. This can be done through the use of imagery, colors, or messaging that resonates with your target audience. Emotional appeal can help create a connection with consumers and drive impulse purchases. Packaging about creating a positive and seamless experience for the customer from the moment they see the product on the shelf to the moment they use it. This involves balancing functional aspects, such as convenience and information clarity, with emotional aspects, such as aesthetics and brand experience, to create a package that delights customers and enhances their overall satisfaction.

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#### Appendix 1: Questionnaire in English

Addis Ababa University School of commerce

Masters of Marketing Management Program

This study is to be conducted as part of a research project which shall be submitted in partial fulfillment of Masters of Art Degree in Marketing Management. This questionnaire is meant to collect information about the effect of impulse buying on consumers satisfaction mediated by packaging: In the case snack food in Addis Ababa.

Your keen participation in supplying the required data is highly essential for successful completion of the study. The information you provide will be kept confidential and be used only for an

academic purpose. I would like to thank you in advance for your participation and sharing your busy schedule.

**The Student Researcher**

### Part I: Demographic questions

**Direction:** kindly put a (✓) mark with the option that reflects your level of agreement with the given statement.

1. Age    18 – 25    ☐ 26 -30    3. 31-35 ☐ 4. 36-40 ☐    5. >41    ☐
2. Sex: Male ☐ Female ☐
3. Educational level: No education ☐ College Diploma ☐ Primary education ☐ First Degree ☐  
Secondary education ☐ Postgraduate Degree ☐

### Part II: PACKAGING ELEMENTS.

**Direction:** Please indicate your degree of agreement/disagreement with the following statements by putting a (✓) mark on the appropriate number. (5= strongly Agree 4= Agree 3=Neutral 2= Disagree 1=strongly disagree)

#### Technical quality

| A | packaging color                                                                     | 1 | 2 | 3 | 4 | 5 |
|---|-------------------------------------------------------------------------------------|---|---|---|---|---|
| 1 | When I buy snack food, the colour of the package is what first catches my attention |   |   |   |   |   |
| B | Packaging Graphics                                                                  | 1 | 2 | 3 | 4 | 5 |
| 1 | The attractive design of the package influences my purchase of snack food           |   |   |   |   |   |
| C | Packaging Size                                                                      | 1 | 2 | 3 | 4 | 5 |

|          |                                                                         |          |          |          |          |          |
|----------|-------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| <b>1</b> | The size of packaging can catch my attention when I purchase snack food |          |          |          |          |          |
| <b>D</b> | <b>Packaging Shape</b>                                                  | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>1</b> | Funny and attractive imagery shape of packaging can catch attention     |          |          |          |          |          |
| <b>E</b> | <b>Hygiene</b>                                                          | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>1</b> | I value packaging for product because it looks more hygiene             |          |          |          |          |          |

### Functional Quality

|          |                                                                                                      |          |          |          |          |          |
|----------|------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
|          | <b>Ease of opening</b>                                                                               | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>1</b> | I prefer to buy snack food with packaging because it is easy to open                                 |          |          |          |          |          |
|          | <b>Ease of closing</b>                                                                               |          |          |          |          |          |
| <b>2</b> | I prefer to buy snack food with packaging that is easy to close                                      |          |          |          |          |          |
|          | <b>Serving</b>                                                                                       |          |          |          |          |          |
| <b>3</b> | The ease of serving product (as a result of its user friendly package) favour snack food to purchase |          |          |          |          |          |

### Informative Quality

|          |                                                                                                                                               |          |          |          |          |          |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
|          | <b>Information</b>                                                                                                                            | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
| <b>1</b> | The informative elements in packaging of snack food (product information and content) help me to make the right decision for product purchase |          |          |          |          |          |
|          | <b>Information Location</b>                                                                                                                   |          |          |          |          |          |
| <b>2</b> | The location of the information regarding snack food packaging helps my purchasing decision                                                   |          |          |          |          |          |
|          | <b>Symbols and Codes</b>                                                                                                                      |          |          |          |          |          |
| <b>3</b> | The symbols and codes on the packaging favour the purchase of snack food                                                                      |          |          |          |          |          |

## PART-II: THE MEDIATING VARIABLE

**Direction:** Please indicate your degree of agreement/disagreement in relation impulse buying by putting a (✓) mark on the appropriate number of your choice . (5= strongly Agree4= Agree3=Neutral 2= Disagree 1=strongly disagree

|          | <b>Impulse buying</b>                                           | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
|----------|-----------------------------------------------------------------|----------|----------|----------|----------|----------|
| <b>1</b> | I consider myself an impulse (i.e., without planning) purchaser |          |          |          |          |          |
| <b>2</b> | I buy things I do not need                                      |          |          |          |          |          |
| <b>3</b> | I buy things I did not plan to buy                              |          |          |          |          |          |

### **Part III: CUSTOMER SATISFACTION.**

**Direction:** Please indicate your degree of agreement/disagreement with the following statements related to satisfaction by putting a (✓) mark on the appropriate number. (5= strongly Agree4= Agree3=Neutral 2= Disagree 1=strongly disagree

| <b>S.No</b> | <b>Satisfaction</b>                                                                   | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> |
|-------------|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| 1           | I feel very satisfied with my decision to purchase a product because of its packaging |          |          |          |          |          |
| 2.          |                                                                                       |          |          |          |          |          |
| 3.          |                                                                                       |          |          |          |          |          |
| 4.          |                                                                                       |          |          |          |          |          |