



**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT
GRADUATE PROGRAM UNIT**

**THE EFFECT OF PRODUCT PACKAGING ON CONSUMER BUYING
BEHAVIOUR: THE CASE OF PACKAGED MILK PRODUCTS**

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This is to certify that TesfayeAshebirlegesse has carried out his research work on the topic entitled “The Effect of product packaging on consumer buying behavior: In the Case Packaged Milk products” is his original work and is suitable for submission for the award of Masters Arts Degree in Marketing Management.

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June, 2020

Declaration

I, TesfayeAShebirLegesse, hereby declare that the thesis work entitled “The Effect of Product Packaging on Consumer Buying Behavior: In the Case of packaged Milk Products.” submitted in partial fulfillment of the requirements for Master of Arts degree in Marketing Management to Addis Ababa University, School of Commerce, is the outcome of my own effort and that all sources of materials used for the study have been duly acknowledged.

This study has not been submitted for any degree in this University or any other University.

Name: TesfayeAshebirLegesse

Signature: _____

Date: _____

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ACRONYMS

ANOVA: Analysis of Variance

SPSS: Statistical Package for Social Science

ABSTRACT

Packaging as a marketing tool could be an effective means of achieving marketing objectives and at the same time satisfies the desire of the consumers through its aesthetics elements which includes package's graphics, material, color, size, shape, text, and its useful elements in a competitive marketing environment. This study is aimed to examine the effect of product packaging on consumer buying behavior of packaged milk products in Addis Ababa. By taking the research objectives and questions into considerations, both descriptive and explanatory research design were used. A sample of 384 shoppers from five supermarkets in Addis Ababa was selected using simple random sampling while quantitative data was collected using structured questionnaires. The selection of supermarkets was based on judgmental sampling in which location and diverse socio-economic characteristics of the population were considered. The response rate of the collected questionnaires was 89.84%. However, out of these due to incompleteness only 337(87.76%) were valid for further analyses and the remaining 8 (2.08%) were discarded. The data were analyzed using both descriptive and inferential statistics. The findings of descriptive statistics have shown that the mean score of packaging attributes variables i.e. packaging Color, Packaging Material, packaging Graphics, packaging Design, packaging size and Printed information inclined to agreement level. All independent variables have the significant correlation with the dependent variable "consumer buying behavior". In this case, Printed information had a higher strong relationship with consumer buying behavior. Likewise, the empirical findings of the multiple regression indicated that, only four of the predictor variables Packaging Material, packaging Design, packaging size and Printed information have a positive and significant effect on the consumer buying behavior but, packaging color and graphic are not. Moreover, this study found out that that among all the packaging elements, printed information has the most impact on purchase decisions of packaged milk products. The independent variables jointly explained 57% of the variance in consumer buying behavior. Finally, based on the research finding and conclusion drawn the researcher forward recommendation for the study.

Keyword: Packaging, Packaging Elements, Consumer buying behavior

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Product packaging has a strong influence on consumer purchase decision mainly at the point of sale. In fact, product packaging has become an important part of the selling process (Rettie& Brewer, 2000).It is considered as the fifth P of marketing mix elements and it is the most essential marketing mix elements used in the product strategy (Kotler& Keller, 2008).

Packaging is a primary marketing mix element that gives form to a product and serves as a secondary function of promoting and advertising product. Traditionally it protects and enhances a product. It also enables products to be easily identified and promotes brand at the point of purchase and even at use (Perreault and McCarthy, 2005).

Packaging as a marketing tool could be an effective means of achieving marketing objectives and at the same time satisfies the desire of the consumers through its aesthetics elements which includes package's graphics, material, color, size, shape, text, and its useful elements in a competitive marketing environment (Rundh, 2013).When there is minute difference among different brands, innovative packaging may be used as a tool for competitive advantage (Keller, 2009).

Nowadays, packaging is considered as an important part of modern life. Whatever a country is more industrialized and more modern, or less developed the importance and extent of packaging goods is also higher (Rezaei, 2014). The packaging in a current business is an important tool of marketing and competition in the global community for executive officers and owners of industry production and commercial firms and the need to examine about it is highlighted (SahhafZadeh, 2014).Rezaei,(2014), found out that packaging is one of the most important characteristics that has an a positive influence on consumer behavior and encourage the consumer to buy a specific brand.

Nowadays, packaging plays an important function in marketing communications, due to market saturation and increased competition as well changes in tastes of consumers, particularly at the point of sales, packaging has a strategic value for the company. So, in the development of profitable business company; packaging elements play an important role in decision making which are more concerned by the marketers (Saghaeian, 2013)

In the consumer buying decision process; companies must understand the factors that influence the consumers. They must also understand the effect of packaging attributes toward purchase decision process of consumers during buying decision.

In order to retain the existing customers and attract new customers; companies has to create the right packaging for a product that might be important to consumer and firms with the intension of developing a brands (Casielles (2005).

Panwar (2004) Packaging is an important element of a branding processthat used to contain, protect and present the contents and plays a role in communicating the image that used to identify a company. Due to the change in consumer's lifestyles and increasing self service the attention of packaging as a communication tool is growing increasingly. Thus, packaging is considered as one of the most important role in influencing the consumer buying decisions as it plays an important role in marketing communications, particularly at the point of sale. Therefore there is a necessity to explore package and its elements in more detail, in order to understand which of these elements are the most important for consumer's purchase decision

Competition in the industry has led the manufacturers to come up with innovative and more attractive packaging in a bid to appeal to customers. In current business environment the importance of packaging is increasing due to the development of market economy. Where there is similar items exist in the market, the packaging plays a big role in assisting products with a new package in standing out against competitors product.

Packaging is therefore highly instrumental in aiding a company's positioning strategy as they target the consumer market. The consumer is faced with so many products every single time they visit a retail store, it is paramount that the package stands out from the array of related products, and is attractive enough to remind a choice.

The overall rise in the per capita income and the change in lifestyle of the people due to increase in urbanization in Ethiopia, have led to the increased consumption of packaged milk products. From ready to eat foods, tinned of canned foods to frozen food, consumers are spoilt for choice whenever they walk into a retail shop.

Considering that few studies have been published on the importance of product packaging as one of a marketing tool that highly influence consumers' preference in buying products and the growing importance of package as a marketing tool, this study seeks to determine the effect of product packaging in influencing consumer' buying decision of packaged milk products in Addis Ababa,

1.2. Statement of the Problem

The packaging elements attract the attentions of the consumers to a particular brand and influence the perception of the consumer about that specific product (Rundh, 2005). Moreover, the packaging elements of a product impart unique value to products and works as a tool for differentiation and hence stimulate consumer buying behavior (Underwood, Klein, & Burke, 2001). Moreover, many studies have been conducted in the area of packaging across the globe. However, there is a common conclusion in relation to the effect of product packaging on consumer purchase decisions (Silayoi and Speece, 2004; Vila and Ampuero, 2007 and Kuvykaite, 2009). This suggests that there is no common understanding under the study is due to different contexts, product categories under consideration, localities, are among other issues that affect consumer purchase decision.

According to Kotler and Armstrong (2001), consumer behavior is not static and different factors affect the buying behavior of the consumer including; psychological, cultural, personal and social. The influence of culture on the consumer behavior is diverse in different countries thus, firms should be careful in analysis different groups, and countries culture (Christ, 2009).

Although many researchers have been conducted across the world that attempted to examine the relationship between packaging elements and consumer buying behavior, there is no common understanding on the topic, because they can't utilize the same packaging attributes and product types.

Mahera M.(2015) examined effect of product packaging on consumer buying behavior. The result suggests that, packaging attributes like packaging color, packaging design and innovation are important packaging elements that affect the consumer buying decision except packaging material which is insignificant when the consumer making any buying decision.

Another research conducted in Pakistan by Muhammed A. and Kamran A.(2014) on the impact of packaging elements on packaged milk consumer buying behavior, some packaging variables like nutritional information, packaging graphics and country of origin are highly and positively

influence the buying behavior of the consumer. On the other hand, packaging design, color, size and printed information had a weaker positive effect on consumer buying behavior. But, some variables packaging material and packaging size had found to be negatively correlated with consumer buying decision.

Rita K., Aiste D., and Laura N., (2009) pointed out that the influence of verbal elements of package are the most important for consumers purchase decision than visual elements. The effect of package elements on the purchase decision of consumers is dependent on the involvement of the consumer, time pressure and the analyzed individual characteristic. But, the result contradicts to theoretical studies and to the assumption that when consumers experience lack of time the visual elements are more important than verbal elements (Silayoi&Speece (2004); Butkeviciene(2008)

Otterbing (2013), found that the pictorial textual elements of the package are more noticeable if placed on the left hand side and the pictorial elements are more noticeable if placed on the right hand side and the study failed to consider other packaging attributes as the influential factor on consumer purchase intentions. However, in a study conducted by Lee (2010) showed that Graphics /pictorials on the packaging for convenience goods has insignificant relationship with consumer buying decision.

Beetty J. (2014) conducted a study on the effect of packaging attributes on consumer buying behavior of packaged foods in Kenya. From the findings, packaging elements have shown their significance in communicating product features and quality in a manner that is competitive. However, the study mostly focused on packaged food products in general not to a specific product category. Hence, the results of the study cannot be generalized in Ethiopia.

Getie A. (2017), suggested that consumer purchase decision have been highly influenced by packaging innovation, background image, printed information, and font size. However, the packaging colors and materials have no positive and significant influence on the purchase decision of packed cereal food. This result shows that, the effect of packaging on consumer purchase decision has been different from one product category to another and from one geographic area to another.

In general, there are various researches that have been done on the relationship between packaging attributes and consumer buying decisions, and few of the studies had focused on the Ethiopian

consumer and hence the findings from the study cannot be generalized in the Ethiopian situation due to different in marketing environment.

Thus, this study was intended to fill the gaps in the literature by examining the effect of both verbal and visual aspects of packaging attributes on consumer buying behavior of packaged milk products in Addis Ababa, Ethiopia.

1.3. Research Questions

In light of the above objectives, the study was focused to answer the following research questions:

1. What is the influence of Packaging Color on Consumer's Buying Behavior in Addis Ababa?
2. What is the influence of Packaging Material on Consumer's Buying Behavior in Addis Ababa?
3. What is the influence of Package Graphics on Consumer's Buying Behavior in Addis Ababa?
4. What is the influence of Packaging Design on Consumer's Buying Behavior in Addis Ababa?
5. What is the influence of Package Size on Consumer's Buying Behavior in Addis Ababa?
6. What is the influence of Product Information on Consumer's Buying Behavior in Addis Ababa?

1.4. Objectives of the Study

1.4.1. General Objectives

The general objective of the study was to determine the effect of product packaging on consumer buying behavior of packaged Milk products in Addis Ababa.

1.4.2. Specific Objectives

The specific objectives of the study are:

1. To determine the effect of packaging Color on Consumer's Buying Behavior in Addis Ababa
2. To determine the effect of packaging Material on Consumer's Buying Behavior in Addis Ababa.
3. To determine the effect of packaging Graphics on Consumer's Buying Behavior in Addis Ababa.
4. To determine the effect of packaging Design on Consumer's Buying Behavior in Addis Ababa.
5. To determine the effect of packaging Size on Consumer's Buying Behavior in Addis Ababa.
6. To determine the effect of product package Information on Consumer's Buying Behavior in Addis Ababa.

1.5. Significance of the Study

The findings of the study might be significant in many ways. Academically, it may contribute to the existing body of knowledge as a reference material and will help to illuminate the role of packaging and how it influences buying behavior pattern of consumers. Additionally, based on the finding of the study, future researchers can formulate studies that further examine each packaging elements and its effect on consumer buying decision; explain the impact of packaging attributes on other product categories, or may conduct a comparative study to possibly identify the different effects of packaging attributes on a variety of types of products.

To the consumers, the study might help on what they should expect on the product packaged such as brand name, product content and ingredients with safety warning manufactured, expiry date and how to use the product etc. Moreover, it provides information on about the importance and usage of packaging that will help to identify the products /brands of a specific manufactures.

The finding of the study also help new and existing milk manufacturers and business agents in the development of product packaging that targets the right customers by realizing in which packaging influences the behaviors of buyer while buying a certain product and also assist their businesses to have a competitive advantage.

1.6. Scope of the Study

This study find out the influence of packaging attributes on consumer buying behavior of packaged milk products in Addis Ababa. The target population of the study was consumers in Addis Ababa buying packaged milk products in supermarkets. The study includes consumers who buy packaged milk frequently and occasionally and they could be male or female from the age of 18 years and above. Shop owners, who buy packed milk products for resale purposes was not included in the study. As the study was limited to Addis Ababa, the data was collected from main supermarkets in the city. In addition, the study was utilized both primary and secondary data. The primary data was collected through structured questionnaires whereas secondary data were collected from journals, articles, books and other printed documents.

Moreover, the variables under the study was limited to Packaging Color, Packaging Material, Packaging Graphics, Packaging Design, Packaging Size and Printed information on the packaging of milk products.

1.7. Limitations of the Study

The study experienced different limitations. One of the limitations was in the getting respondents that were willing to fill in the questionnaires. Majority of the respondents were in a rush to either enter or leave the supermarkets. The second limitation faced was that some of the respondents did not return their questionnaire, they left the super markets without handing it back, and hence the response rate was lowered. Moreover, due to limitation of time and resources the study was limited to Addis Ababa city, targeting shoppers from five supermarkets only.

1.8. Definition of Terms

Packaging:- Covering material around a consumer items that serves to identify, contain, protect, display, communicate, that make the product marketable and keep clean((Kotler, 1999)

Packaging Material:-it prevents the product from loss or damage. High quality material will attract consumers more than a low quality (Shah, Ahmed, and Ahmad (2013).

Packaging Color:-It has been proved that colors have strong effect on perception and therefore colors of packaging can be quite important. The right choice of colors is a significant factor in creating the feeling needed to affect product and brand choice (Gofman, 2010).

Packaging Graphics:-Are pictorials on packaging that can increase the level of significance and interest of consumers (Lynsey; Laura; Armstrong; Heather, 2013).

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

Packaging Size:-Increase in size of packaging indicates quality and consumers having small families don't focus on large size packs which will be more than their requirements and consumer will not be tend towards the larger size if it doesn't have larger reliability (Golnesia, 2013).

Product Information: - Contains all the information related to the price, quality, and description about the product which help to identify a product/ brand. It is considered as one of the most essential elements of marketing mix elements (Shah et al. (2013).

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

1.9. Organization of the Study

The study was organized in to five chapters. The first chapter deals with the introduction part which encompasses the background, the statement of the problem, hypothesis, objectives of the study, significance of the study, scope, limitations of the study and definitions of terms. The next chapter deals with the review of related literature which covers the theoretical review, empirical review and conceptual frame work. Chapter three focuses on the research design, methodology, data collection and procedures, sample and sampling techniques, whereas the fourth chapter presented the detailed result analysis and discussion of the data. Finally chapters five presented the detail summary, conclusions and recommendations

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter reviews the existing literature on product packaging and consumer buying behavior in general. In specific the chapter reviews that theoretical review where various theories on product packaging are reviewed, empirical review where empirical studies done on the effects of product packaging on consumer buying behavior are reviewed and the chapter also summarize the conceptual framework of the study based on the theoretical and empirical reviews.

2.2. Theoretical Review

Focuses on the relationship between dependent and independent variables discussion of concepts and theories, functions, significance, advantage and limitations of the study and the overall focus of this research paper is the connection between product packaging and identity, specifically, the impact of product packaging on consumer buying behavior.

According to Silayoi & Speece, (2007) Packaging acts as multidimensional features. It protects and safeguards the quality of a product and for a business enterprise it is used as a method to talk with customers. According to Rita Kuvykaite¹ (2009), they have a look at reveals the self-service and converting clients' way of life having the last impact on consumer choice. The growth in impulse buying conduct labeling is likewise communicating the overall information about the product to the consumer.

According to Kotler and Armstrong (2008), product packaging includes all design and manufacturing activities of a container or wrapper for a product, which have three major duties: the first one is protecting the contents of package, providing information about the product and differentiating the product from other brands via attracting consumer attention. Packaging can prepare goods for transport and sales which causes more flexible and ease of use and it's an essential component of a product and a tool for product development.

As that of branding, packaging could also affect customers' attitudes about the product. Advancement in packaging technologies has helped to extend product shelf life beyond limits previously considered unattainable. Food engineer have been known to use preservatives and ingredient to extend the shelf life of perishable products. When a consumer faced with buying decision, they use information on product packaging for selecting a product over the competitor's products. This in fact true of packing with vivid colors and pictures to communicate appeal to consumers. The ever increasing competition in today's business environments marketing has made firms to show unique competitiveness in almost all aspects of their products and sales by using good and attractive packaging (Lifu, 2003).

Product packaging is the final stage of actual production and it's a crucial aspect of production activities. Packaging establishes a direct link with the consumers at the point of purchase as it can pressure the perceptions they have for a particular product. According to Vani, Babu and

Panchanatham, (2010), early packaging considered only as container in, but in today's business environment packaging is more than containing a product . Today, marketing research focuses on packaging at the beginning of the product to the development stage itself. A good packaging sometimes gives a manufactures more communication effect than it could get with advertising.

2.2.1. Kano's Theory of Attractive Quality

There are a number of packaging theories that firms can utilize to improve their understanding of the concept, however, theory of Attractive Quality is considered more appropriate for this study. This theory was an inspiration from the Herzberg's Motivator–Hygiene theory in behavioral science, Professor Nariaki Kano, Fumio Takahashi, NobuhikuSeraku, Shinichi Tsuji came up with the theory of attractive quality in 1984 (Kano, Takahashi, Tsjui, and Serau 1984). Consumers are evaluating a product or offerings in different aspects and this theory helps to better understand about the consumers (Gustafsson, 1998).

According to Watson (2003), this theory has gained acceptance over the past two decades and it has been applied in business planning, strategic thinking, business planning, and product development to demonstrate lessons learned in competitiveness, innovation, and product compliance. There is lack of explanatory power of a one-dimensional recognition of quality for this purpose the theory of Attractive quality was originated (Kano, 2001)

According to Martin and Lars, (2004) the Theory of Attractive Quality gives an explanation on how the degree of sufficiency and quality customer satisfaction relate and how this relationship can be classified to five groups that include attractive quality, perceived quality, one dimensional quality, must-be quality, reverse quality and indifferent quality. The Theory of Attractive Quality predicts that quality attributes are dynamic, that means that, over time an attribute will change from being a satisfier to a 'dissatisfier'. This knowledge is important since within quality management and marketing there is relatively little research in the area of product packaging and customer satisfaction (Underwood, et al., 2001). According to consumer and industry trends, packaging played an important role when used as a strategic tool (Olsmats, 2002) as well as a marketing vehicle (Underwood and Klein, 2002). This theory was relevant to this study as the study aimed at examining the degree in which the packaging attributes increased or decreased the attractive quality of the product leading to consumption, satisfaction or dissatisfaction

2.2.2. Theory of Reasoned Action (TRA)

The TRA is a general theory of human behavior that examines the relationship among beliefs, attitudes, intentions, and behaviors (Ajzen&Fishbein, 1980). The theoretical framework aimed to explain, understand, predict, and influence human purchasing behavior where one's attitude toward a behavior can lead to an intention to act (Fishbein and Ajzen, 1975). If the outcome seems beneficial to the individual, he or she may then intend to or participate in behavior.

The theory of reasoned and action may be useful in identifying the factors that influence customer buying behavior. According to Ajzen, (1991), TRA is used in social psychology and marketing literature by explaining the reason why people behave in a certain manner. Towler and Shepherd (1992) used the theory of reasoned and action model for forecast of high fat foods consumption. They also did mention that theory of reasoned and action explains that behavior is based on a rational design to participate in an act i.e. the behavioral intention. Behavioral intention is categorized into two components, the first component is the attitude or perception of the person towards the behavior i.e. if the behavior is seen as bad or good and the second component is the subjective norm which is if the person feels social pressure from important individuals which influences the performance of the behavior. According to the study findings, using TRA standard components there was a good prediction in eating of chips frequency and attitude was found to be significant in influencing the behavior than subjective norm.

Shappard, Hartwick and Warshaw (1988), explain that TRA is a profound model that is used for the prediction of consumers purchasing behavior when they point out that the model seems to predict consumer intentions and behaviors well. The intention of the people to behave in a certain way is stimulated by positively evaluating a product (Hassandoust&Perumal, 2010); or better said if the consumer feels about the product's packaging positively, they are likely to buy the product.

The attitude of the consumer towards a product has been shown to be an significant determinant in evaluating the innovation of the product, this study wants to look at the way product attributes affect the purchasing behavior of the consumer, it is important that we understand the relationship between purchasing behavior of the consumers and their attitude. The TRA model has attitude and behavior as relevant and corresponding components. Moreover, the model acts as an important framework to analyze the consumer feelings towards the different attributes of the packaging. This

theory is therefore significant to this study as it consider the attitudes of the consumers in relation to the packaging attributes and examines its effects on the purchase decision of the consumers.

2.2.3.Functions of Packaging

In a competitive market environment, packaging is important and has become an integral part of the product. Packaging has many functions in different department units. It has the most essential roles in marketing and logistics of a product as the marketing and logistics are strong connection to the consumers of the product. The task of the package is attracting the attention of the consumers on how it utilizes, protects and contained a product. (Silayoi&Speece 2004). The following are some of the packaging functions:

Protection:-The basic function of packaging is protection or safeguarding of a product. It increases the packaging cost as marketers consider many factors. For example, destination of the product, distribution channels, time, and environmental conditions. This is because the product has to be protected from factors such as spoilage, loss, theft, or misplaced goods. Rundh(2013) explains, the basic function of the packaging is to protect the product integrity by protecting the food or beverage from germs during distribution as defective foods can result a health problem to the consumer. In most of developed countries, product packaging is becoming a key issue in business activities and a very significant factor for logistical reasons in the developing countries (World Packaging Organization, 2009). Due to poor packaging and logistic methods, much food goes to waste.

Marketing Function:-The second most important function of packaging is basically a marketing function. This is because packaging enables organizations to create eye-catching methods of marketing their products' characteristics directly to the consumers. Packaging is considered to be a key marketing tool for communication the consumers about the products (Hellstrom& Nilsson, 2011). From a marketing perspective, packaging is an extrinsic cue and consumers see the packaging of the product before they even get to use the product itself (Orth&Marchi, 2007). Therefore it is considered as a means of marketing the product to the ultimate consumer where the packaging facilitates product evaluation, brand differentiation, and consumer influence (Thalhammer, 2007).In retailing of self-serving promoting the contents is an important packaging objective. Packaging must serve as a silent salesperson and attract the attention of the customer. It is becoming an increasingly aspect of marketing strategy (Lamb et al, 2004).

Convenience:-Packaging convenience is defined by how customers use the package. It is about how easy to open and an easy to close (Hogan, 2007). Consumers are seeking items that are easy to handle, open, close and some consumers want packaging that are recyclable and disposable, even some consumers want packages that are child-proof or tamper-proof (Abdalkrim and Al – Hrezal, 2013).

Helps in Identification:-The most important benefit of packaging is the information it communicates to the customer, such as directions on how to use the product and the contents of the product, the information needed should satisfy a legal requirements of a product. The information on how to use, distribute, and dispose the package are highly needed and are often contained on the package or label as government often time entail information on the product such as pharmaceutical, food, medical, and chemical products (Abdalkrim and Al – Hrezal, 2013).

According to Lee and Lye (2002) packaging helps in identification and provision of information to customers about a product. Thus, a good packaging must contain essential information that consumers may need to know. The information may be about how to use, recycle, transport and dispose of a product or package.

Containment or Agglomeration:-Some small products like liquids and flow able products are grouped together in one package for efficiency purpose. Thus packaging plays an important function in containment or agglomeration of a product that are grouped together in one package.

2.2.4. Packaging in the 7Ps

There are different approaches that can be established about marketing mix elements, which can be defined as “a set of activities to maximize product awareness and sales” (Ambrose and Harris, 2011, p.16). The most important known marketing mix element is the four “Ps”, even if the number of “Ps” differs sometimes, depending on the author. Professor Philip Kotler added a fifth” P”, identified as Positioning, Packaging can also be considered as the sixth one by some authors, for example like Meyer and Gerstman (2005), but its place in marketing mix is widely discussed. However, even if it is discussed in marketing mix, it might be very essential in a product’s marketing strategy formulation and be recognized and sought by the customer (Ambrose and Harris, 2011).

A product represents all the features of the product and services around, that are used to meet the needs of customers. The core product can be perceived as the main use of the product, i.e. what the buyer is seeking in purchasing the product. The actual product contains the basic features, styling, brand name, quality level, packaging, and answers to the essential needs.

The second “P”, which is Price, is critical in order to satisfy the customer, but overall to position the product compared to rivals, price is the only marketing mix that generate profits (whereas the other “Ps” generate costs). It has to be implemented perfectly in order not to generate problems, and it’s also considered as the most flexible marketing mix element. According to Kotler (2008), price is a better marketing strategy for a company by setting a lower price rather than trying to convince customers that the product deserves a higher price.

The third “P”, Promotion, is aimed at communicating all the product’s features (The product’s three other “Ps”) (Russell and Lane, 2002), and explains all the effort that a company can make in order to increase awareness about the product (Kotler, 2008). According to Kotler, (2008), through a well-designed and executed marketing communications plan: advertising, personal selling, public relations, sales promotion or direct marketing tools, companies try to deliver customers clear information about the product’s value and price

The fourth “P”, Place, The location in store for the product is represented by the fourth “p” called place (Russell and Lane, 2002). The marketer has to manage the right trade channels and choose the right time in which the product should reach the market.

The fifth, P“, Packaging, allows for an innovative construction of how a product is accessible to the buyer by bringing the physical elements of the product together. Traditionally, the aim of packaging is protecting the product from outside elements. But in a current marketing environment packaging is mainly aimed at delivering a message to the customer, using creative techniques to attract or please the customer (Ambrose and Harris, 2011).

Generally, packaging in this period of high competitive marketing business environment, has become a tool of impetus; and its roles has drastically and steadily shifted, from the traditional function of protecting the product to the modern function to instigate, stimulate, and attracting the attention of the buyer. It also conveys information about the product itself at the point of sale or while still on the shelf. In this study, packaging is defined as the totality of attributes that

distinguished a particular product, among others, and that can effectively communicate its values to the end users.

2.2.5. Packaging Elements

2.2.5.1. Visual Elements of Packaging

Packaging Material

Packaging material prevents the products from damage and affects the perceived quality of a product and consumer perceptions regarding certain materials could change the perceived quality (Shah, Ahmed, & Ahmad, 2013).

Like other visual elements of packaging, it affects the perceived quality associated with the product i.e. consumers are thinking concerning material results in change of perceived quality Furthermore, sometimes marketers use those packaging material which can prevent the freshness of product under extremely high or extremely low temperature depending on the product functionalities and the needs of a consumer.

Packaging Color

Packaging color is an important element of packaging to the extent that some manufacturers are of the view that consumers possess color vocabulary due to which they expect certain type of colors for particular products. It could also bring a point of difference to a brand and brands have color ownership that cannot be copied by other brands or it becomes difficult to have same look (Keller, 2009)

Martindale and Moore (1998) claimed that consumers prefer certain colors over others for various product category choices. To help consumers to locate the product on the shelf, Color can also be used to differentiate a product, to build its own associations and (Grossman & Wisenblit, 1999).

Packaging color creates awareness about a specific products the more attractive color the more consumer will like it the product.

According to the perceptions of the consumer different colors have different meaning and competitors use different color for their products like blue for trust, red for energy, green for balance, orange, yellow, end etc.(Shah et al, 2013)

Hollywood et al. (2013) argue that consumers differentiated the milk as whole, semi-skimmed or skimmed if common colors such as blue or green have been used in the milk packaging

Packaging Design

According to a study conducted by (Ahmadi et al., 2013) on packaging design, the beautiful packaging design increases the appetite of the consumers and influences the consumers to buy the product and to eat the food. Another study conducted by (Silayoi&Speece, 2004), most of consumers consider that the shape of packaging communicate the ease-of-use and carrying of a product.

Packaging design at first moment shows of truth aesthetic aspects of packaging but after purchase it could either satisfy or dissatisfy a desire of a consumer (Metcalf 2012)

Packaging Graphics

It includes layout, typography, combinations of color, and product photography which makes the product unique, and preserve its individuality. (Grossman and Wisenblit, 1999, Smith& Taylor, 2004) .

Graphics could create additional value for a brand and add its aesthetic quality. Moreover, in many situations graphics or pictorials on packaging could create a positive mood and satisfy the lifetime hidden need of a consumer (Smith & Taylor, 2004). A significant role of pictorials on packaging is that they attract the attention of a consumer (Silayoi&Speece, 2004).

Visual elements influence the consumers in making their selecting a particular product types and in this case graphics were considered to be a major influence (Silayoi&Speece, 2004). Pictorials on milk package increases customers curiosity and create interest for a particular product (Hollywood et al., 2013).

Packaging Size

Packaging shape and size are considered important when designing a product packaging in order to attract the attention of consumer. According to (Silayoi and Speece, 2004) package shape, size, and

elongation affect consumer's judgment and decisions about a product, although not always in an easily open ways. Product consumption increases when packages are redesigned or obtainable in larger sizes than small size (Kotler& Keller, 2008). The product features and the target market influence/determine the size of a package (Smith & Taylor, 2004).

A study conducted by (Silayoi&Speece, 2004) on packaging size indicate that consumer of smaller family consider smaller packaging size and the large size communicate the waste of a product to them. This study is consistent to study that if product is presented in a small package; it increases consumer's willingness to buy a product if goods have shorter expiry date then consumers prefer small sizes of packages than large package sizes (Ahmadi et al., 2013).

2.2.5.2. Verbal Elements of Packaging

Printed Information

Packaging is one of the most important ways of communication that used to offer the consumer sufficient and detailed information about the product at the point of sales. For instance, packaging can provides information about the nutritional value, added ingredients, country of origin, the manufacturer and best before date. This, in turn, plays a crucial part in influencing the consumers' decision-making (Silayoi&Speece, 2004, 2007; Kuvykaite et al., 2009).

The well communicated packaging has a great power in influencing the purchasing decisions of the consumers due to the fact that the information can be used to minimize uncertainty and also, help in creating the product credibility (Silayoi&Speece, 2004).

The printed information on packaging comprises a lot of information such as the quality of the product, price and different detailed descriptions which can be used to identify the brand of the product. These detailed descriptions about the product and other related issues can helps customers to be well informed and thereby support them to make the right decisions in their purchasing process of the product (Shah et al., 2013)

Printed information presents facts about a product attributes such as brand name, product name, ingredients, storage instructions, country of origin, expiry date, usage instructions, nutrition information, special offers, and product volume(Merwe, Bosman& Ellis, 2014; Kaynak, 2012, Silayoi&Speece, 2007).

Spink and Singh (2011) conducted study in investigating whether the consumers could assimilate and understand the information written on the packing material of the product or not. The finding was that packaging information did affect the consumer purchasing behavior and sometimes wrong interpretation of information on the package can affect the sales made. That is why packaging considered as it can play the most important part in persuading the purchasing decision of consumers. The nutritional labeling can affect the consumers buying decision. The expiry date written on packaging also produces positive impact on consumer purchase decision. The information of mode of manufacturing, raw materials and preservation about a product makes consumer satisfied and unsatisfied towards the product.

Silayoi and Speece (2007) states that as the consumption of healthy diet is increasing, a product should include information on their package in order to make easy for consumers, which results increases the value of labeling.

With regard to packaged milk products (i.e. the product under review), the consumers mostly give due attention for the nutrient of the product. This implies that information about nutrition given on the packaging needs due consideration as it influence the food choices of the consumers due to their diet and lifestyle (Josephine M Wills, (2009)

2.2.6. Consumer Buying Behavior

Consumer behavior is a part of marketing discipline that deals with the purchasing units and exchange course of actions incorporated in the purchase, use, and disposal of goods, services and ideas. Understanding of consumer behavior is an activity in which people engage in actual or potential use of the different products of market including goods, services, ideas, and the environment of stores (Berkman and Gilson, 1981).

Salmon (1999) elucidates that consumer behavior is the physical, emotional and mental activities which people are involved with during the time of choosing, purchasing, using and disposing goods and services to satisfy their needs and desires. Hawkins (1992) also defines consumer as a decision unit who attempts to collect and process information consciously or unconsciously at current situation and who works for his pleasure and improvement of his lifestyle.

The Purchasing Decision Process

According to Kotler (2003), there comes a time when an individual will have to take a decision about buying a product. The purchasing decision for a given product is an elongated inter-twined process. The purchasing decision process involves five main stages though it is not similar for every consumer. Put differently, the five stages of purchasing decision process doesn't work for all consumers as some consumers may not undergoes all the stages especially in low involvement purchases such as buying products like detergents and tooth paste. Some stages may be hopped while it is possible to reverse some stages.

Stage One: Recognition of Need. It is the very beginning stage in which the consumer need can be realized and onward of identification of his/her needs, the consumer is persuaded to solve the problem. It mean that a man should first identify and know his /her lacks of something and should be urged to meet his/her wants as soon as possible.

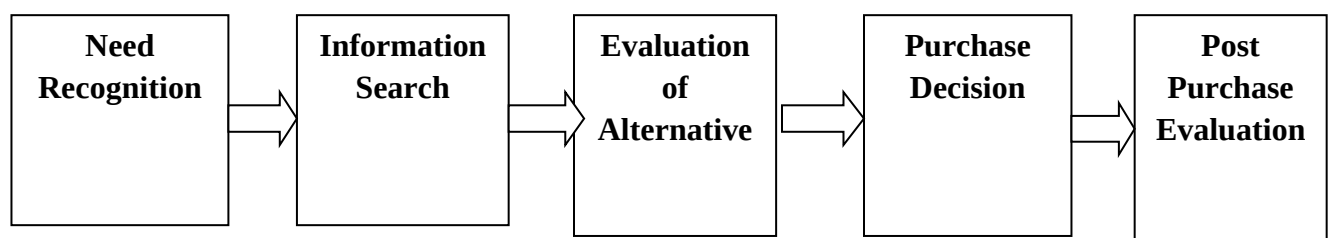
Stage Two: Information Search. After the need of the consumer is identified, the next thing to do is searching of the necessary information that a consumer tends to obtain about a product he/she is in need of.

Stage Three: Evaluation of Alternative. On the third stage, the buyer needs to appraise the market information pertaining to how to satisfy the recognized needs. Here, preference is established based on methods of brand, product and stores to buy.

Stage Four: Purchase Decision. This is the stage on which a buyer is determined and decided to choose the specific product and stores out of the different alternatives.

Stage five: Post Purchase Evaluation. Here, the product purchase must have been done, after which ascertainment of the correctness or otherwise of his decision is necessary to the consumer. This evaluation will permit the consumer to discern whether or not the product has met his need and this will in addition be the starting point of future purchase decision.

Figure 1: Five-Stage Model of consumer Buying Decision Process



Source: Kotler, 2003

To summarize in details, the role of packaging in persuading consumer's purchase decision cannot be over emphasized since packaging is a fundamental element of any product and play its part in advertising, promoting, protecting, storing and identifying a product will. In addition to the above mentioned roles, packaging can be used to inform, educate, persuade and communicate the consumers due to the fact that with no packing; practically the product/services will remain unfamiliar or can't get a distinguished recognition.

It is through packaging that a consumer knows the name, ingredients, usefulness, shape, size, color and the type of product that has great influence on consumer's purchase decision. Human beings have divergent views on different matters and these views may be the same or unique from one person to the other.

This is why basically human beings' believes, response, thinks and actions become different in any given situation. However, the psychological factors such as motivation, learning, perception and beliefs and attitudes are outside reasonable doubt, responsible to what, why, when and how consumers buy. These factors make consumers to realize and recognize their needs to evaluate alternative ways of purchase decision and to evaluate the effectiveness or if not of product purchased after used.

2.3. Empirical Review

The research tried to look into others researches which have studied on packaging on different products such as on bottled waters, food staffs, baby products, cosmetics, skin care products, milketc and how packaging is seen from different scholars perceptive.

Packaging Color:Colors used in packaging can help draw consumer attention. In order to differentiate their products from competitors companies use packaging color. This is because therefore, an important role in customers buying decision making process. Color is an essential element of product packaging due to consumer expectations about certain kinds of colors for a particular product (Keller, 2009). Different colors represent different meanings to consumers based

on the consumer perception and culture. The perceptions of color differ across culture and religion and most of religions believe to have sacred colors Singh (2006)

Hollywood (2013) reveals that consumers differentiate the milk as whole, skimmed or semi-skimmed if generic colors such as green or blue have been used in the milk packaging. If products are common in a particular product category, they are generally accepted if they have the same colors (HanneleKauppinen-Raisanen, 2010). Randi Priluck Grossman,(1999) suggest that marketers should use color associations during packaging design for products rather than using common choice of consumers about colors

However, according to a study conducted Sioutis (2011) indicate that color appears to be of low significance in influencing the buying decision for all convenience goods.. The result of the study is the influence of packaging color on consumer buying decision is different from other studies. The choice of the colors appeared to be a product oriented.

H1: Packaging Color has a significant positive relationship with Consumer Buying Behavior

Packaging Material: Kuvykaite, Dovaliene, and Navickiene(2009) investigated on the impact of package elements on consumer purchase decision. The study was based on a descriptive research carried out in Lithuania. The findings of the study showed that material of the product was the most influential visual element that affected the purchasing of washing powder and milk. Other elements such as color, form and graphic were treated as insignificant element of the product package. The study findings were however dependent on time pressure and consumer's involvement level. Contrary, in a study by Ahmed, Parmar and Amin (2014) their findings revealed that consumers can easily change their decisions regarding packaging material depending on different situations.

Hollywood L. (2013) carried a study on milk packaging and find out the effect of the three packaging materials, plastic, glass and cardboard on the consumer purchase decisions. The finding of the study suggests that the use of plastic containers was better than the remaining two types of containers.

H2: Packaging Material has a significant positive relationship with Consumer Buying Behavior

Packaging Graphics: A study Conducted by Tobias Otterbing T. (2013), on pictorial and textual packaging elements, the results showed that if the textual images are placed on the left-hand side and pictorial images are placed on the right side they are more likely to be noticed. This study was carried out in Sweden using observation as the research methodology of the study. The finding showed that not only is attractiveness of graphics important but the placement of textual and pictorial element is also important so that consumers can notice them. Graphics can help consumers in selecting a product by illuminating confusions and also provide an opportunity in considering purchase of a given product when they are not loyal to a specific brand (Silayoi, 2004).

However, in a study conducted by Lee (2010) showed that graphics on the packaging for convenience goods has no significant relationship with buying decision. Johan and Tobias (2008) in their study found that in purchase decision process all packaging attributes must be considered According to Sioutis (2011) some pictorial information are misleading hence consumers are not usually consider pictorials on a packaging when buying a product.

A qualitative research conducted by (Pinya, 2004) suggests graphics are considered to be valuable if textual elements are placed on the left side of packaging and pictorial elements placed on the right side of packaging

H3: Packaging Graphics has a significant positive relationship with Consumer Buying Behavior

Packaging Design: A study conducted by Emmaneal O. (2017) on the effect of packaging on purchase decisions of Unilever's products, package design had a positive impact on the decision to make selection during buying process of some respondents. From the result 57% respondents, Packaging Design of product influenced the purchasing decisions as it helped to easily identify the product. According to the study conducted by Deliya and Parmar (2012) the size and font type on the packaging design influences the buying decision of the consumers. The study is consistent with the study done by (Muhammad A. and Kamran A., 2014)

H4: Packaging Design has a significant positive relationship with Consumer Buying Behavior

Packaging Size: The size of the package is dependent on the target market and the features of the product (Smith, 2004). The size packaging determine the frequent use and consumption of a product (Kotler, 2008).

The study conducted by Smith (2004) suggested that larger packing sizes give consumer the feeling of better quality and influence the buying decision of the consumers. Big and taller products attract more attention when placed with competing brands, when the consumer has a choice between different brands, they will probably choose to buy packages that are taller than the other (Hoyer & MacInnis, 2010). This finding is supported by an investigation conducted by Agariya (2012) showed that using different packaging size can extend a product into new markets.

A study done by Rundh, (2013) on the relationship between product packaging and consumer buying behavior resulted that changes in household sizes lead to changes in the product size purchased. The study was conducted in Sweden through use of four case studies which limited the study as it combined data sources including both qualitative and quantitative data. These findings consistent with a study conducted in Thailand by Silayoi (2004) the findings that showed that small package size is perceived by the buyers as for small family while large packages are seen as a waste of product for the small families.

On the other hand, a qualitative study by Alervall and Saied (2013) that was conducted in Sweden in investigating the communication of packaging elements stated that majority of the participants argued that every visual elements of packaging are important depending on the circumstances. However, the participants prioritized color in their selection of alternatives, followed by graphics whilst size and shape were chosen by the least number of participants. This study however did not focus on specific product hence the conclusion was generalized across different product categories

H5: Packaging size has a significant positive relationship with Consumer Buying Behavior

Printed Information: There are many studies that have been conducted on the effect of information written on the label on buying behavior of the consumer. Spink, Singh (2011) conducted a study on how consumers understand the information on the product packaging. The study was conducted in the United States through a quantitative survey of 233 respondents. The finding was that packaging information did affect the consumer purchasing behavior and sometimes wrong interpretation of information on the package can affect the sales made. For instance, a warning sign according to the study could influence the buying behavior of the consumer leading to non-purchase of the product.

A qualitative study done by Chandon and Wansink (2012) did an analysis of the practices used in food marketing in the United States and their effect on the consumption of calories rich diet and

how food companies can reach their goals of assisting people eat healthier foods. Chandon and Wansink (2012) mentioned that packaging is a tool that has an influence on healthy eating habits. Furthermore, according to the study the design and messaging on the packaging can influence eating of a balanced diet. Prathiraja and Ariyawardana (2003) looked at how nutritional labeling affected the purchasing behavior of consumers in India using a quantitative survey. According to the study consumers referred to the nutritional labeling so as to make a buying decision this is because most of the consumers were health conscious. Most of the respondents confessed that they would not mind paying more to access the nutritional information on the food products. Of the people who did not mind paying extra for the nutritional information most of them were aged 36-50 years, they also have tertiary education and have households with less than four family members. These studies however focused only on nutritional information.

A study conducted by Adam and Ali (2014) in their quantitative study of the effect of packing on consumer buying behavior of packed milk revealed that expiry date of packaged milk positively influenced the buying behavior of consumers in Pakistan. This shows that before making a purchase, consumers look at expiry dates of packaged milk thus, prolonged expiry dates on products does influence buying behavior. Another study by Poturak (2014) found that people aged above 22 give more attention to product information at the time of purchase. The participants said that the content of the product rather than the appearance interested them more.

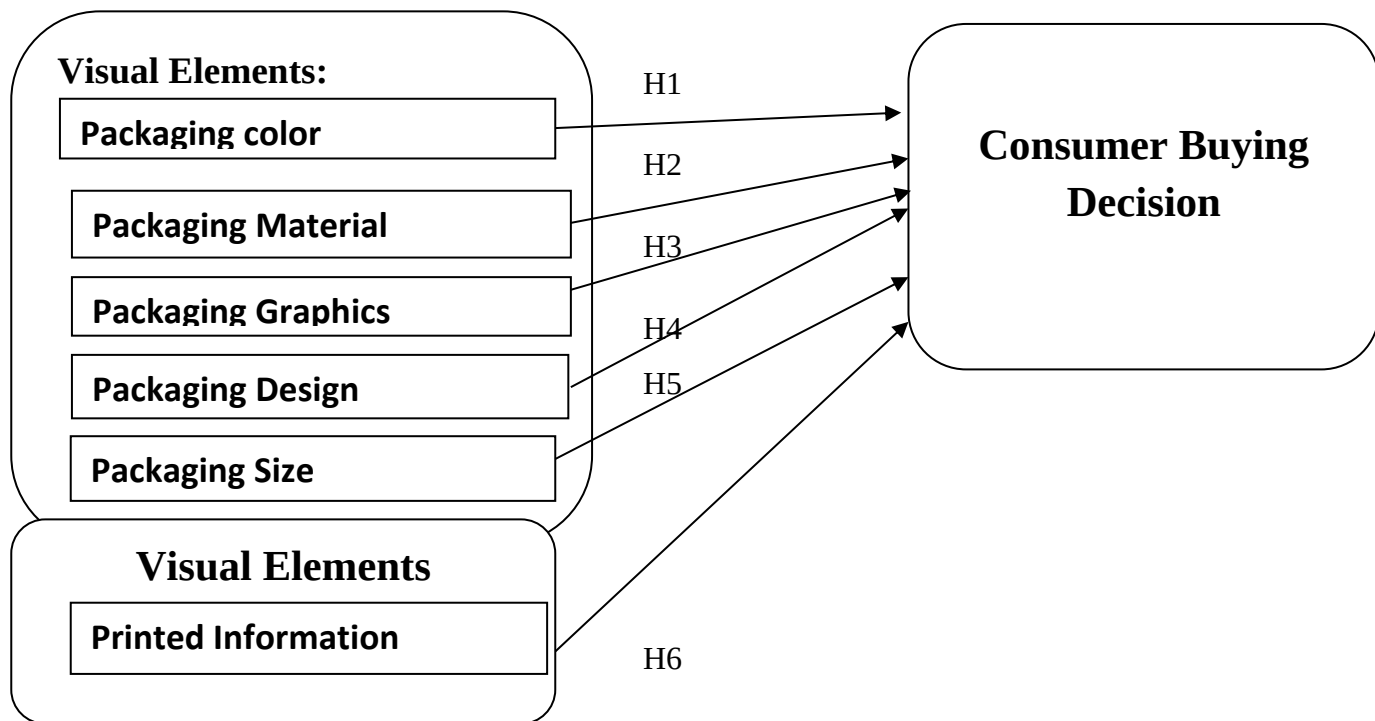
Although packaging plays an important role in communicating, it is important to know that the package should not have too much information which can be misleading or inaccurate because buyers can get confused and lose interest (Silayoi & Speece, 2007). It is also significant to remember that not all consumers are literate to read and understand the information on the product packaging. In addition, not all consumers understand the information as provided on the packaging material. Hence, this study seeks to investigate whether product information always influence Ethiopian consumers to buy their products.

H6: Printed Information has a significant positive relationship with Consumer Buying Behavior

2.4. Conceptual Framework

Based on the theoretical and empirical review the following conceptual framework has been developed which will help to guide the research study. The framework is divided into two parts, one of which describes the product packaging attributes as a multiple phenomenon and another one, which focuses on the consumer buying behavior. In this study, the independent variable is packaging features which comprised of seven variables: Packaging Material, packaging color, Design, Graphics, size, graphics, and printed information. The dependent variable is consumer buying behavior. The relationship between the packaging features and consumer buying behavior is depicted in the figure below.

Figure 2: Conceptual framework



Source: Own Formulation

This research will intended to investigate the effect of product packaging on consumer buying behavior and examine the relationship between the independent variables elements of packaging with dependent variable, consumer buying behavior.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. INTRODUCTION

This chapter presented the methodology that was used in the study to address the objectives of the study which determine the effect of packaging on consumer buying behavior. It covers the research approach and Methods, source of data, survey population, sampling methods and procedures, sample size determinations, methods of data collections, validity and reliability test, research Ethics, data processing and analysis.

3.2. Area of Study

This study was conducted in Addis Ababa City. Since the intention is to get the data at the point of purchase. The data was collected at shoppers supermarket located at different parts of the city. Supermarket is chosen because it stocks different brands of both locally produced and imported packaged milk brands but also it attracts people of different, classes, age, and gender and income levels. In addition the supermarket is chosen because it allows for the research to spot in many people who buy packaged milk products easily. Also it is a place most likely to attract people with various but also diverse socio-economic characteristics.

3.3. Research Approach and Method

In order to answer the research questions and achieve the stated objectives, the study was used an explanatory type of research and was identified the extent and nature of cause-and-effect relationships/effects between independent and dependent variables. The research was examined the effects/relationships of specific changes on existing norms focusing on an analysis of a situation or a specific problem to explain the patterns of relationships/effects between the variables

3.4. Source of data

3.4.1. Primary data

The primary source of data was gathered through structured questionnaire distributed to selected respondents. The questionnaires were designed to capture demographic characteristics of respondents and information on constructs on impact of packaging on consumers purchase decision as identified in the literature. The instrument was carefully developed by incorporating the most important socio-demographic and characteristics of the respondents

3.4.2. Secondary data

The secondary sources of information was collected from published and unpublished, books, relevant journals, scholarly written articles, online articles, etc. relevant to the area of the research.

3.5. Population of the Study

The research was covered only consumers in Addis Ababa buying packaged milk products in supermarkets. The study includes consumers who buy packaged milk frequently and occasionally and they could be male or female from the age of 18 years and above and with different educational background, economic status, and people with different profession.

3.6. Sampling Methods and Procedure

In the selection of sampling units (supermarkets), purposive sampling was used. This sampling method is utilized due to limitation of time and resources to enable selection and access to more supermarkets in various locations. Judgmental/purposive sampling can be defined as a type of non-probability sampling technique where the researcher selects units to be sampled based on their knowledge and experience. There is uneven distribution of standardized supermarkets in Addis Ababa. For the purpose of this study, Shoa Supermarket, Safeway Supermarket, AllMart, and Bambis are selected due to their accessibility and location. These supermarkets are the biggest supermarkets in the city by offering convenient goods, fresh dairy products, and other shopping materials that are produced domestically or imported brands. They are located at the highly populated estates in Addis Ababa and also attract a large number of customers from different backgrounds. Thus the chances of the selection of a diverse sample are high and hence the data collected will be generalized to the general population.

3.7. Sample size and Determination

In order to determine the sample size of the population; unknown population sample formula was used as the total population size of the research is unknown. In using the formula 95% confidence level, 0.5 standard deviation and confidence interval of +/- 5% is used. From the standard table Z-score of 95% confidence level is 1.96.

$$n_0 = Z^2 pq / d^2 \text{ or } 1.96^2 * 0.5 * 0.5 / (.05)^2 = 384$$

Where,

n_0 = Sample size

z = the standard normal deviation at 95% confidence level =1.96

p = the proportion in the target population estimated to have a certain characteristic.

Since there is no estimate, 50 percent will be used in the study (0.50) as the maximum variability as recommended by (Isreal, 2013).

$q = 1.0 - p$

d = margin of error 5%

With 95% confidence interval, 5% level of precision, and a proportion of 50%, the sample size for this study is determined to be 384 shoppers.

As samples are selected at a random, simple random sampling was used. By using this method every shopper at the selected supermarkets has an equal chance of being selected as part of the sample. With this method, the level of bias was reduced and it also enhances ease during the selection.

3.8. Methods of Data Collection

Data collection instrument was self-administered structured questionnaires. The questionnaires were adopted from different studies that have been conducted previously on related topics. *Please see appendix I and II the adopted questionnaires in English and Amharic language respectively.*

The type of questionnaire that was applied for this study was the five Likert scale questionnaire. The Likert scale is ideal for this study as it effectively measures the respondent's attitude towards the used attribute. As (Myers, 1999) explains, the Likert scale reduces misunderstanding, confusion and uncertainty and it is user friendly.

The questionnaire was original prepared in English language and then translated into Amharic language. This can be due to the samples of the study was targeted different shoppers with different educational background, and to obtain the reliable information.

The questionnaire statements was established and scored from 1 up to 5 scale, where "1" indicates "strongly disagree", "2" "disagree", "3" neutral, "4" "agree" and "5" refers to "strongly agree" with the statement to signify diverse attitude of respondents. The questionnaire has three main sections, the first section covers the general information of the respondents, and the second section

focuses on various statements on respondent's attitude toward product packaging attributes. And the fourth section is organized to understand the buying behavior perspectives of the respondents. The questionnaires were intended to generate responses that assisted the research problem, objectives, questions, & hypothesis.

3.9. Validity and Reliability

The two main issues that should be considered in developing data collection instruments are validity and reliability. In any research results, the concern of validity and reliability are important confidence measures.

3.9.1. Validity

Validity deals about the strength of research conclusions, inferences or propositions (Social Research Methods, 2010). The concept of validity is the best available approximation to the truth or falsity of a given inferences, proposition or conclusion as more defined by Cook and Campbell (1979). The validity of this research was verified by the advisor of this research, who looked into the appropriateness of questions and the scales of measurement.

3.9.2. Reliability

The most commonly accepted a measure of reliability is Cronbach's alpha. The internal consistence of the items in a scale is measured by Cronbach's alpha. The normal range of Cronbach's coefficient alpha value ranges between 0-1 and the higher values shows a higher degree of internal consistency. Different authors accept different values of this test in order to achieve internal reliability, but, satisfactory value is required to be more than 0.7 for the scale to be reliable (Sekaran, 2003 as cited in Sirbel, 2012). Therefore, the obtained result indicated that the value of the coefficient is 0.894 which shows, the research instrument used for this study was reliable as discussed in chapter 4 sub title 4.3

3.10. Methods of Data Analysis

After collecting data from primary sources using the standardized questioners it was appropriately checked and editing was made by the researcher to detect errors committed by respondents in filling the questionnaires. Then the edited data were coded and manually entered into the computer using statistical software.

The primary data that was collected through structured questionnaire was analyzed using both descriptive and inferential analysis. In order to do so, Statistical Package for Social Sciences (SPSS) software version 20 was used. Descriptive statistics was used mainly to organize and summarize the demographic and general information of the respondents. It was used percentage, frequency, mean, and standard deviation.

Whereas, inferential statistics move beyond the descriptive statistics in which a specific observation to make inferences about the larger population was drawn from the sample. It was used for testing hypothesis and investigated research objectives. In this study, different types of inferential statistics were employed. In the first place the Pearson Correlation was used to explore the relationship between product packaging and consumer buying behavior variables. Likewise, multiple regression analysis was used to measure the magnitude effect of product packaging on consumer buying behavior of packaged milk products. Moreover, quantitative data was presented in the form of tables, graphs, and charts as desire so as to make all the data readable and understandable

3.11. Research Ethics

In the context of research, ethics is defined as the appropriateness of the researcher's behavior in relation to the rights of the participants or subjects of the research work (Saunders, Lewis, & Thornhill, 2009). Therefore, this study is governed by the general rules of research ethics in such a way that, the respondents will be requested to provide information on voluntary basis, there is prior communication about the purpose of the study, and the questionnaires were distributed only to voluntary participants. The confidentiality and privacy of the respondents was not violated and anyone who was not being interested to participate in the research project was not forced to do so. Destruction of any sort that inhibits the respondents from effectively participating in the research project was avoided. Data was presented and interpreted in an unbiased manner. There omission of important results and altering data to meet the desired objectives (outcome) was not occurred.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Introduction

This chapter presents the data findings, interpretation and discussions focused on addressing the objective of the study by formulating hypothesis with six independent variables. In order to meet the objectives of the study, the data that were gathered from the primary source using questionnaire and was analyzed, presented, and interpreted using descriptive and inferential statistics.

4.2. Response Rate

The study targeted a sample size of 384 respondents and out of which 353 questionnaires were collected and the remaining 34 (8.85%) were not responded. The response rate of the collected questionnaires was 89.84%. However, out of these due to incompleteness only 337(87.76%) were usable for further analyses and the remaining 8 (2.08%) were discarded. According to Rubin & Babbie (2010), a response rate of 70% is “very good” for further assessment. Therefore, in this study, the response rate of 87.76 % is significant which was considered to excellent and representative to the population and satisfactory to make conclusions.

Table 4.1: Questionnaire Response Rate

Sample Size	384
Collected	345
Uncollected	39
Discarded	8
Usable	337
Response Rate	89.84

Source: Own Survey Result, 2020

4.3. Reliability Test

Before undertaking the analysis the researcher undertook the reliability test to assure the research instruments are reliable. According to (Bryman and Bell,(2003), Reliability is the extent to which a measurement gives results that are consistent and fundamentally concerned with issues of consistency of measures. The internal consistency of closely related sets of a sample items as a

group is measured by Cronbach's alpha. The data analysis was done using the SPSS 20 version, statistics software application. The Cronbach's alpha reliability test for the study was found to be 0.894 for the 38 items analyzed together.

Table 4.2: Cronbach's Alpha Test for Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.894	38

Source: Own Survey Result, 2020

4.4. Respondents Demographic Information

The demographic factors analyzed included gender, age, income, educational background and consumer's buying behavior of packaged milk products in Addis Ababa. The research required to establish the gender, age, educational background and income of the respondents.

Table 4.3: Respondents Gender, Age, Educational Background and Income

Variables	Categories	Outcomes	
		Frequency	Percentage
Gender of the Respondents	Male	133	39.5
	Female	204	60.5
	Total	337	100
Age of the Respondents	<20	29	8.6
	21-30	57	16.9
	31-40	108	32.0
	41-50	78	23.1
	>51	65	19.3
	Total	337	100.0
Educational Level of the Respondents	High School and Below	28	8.3
	Diploma	82	24.3
	BA/BSC Degree	188	55.8
	MA/MSc and Above	39	11.6

	Total	337	100.0
Monthly Income of the Respondents	<5000.00	53	15.7
	5001 -10000	143	42.4
	10000 – 15000	103	30.6
	15001 -20000	31	9.2
	>20000	7	2.1
	Total	337	100.0

Source: Own Survey Result, 2020

From the findings presented in table 4.3 above, out of 337 respondents; male respondents constituted 39.5% while the female respondents comprised of 60.5%. However the majority of the respondents were female and this implies that women shop milk products more in comparison to men. So, as packaged milks are frequently bought by female than men, manufactures and marketers should consider female as their target consumers as they come with strategies of packaging products.

The findings also indicate that 108(32%) respondents were between 31–40 years of age, 78(23.1%) respondents were aged between 41 years to 50 years of age, 65(19.5%) respondents were above 50 years, and 57(16.9%) respondents were between 21–30 years of age while 29(8.6%) respondents were below 20 years. This implies that majority of the respondents were middle-aged, which can be attributed to general population in the City and they have high purchasing power and hence they make up majority of shoppers at local supermarkets in Addis Ababa. In addition

With respect to the educational status of the respondents, 188 (55.8%) of them were First Degree holders, 82(24.3%) were certificate Diploma, 39(11.6%) of them were second/Masters Degree and above holder, while, the rest 28(8.3%) were High school and below. Therefore, this result implies that the majority of the respondents were possessed a high level of education and have understanding about the importance of product packaging.

Furthermore, this research also sought to establish the respondent's monthly income against their buying behavior of packaged milk products. The study classified the respondent's monthly income into 4 categories, which comprised of less than 5000, 5001-10000, 10001-15,000, 15001- 20000 and above 20000. From the findings presented in Table 4.3 above, 53(15.7%) respondents reported to be earning monthly income less than 5000.00; 143(42.5%) reported between 5001-10000;

103(30.6%) reported between 10001 – 15000.00; 31(9.2%) reported 15001- 20000 and 7(2.1%) respondents reported above 20000.00. This suggests that majority of shoppers who purchase packaged Milks from supermarkets are their monthly income is between 5001-10000.

4.5. Descriptive Statistics for the Research Variables

This section presents the findings of the study based on the research objectives using descriptive statistics.

Table 4.4: Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Packaging Color	337	2.14	5.00	3.5490	.68408
Packaging Material	337	2.33	5.00	3.6775	.44715
Packaging Graphics	337	2.00	5.00	3.5052	.62274
Packaging Design	337	2.00	5.00	3.6093	.54797
Packaging Size	337	2.67	5.00	3.7132	.55410
Printed Information	337	2.44	5.00	3.7435	.51420
Consumer Buying Decision	337	2.17	5.00	3.6251	.45906
Valid N (listwise)	337				

Source: Own Survey Result, 2020

As shown in the above table 4.4, all variables fall in the category of the range between 3.5052 and 3.7435 which means respondents have agree on that the packaging elements have an effect on the consumer buying decision of packaged milk products. All variables scored relatively low scales of standard deviation which tells respondents have a close opinion regarding both dependent and independent variables.

From the results product information has the highest mean value 3.7435 which implies that respondents were more concerned with Printed information followed by Packaging size by an aggregate mean of 3.7132. Package Material influenced the respondents buying decision by a mean of 3.6775. Package Design influenced the respondents buying decision as shown by a mean of

3.6093. Graphics influence purchase behavior as shown by a mean of 3.5052 and package color influences purchase behavior as show by a mean of 3.5490.

The mean scores are above 3.50; shows that Printed information, package size, package material, package design, package color and graphics of packaged Milk influences the buying decision of a consumers. This implies that packaging attributes guide consumer purchasing hence they are importance.

The findings show that consumer's mostly checking the Printed information on the packaging before purchasing. This shows that consumers are concerned the information presented on the package contribute to their assessment of the Milk products. This finding is consistent with Silayoi and Speece (2007), Adam and Ali (2014), who conducted a study on the effect of packaging attributes on purchase decision and found out that product information, has a positive influence on consumer buying behavior. This shows that consumers value the Printed information and it also suggests that consumers evaluate product quality using information.

Package Size and Material were second and third respectively in the degree of influencing the consumer buying decision of Milk products. Respondents stated that Size and Material of milk products help them to create volume judgments and product quality which influence their purchasing decision. Therefore, packaging size and material causes the consumer to think of the package as having better product volume and quality product. This finding is consistent with a study conducted by Silayoi and Speece (2007) who stated that packaging material is a sign of quality when purchasing products such as food and beverages products. The finding also supported by an investigation made on packaging size by Silayoi (2004) that was conducted showed that small package size is perceived by the buyers as for small family while large packages are seen as a waste of product for the small families.

Package design was the fourth most influential attribute on consumer buying decision. This is Consistent with the study by Emmanuel O. (2017) which stated that Packaging design of a product influenced the purchasing decisions as it helped to easily identify the product.

However, Packaging graphics and color were considered least influential in comparison to the other packaging elements. The finding is consistent with a study conducted by Sevilla (2012) which showed that consumers preferred food products with colors packaging with minimal graphics to

multi colored packaging. This implies that consumers favor less colored products as it is a symbol of trustworthiness from the company.

4.6. Inferential Statistics

4.6.1. Correlation Analysis

In this study correlation analysis was used to examine the relationships between packaging elements and Consumer buying behavior of packaged Milk Products. Accordingly, the relationship between variables is indicated in the below table 4.5.

Table 4.5: Pearson Correlation Matrix

Correlations								
		Consumer Buying Decision	Packaging Color	Packaging Material	Packaging Graphics	Packaging Design	Packaging Size	Printed Information
ConsumerB uyingDecisi on	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	337						
Packaging Color	Pearson Correlation	0.537**	1					
	Sig. (2-tailed)	0.00						
	N	337	337					
Packaging Material	Pearson Correlation	0.502**	0.332**	1				
	Sig. (2-tailed)	0.00	0.00					
	N	337	337	337				
Packaging Graphics	Pearson Correlation	0.315**	0.321**	0.223**	1			
	Sig. (2-tailed)	0.00	0.00	0.00				
	N	337	337	337	337			
Packaging Design	Pearson Correlation	0.515**	0.470**	0.319**	0.219**	1		
	Sig. (2-tailed)	0.00	0.00	0.00	0.00			
	N	337	337	337	337	337		
Packaging Size	Pearson Correlation	0.573**	0.440**	0.352**	0.257**	0.368**	1	
	Sig. (2-tailed)	0.00	0.00	0.00	0.00	0.00		
	N	337	337	337	337	337	337	
Printed Information	Pearson Correlation	0.609**	0.748**	0.368**	0.266**	0.412**	0.483**	1
	Sig. (2-tailed)	0.00	0.00	0.00	0.00	0.00	0.00	
	N	337	337	337	337	337	337	337

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

Source: Own Survey Result, 2020

Correlation indicates that whether the relationship between two variables is linear (as one variable increases, the other also increases or as one variable increases, the other variable decreases).

The results as shown in table 4.5 revealed that there was a strong positive correlation between printed information and consumer's buying behavior ($r = 0.609$), statistically significant $p \leq 0.01$. The second highest strong coefficient of correlation is with the packaging Size which has strong positive and significant with consumer's buying behavior ($r = 0.573^{**}$, $p \leq 0.01$). Packaging color, packaging design, packaging Materials and Graphic variables have also strong, positive, and statistically significance relationships with dependent variable consumer buying behavior) with ($r = 0.537$, $p \leq 0.01$; $r = 0.515$, $p \leq 0.01$; and $r = 0.502$, $p \leq 0.01$ and $r = 0.315$, $p \leq 0.01$, respectively) at 99% confidence level. Generally, the above correlation matrix shows that all independent variables were positively and strongly correlated with the dependent variable (consumer buying behavior).

According to (Pedhazur, 1982), Sig. (2-tailed) value tells, whether there is a statistically significant correlation between two variables or not. If the Sig (2-Tailed) value is less than or equal to .05, the researcher can conclude that there are a statistically significant correlation between two variables. Hence, as indicated in the above table 4.4, Sig. (2-tailed) value shows that all are (.000). This implies that, the values are less than .05, the correlation is considered to be significant (meaning that the researcher can be 95% confident that the relationship between variables is not due to chance).

4.6.2. Diagnostic Test for Regression Analysis

4.6.2.1. Multi Collinearity Test

When two or more of the independent variables are highly correlated a certain mathematical operations are impossible and the problem is called a Multicollinearity problem. There are two general procedures for assessing collinearity, including **tolerance and variance inflation factor (VIF)**(Pallant, 2010).The study also carried out a Multi Collinearity tests and the results are presented in the table 4.6 below.

Table 4.6: Summary of Collinearity Statistics

Coefficients ^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Packaging Color	.397	2.520
	Packaging Material	.796	1.256
	Packaging Graphics	.870	1.150
	Packaging Design	.727	1.375
	Packaging Size	.697	1.434
	Printed Information	.403	2.479
a. Dependent Variable: consumerBuyingBehaviour			

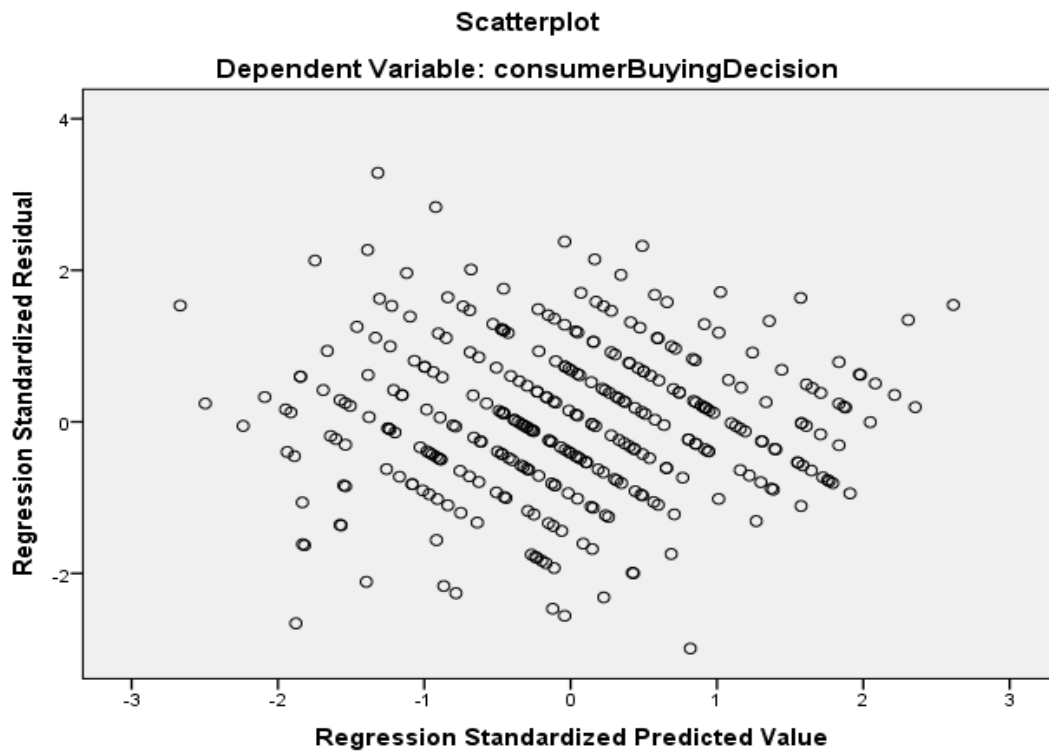
Source: Own Survey Result, 2020

A **variance inflation factor** value greater than 10 is a cause of concern as that would mean presence of multicollinearity among independent variables (Sekaran and Bougie, 2009). From the test, all Variance inflation factor (VIF) values ranged from 1.15 to 2.52. Thus, the data collected does not indicate any tremendous correlations between the independent variables that is, the assumption of multicollinearity among the independent variables in the study is satisfied and the data, results and conclusions presented in this study are not biased by the influence of multicollinearity.

4.6.2.2. Homoscedasticity

Hair, (2010), the variability in scores for variables of independent should be similar at all values of variable dependent. In order to ensure the fulfillment of this relationship between independent variable and dependent variable, the variance of dependent variable values must be equal at each value of independent variables. The scatter plots show that there is. For this study in order to show the Scatter plots of standardized residual was conducted for all the variables and the outcomes from the data were shown in figure 3. In this study the assumption of homoscedasticity is reasonably.

Figure 4.1: Scattered Plot



4.6.2.3. Normality Test

Normality of the variables was also examined using descriptive statistics variables. These are Skewness and Kurtosis.

Table 4.7: Tests of Normality

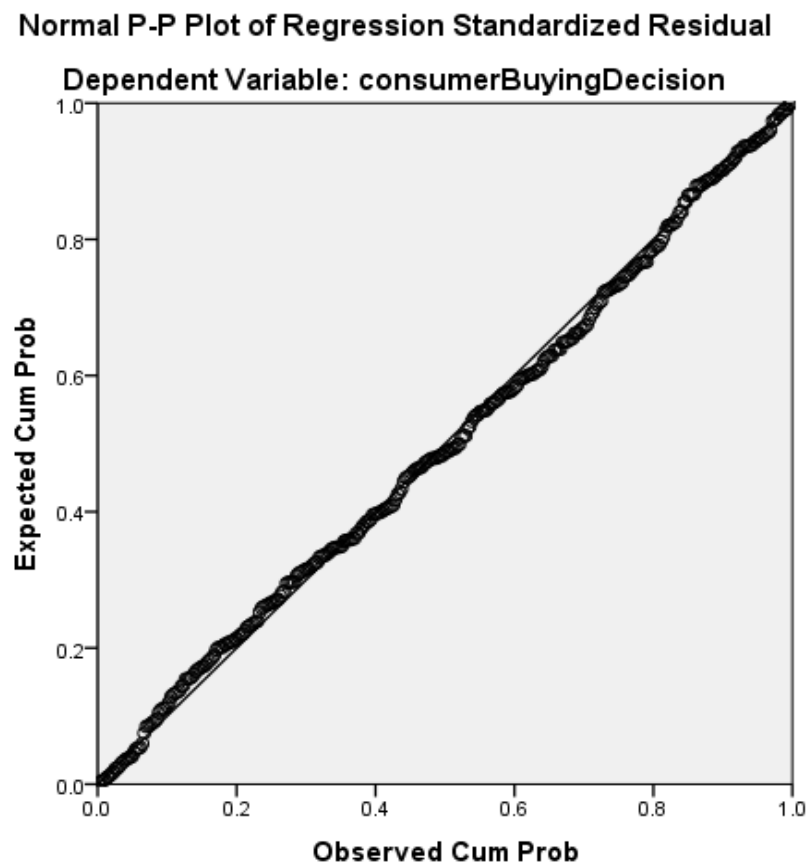
Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Packaging Color	337	-.026	.133	-.948	.265
Packaging Material	337	.143	.133	-.277	.265
Packaging Graphics	337	.052	.133	-.522	.265
Packaging Design	337	.189	.133	-.204	.265
Packaging Size	337	-.032	.133	-.722	.265
Printed Information	337	-.287	.133	-.519	.265
ConsumerBuyingDecision	337	-.086	.133	-.187	.265
Valid N (list wise)	337				

Source: Own Survey Result, 2020)

The normal distribution is detected based on skewness and kurtosis statistics and the acceptable range for normality for both statistics is between -2 and +2 (George and Mallery 2010). Therefore, as depicted in table 4.7 above, all variables values of Kurtosis and Skewness are almost within the acceptable range for normality i.e. between -2 and +2. Therefore, the data used in this research was normally distributed as the value of skewness and kurtosis are between the acceptable ranges of normality.

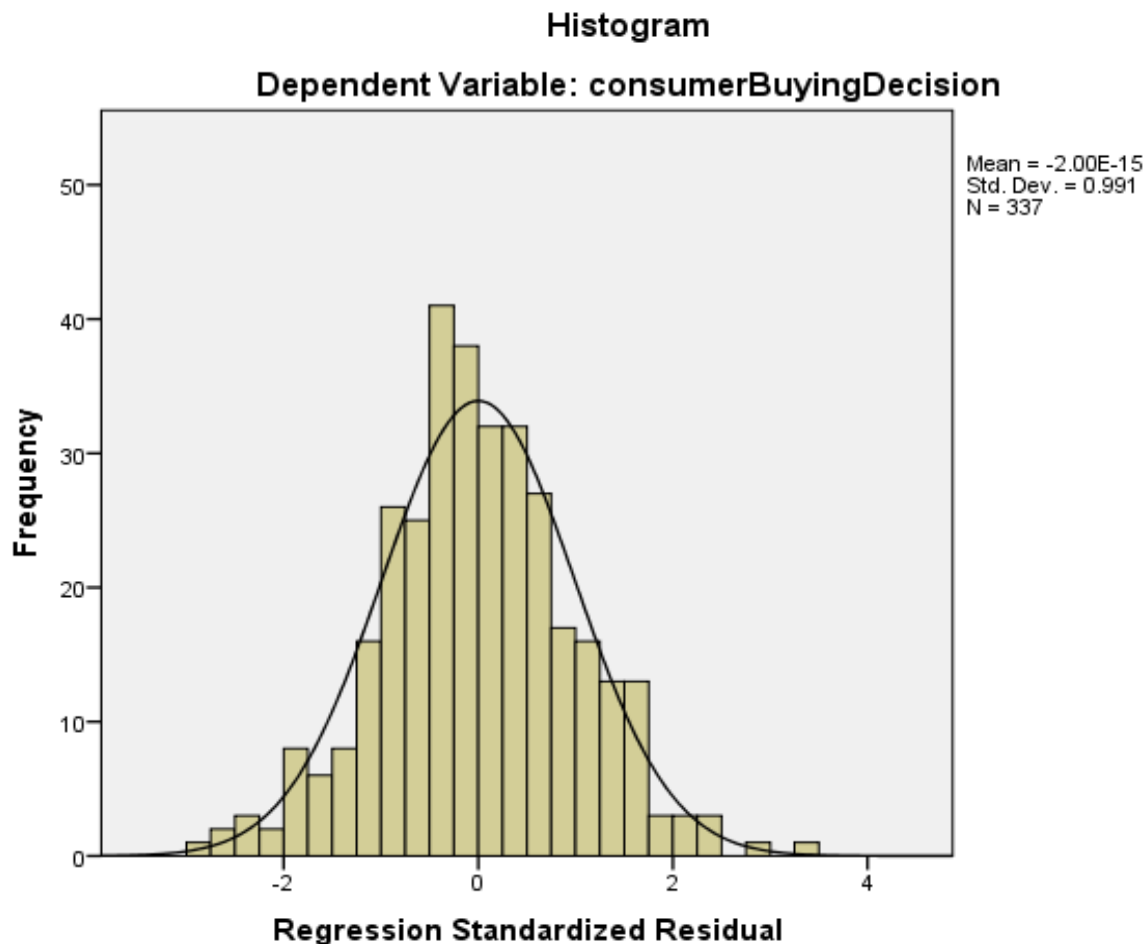
Another useful graph that the researcher can check to see if a distribution is normally distributed is called a P–P plot (probability–probability plot). In the probability plot the normal distribution makes a straight diagonal line, and the plotted residuals are compared with the diagonal line as shown below. To be a normally distributed the residual line will closely follow the diagonal as indicated in the figure 4 below, the data were normally distributed

Figure 4.2: Normal P-P Plot



Histogram is another method to use for comparing the observed data values with a distribution approximating the normal distribution (Hair et al. 2006). The histogram of the research variables supports the expectation for the normal shape distribution of data. The below figure 3 shows the histogram generated for the study variables.

Figure 4.3: Histogram



4.6.2.4. Auto Correlation

Kothari R., (2004) suggests that regression analysis is based on uncorrelated error terms for any two or more observation. This assumption is tested for each regression procedure with the **Durbin-Watson test**, which test for correlation between variables residuals. According to, (Field, 2009), the test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated. A value greater than 2 indicates that there is a negative correlation exist between adjacent residuals, whereas a value below 2 indicates that there is a positive correlation exist

between the adjacent residual.. As a general rule, the residuals are independent if the Durbin-Watson statistic is approximately 2. In this study the Durbin-waston value was 1.948 which is very close to 2, therefore it can be confirmed that the assumption of independent error has almost certainly been met.

4.6.3. Multiple Linear Regression Analysis

Linear Regression Model Summary

The study analyzed the variations of consumer's buying behavior due to that graphics and color, packaging size and shape, product information and packaging material.

Table 4.8: Model Summary

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.755 ^a	.570	.562	.30382	.570	72.850	6	330	.000	1.948
a. Predictors: (Constant), Packaging Color, Graphics, Material, Design, Packaging Size and Printed Information,										
b. Dependent Variable: Consumer Buying Decision										

Source: Own Survey Result, 2020)

The above regression model presents how much of the variance in the measure of consumer buying behavior is explained by the underlying packaging variables.

R: shows the value of the multiple correlation coefficients between the predictors and the result, with a range from 0 to 1, a higher value indicating a larger correlation. From the model summary (R=.755a) indicated that, the linear combination of the six independent variables (packaging color, packaging Material, Packaging graphics, Packaging Design, Packaging Size and Printed Information) strongly predicted the dependent variable (consumer buying behavior).

R Square: According to the model summary output, the identified independent variables (packaging color, packaging Material, Packaging graphics, Packaging Design, Packaging Size and

Printed Information), explains only 57% variation in the dependent variable (consumer's buying behavior).

Adjusted R Square: Adjusted R Square adjusts the value of R² to more accurately represent the population under the study. In this study the difference between R² and Adjusted R² is (0.570 – 0.562 = 0.008) which is about 0.8% which indicates that the model were derived from the population rather than a sample.

Durbin-Watson: It expresses whether the assumption of independent errors is acceptable or not and the desired result is when the value is closer to 2, and for this data, the value is 1.948, which is so close to 2 that the assumption has almost certainly been met.

Analysis of variance was also carried out and the findings are presented in table 4.9 below

Table 4.9: Analysis of variance

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.347	6	6.724	72.850	.000 ^b
	Residual	30.461	330	.092		
	Total	70.807	336			
a. Dependent Variable: Consumer Buying Decision						
b. Predictors: (Constant), packaging Color, Material, Graphics, Design, Size, Packaging and Printed Information						

Source: Own Survey computation, 2020

The ANOVA table shows the overall significance of the model from a statistical perspective. As indicated in the above table 4.9, the p-value is less < 0.05 i.e. 0.000 indicates the differences explained by the model is not due to chance. So, the above ANOVA table shows the acceptability of the model.

The relationship was significant at critical value (0.05) since the reported p-value (0.008) was less than the critical value. This means that the consumer's buying behavior were significant at 95% confidence level which contradicted previous findings from correlation analysis on the model summary, which reported that there was a significant correlation among the variables ($r = 0.806$).

Thus, it was important to test the significance of each variable to determine its effect on consumer's buying behavior. To evaluate the effect of each variable on the dependent variable, regression coefficients were generated as shown in Table 4.10

Table 4.10: Regression Coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.196	.176		1.113	.267
	Packaging Color	.009	.038	.014	.240	.810
	Packaging Material	.223	.042	.217	5.371	.000
	Packaging Graphics	.054	.029	.074	1.906	.058
	Packaging Design	.176	.035	.210	4.965	.000
	Packaging Size	.211	.036	.254	5.884	.000
	Printed Information	.258	.051	.289	5.088	.000
a. Dependent Variable: Consumer Buying Decision						

Source: Own Survey computation, 2020

The standardized beta coefficients show the unique contribution of each variable gorge et al., (2003), a high beta value and a small p value indicate the independent variable has made a significance contribution to the model. On the other hand, a small beta value and a high p value indicate the independent variable has little or no significant contribution to the model. Accordingly, the constant beta value (β) and the p-value of the variables to used to examine the significance of the hypothesis. The significance level of each variable (P-value) is: 0.810, 0.000, 0.058, 0.000, 0.000, 0.000 and their standardized coefficients /beta/are 0.014, 0.217, 0.074, 0.210, 0.254, and 0.289, respectively. The p-value of all the independent variables is below 0.05 except for packaging graphics and packaging color. This shows that the independent variables/ printed Information, Packaging Size, packaging Material and design) have a significant relationship with the dependent variable (Consumer buying decision), but, the packaging color and graphics are insignificant relationship with the dependent variable.

Thus, based on the correlation and regression analysis results, this study concluded that there is a significant relationship between packaging size, package Design, product information and packaging material and consumer's buying behavior.

The regression equation is in the form;

$$Y = 1.96 + 0.014 X_1 + 0.217 X_2 + 0.074 X_3 + 0.210 X_4 + 0.254 X_5 + 0.289 X_6$$

Y = Consumer's Buying Behavior

X₁ = Packaging Color

X₂ = Packaging Material

X₃ = Packaging Graphics

X₄ = Packaging Design

X₅ = Packing Size

X₆ = Printed information

The equation above tells that when some of independent variables, Packaging Material, Packaging Design, Packing Size and Printed information have a value of zero, the intercept is 1.96 as shown in the Table 4.10. Then, moving through the equation, holding, Packaging Material, Packaging Graphics, Packaging Design, Packing Size and Printed information constant, the Packaging Color increase the consumer buying behavior by 0.014 for each additional packaging color increment. The p-value for this coefficient is statistically insignificant ($p > .05$), meaning that Packaging Color is insignificant predictor of consumer buying behavior. The **first hypothesis** which states ***Packaging Color has a significant positive relationship with Consumer Buying Behavior*** is not supported; because the p-value is 0.810 which is greater than 0.05 ($p\text{-value} > 0.05$; $\beta = 0.014$) hence, **the alternative hypothesis is rejected.**

The **second hypothesis** which states ***the Packaging material has a significant positive relationship with Consumer Buying Behavior*** is supported because the P-value of product strategy is below 0.05 which is ($P < 0.05$; $\beta = 0.217$) hence the Packaging material has the significant positive

effect on the *Consumer Buying Behavior of Packed milk products*; thus the alternative hypothesis is supported.

The **third hypothesis** which states, **the Packaging Graphics has significant positive relationship with Consumer Buying Behavior** is not supported; because the P-value is 0.058 which is greater than 0.05, hence Packaging Graphics has the insignificant relationship with the consumer buying behavior of milk products. Hence, **the alternative hypothesis is rejected**.

The **fourth hypothesis** which states, **the Packaging design has significant positive relationship with Consumer Buying Behavior** “ is supported because the P-value is 0.000 which is less than 0.05; hence, Packaging design has the significant relationship with consumer buying behavior. Besides, the regression analysis shows that, the packaging design has positive as well as the significant positive effect on the consumer buying behavior of packaged milk products ($\beta = 0.210$; $P < 0.05$). Hence, **the alternative hypothesis is supported**

The **fifth hypothesis** which states, **the Packaging Size has significant positive relationship with Consumer Buying Behavior** of milk products “ is also confirmed because the P-value of Packaging Size is 0.000 which is ($\beta = 0.254$; $P < 0.05$) hence, the Packaging Size has the significant positive effect on the *Consumer Buying Behavior*; thus the **alternative hypothesis is supported**.

Finally, the **sixth hypothesis** which states that the **printed information has significant positive relationship with Consumer Buying Behavior** “ is also supported because the P-value of printed information is 0.000 which is ($P < 0.05$; $\beta = 0.289$); hence, the printed information has the significant positive effect on the *Consumer Buying Behavior*; thus the **alternative hypothesis is supported**.

Table 11: Summary of Hypothesis Testing

Hypothesis	Analysis Used	Findings	Result	Hypothesis
H1	Multiple Regression	$\beta = 0.014$; $p < .05$	Positive but, insignificant	<i>Not supported</i>
H2	Multiple Regression	$\beta = 0.217$; $p < .05$	Positive Significant	<i>Supported</i>
H3	Multiple Regression	$\beta = 0.074$; $p > .05$	Positive but, insignificant	<i>Not supported</i>
H4	Multiple Regression	$\beta = 0.210$; $p < .05$	Positive Significant	<i>Supported</i>
H5	Multiple Regression	$\beta = 0.254$; $p < .05$	Positive Significant	<i>Supported</i>
H6	Multiple Regression	$\beta = 0.289$; $P < .05$	Positive Significant	<i>Supported</i>

4.6.4. Discussion of the Result

This study was aimed to examine the effect of product packaging on consumer buying behavior of packaged milk products. Under the packaging; Packaging Color, packaging Material, packaging Graphics, packaging design, packaging size and printed information were selected as a packaging elements as indicated in literature review section.

As indicate in the above table 4.10, all of the regression coefficients between the packaging elements and consumer buying behavior have positive values. But some variables have significant effect on consumer buying behavior while some are not. The brief discussion on each variable is given below

Printed Information is the strongest predictor or has the most significant effect on the consumer buying behavior because it has the highest Beta coefficient result ($\beta=0.289$, $p=0.000$). The results indicated that a unit increase in average printed information of packaged milk products increases the average consumer's buying behavior by 0.289 ($\beta=0.289$, $p=0.000$). This entails that printed information is a significant predictors of consumer's buying behavior ($p\text{-value} < 0.05$). This finding is consistent with a research conducted by Spink, Singh and Singh (2011) who argues that packaging information did affect the consumer purchasing behavior and sometimes wrong interpretation of information on the package can affect the sales made. This finding is also supported by the study conducted by Silayoi (2007) that states that, package information gives the consumer the opportunity to consider alternative products and to make a purchase decision

The second strongest predictor is **Packaging Size** ($\beta=0.254$; $P<0.05$). The results showed that a unit increase in average Size of packaged milk products increases the average consumer's buying behavior by 0.587 ($\beta=0.245$, $p=0.000$). This dictates that packaging size influence consumer's buying behavior ($p\text{-value} < 0.05$). This finding is consistent to an investigation conducted by Agatiya (2012) on the size attribute of packaging that showed that using different packaging size can extend a product into new markets. The result is also supported by the study conducted by Rundh, (2013) on the relationship between packaging and the influence it has on marketing showed that changes in household sizes lead to changes in the product size purchased.

PackagingMaterial ($\beta=0.217$; $P<0.05$) is the third strongest predictor of consumer buying decision as identified in this study. The findings as shown on the table 4.10 a unit increase in average

packaging material of packaged milk products increases the average consumer's buying behavior by 0.217 ($\beta=0.217$, $p = 0.000$). This implies that package Material has a positive influence on consumer's buying behavior ($p\text{-value} < 0.05$). This is in line with the Kuvykaite, Dovaliene, and Navickiene(2009) study that concluded that material of the product was the most influential visual element that affected the purchasing decision of washing powder and milk products.

The findings revealed that the **packaging Design** ($\beta=0.210$; $P<.05$) is the fourth strongest predictor of Consumer buying behavior. The relationship between package design and consumer buying behavior was positive by 0.210 ($\beta=0.210$, $p = 0.000$). This indicates that for a 1 unit change in packaging design variable, the dependent variable (consumer buying behavior) will change by 0.117 units. This shows that package design is significant predictors of consumer's buying behavior ($p\text{-value} < 0.05$). This implies that consumers' give attention to the design of the package when they purchase packaged milk products. This finding is supported by a study conducted by Emmaneal O. (2017) on the effect of packaging on purchase decisions of Unilever's products and the finding shows that Packaging Design of product influenced the purchasing decisions as it helped to easily identify the product.

The fifth predictor of consumer buying behavior **packaging color** at ($\beta=0.014$; $P>05$). The findings suggest that a unit increase in average of packaging color of milk products has insignificant contribution to the consumer's buying behavior ($\beta=0.014$, $p = 0.810$) but a positive effect on the buying decision of the consumer. This is consistent to a study conducted by Hollywood(2013) reveals that consumers differentiated the milk as whole, skimmed or semi-skimmed if generic colors such as green or blue have been used in the milk packaging. Nonetheless, using standardized colors didn't influence purchase behavior of consumers because there was nothing new. The result is also supported by the study conducted by Sioutis (2011) find out that color appears to be of low significance in influencing the buying decision and it is the least significant packaging element for all convenience goods. The preferences for the color appeared to be slightly product oriented.

The findings revealed that, the **Packaging Graphics** variable($\beta=0.074$, $p= 0.058$) has insignificant effect on the consumer buying behavior. This result of the study is consistent with a study conducted by Lee (2010) that shows that graphics on the packaging for convenience goods has no significant

relationship with buying decision. The result is also supported by a study conducted by Sioutis (2011), which suggests that graphical information is usually misleading hence consumers do not consider pictures on a package when buying.

Generally, the results suggest that some packaging elements influence the consumer buying behavior. Silayo and Speece (2004) concluded that the package representation of a product with respect to color, size, graphics, material and the overall information on a product are significant factors in influencing consumer the buying decisions.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND ECOMMENDATIONS

5.1. Introduction

This chapter provides a summary of major findings, conclusions and recommendations of the research undertaken in the study. Accordingly, the first section described the findings of the study that presents a brief summary, and the conclusion drawn from it. Lastly, the followed section of

this chapter reveals the recommendations for the findings and highlights the direction for further studies.

5.2. Summary of Major Findings

The general objective of the study was to determine the effect of packaging elements on consumer's buying behavior of packaged milks in Addis Ababa. The study utilized both descriptive and explanatory research techniques in order to achieve the objectives of the study. Descriptive statistics were used to categorize data collected while inferential statistics were used for presenting data. Explanatory research using correlations tests was used to determine relationship between packaging and consumer buying decision. The coding and analysis was done using statistical package for social sciences ver.20/SPSS/.

There variables under study were packaging color, packaging material, packaging graphics, packaging design, packaging size, and printed information of packaging. The populations under study were shoppers in Addis Ababa of which a sample of 384 respondents from different backgrounds participated. The primary data was collected using questionnaires, which was administered to randomly selected respondents.

The finding from the study revealed that the packaging elements influence consumerbuying behavior in the purchase of packaged milk products in Addis Ababa. Hence firms can influence their consumers buying behavior by developing strategies that consider packaging elements of milk products in their organizational planning.

The findings showed that printed information on the packaging have a positive influence on consumer buying behavior of packaged milk products. The printed information of the package had a higher correlated with consumers' buying behavior than other independent variables and hence it is a key element when considering packaging of Milk products. The study showed that use of quality of printed information on the package can attract the attention of the consumer in their choice of product and initiate them to purchase. The findings also showed that packaging material has a positive correlation on consumer buying behavior of packaged milk products. Milk manufacturers should therefore regard packaging material as an important packaging element when designing a milk product package as it could affect the purchase decision positivity. Furthermore, the findings of the study also showed that packaging size, packaging design, packaging color and packaging graphics had a significant positive correlation with consumer's buying behavior. Even though all

predictor variables were highly correlated with the dependent variable /Consumer buying behavior/ there was the difference in their strength of the relationship. Accordingly, printed information had the highest strong relationship with consumer buying behavior than the remaining five predictor variables.

Finally, the results of the regression analysis show that the four independent variables i.e. Printed Information, Packaging Size, packaging Material and Packaging Design were statistically significant and positively influence the consumer buying behavior. Whereas, the two independent variables i.e. packaging color and Packaging graphics has little or no significant contribution to the dependent variable.

5.3. Conclusions

This study aimed to determine the effect of packaging elements (packaging Color, packaging material, packaging graphics, packaging design, packaging size and printed information) on the consumer buying behavior of package milk products in Addis Ababa.

The empirical results show that packaging attributes have direct impact on consumer buying behavior. The result confirms the hypothesized relationships in the research model and it can be concluded that some packaging elements i.e. packaging Material, Size, design and printed influence the buying decision of the consumer whereas, the packaging graphics and color has insignificant effect on consumer buying behavior. .

In line with this, the researcher undertook the appropriate scientific study with the objective to examine the effect of product packaging on consumer buying behavior of package milk products.

Based on the findings of the study it can be concluded that some packaging attributes like Printed information, packaging size, packaging Material, and design significantly influence the buying decision of the consumers whereas, the remaining two variables i.e. packaging color and packaging graphics has no significant effect on the buying decision of packaged milk products.

This study shows that printed information on the packaging has strong effectConsumer Buying Behavior. The information on the packaging provides details information about the product at the point of sales. The result is consistent with empirical findings Silayoiand Speece, (2004),Chandon

and Wansink ,(2012), Adam and Ali ,(2014). Thus it is possible to conclude that printed information on the packaging plays a vital role in communicating product features to the consumers.

According to the research findings, packaging Size has a positive and significant effect on consumer buying behavior. This implies that peoples are becoming demanding milk products more and more depends on the size of the package. The result is inconsistent with the study conducted by Hoyer &MacInnis,(2010), Rundh, (2013),and Silayoi ,(2004). It is possible to conclude that size has significantly influence the consumer buying decision.

In regard to packaging material there is a positive and significant relationship with consumer buying behavior. This shows that most consumers relate quality of the packaging material with the value of the product. The result is consistent with a study conducted by Hollywood L. (2013), Parmar and Amin (2014) and Kuvykaite, Dovaliene, and Navickiene (2009). Thus, it is possible to conclude that a better packaging material influences the consumer buying decision as a product is expected to be a quality and keep a product fresh.

Regarding packaging design it has a positive and significant effect on consumer buying behavior of packaged milk products. Packaging Design helps the consumer to easily identify the product. The result is consistent with a study conducted by Emmaneal O. (2017), and Muhammad A. and Kamran A., 2014). From it is possible to conclude that, the design of packaging has a significant effect on the purchase decision of packaged milk products

From the finding of the study, packaging graphics has insignificant effect on consumer buying behavior of packaged milk products. The result is consistent with a study conducted by Lee, (2010), and Sioutis, (2011). Accordingly, it is possible to conclude that, pictorials on the packaging for convenience goods have no significant effects on the buying decision of the consumers.

Finally, packaging color has positive but insignificant effect on the consumer buying decision. The result is consistent with study by Hollywood (2013) and Sioutis (2011) that revealed that consumers differentiated the milk as whole, skimmed or semi-skimmed if generic colors such as blue have been used in the milk product packaging. Thus, it's possible to conclude that packaging color has insignificant effect on buying decision of packaged milk products.

Generally, Packaging could be treated as one of most important tool in marketing communications and element in which it influences the buying behavior of the consumer. Through both verbal and visual elements packaging can inform the consumers about the product usage, benefits, risks, contents of a product etc. and based on the findings of the study it is possible to conclude that packaging attributes influences the consumer buying decision of packaged milk products

5.4. Recommendations

Based on the research findings and the conclusions drawn in the previous sections, the researcher forwards the following recommendations;

- From the findings of the study only 57% of consumer buying decision is explained by packaging elements and hence, there are other factors that influence the buying decision of the consumer and packaging is not the only marketing mix elements that affect the buying decisions of the consumers. Therefore, other than packaging elements milk manufacturers should research and understand the effects of other marketing mix elements like price, product quality, place, and promotion which will result in increasing revenue as they influence the purchase decision of the consumer.
- This study recommends that manufacturers should prioritize the elements of packaging as their effects in influencing the buying behavior of the consumers are different. In this study printed information have higher influence in affecting the buying decision of the consumers. Hence, the quality of printed information on packaging should be enhanced since consumers are more importance of understanding the contents of the product and over all information about the product that more alerting the customer in selecting milk products.
- This study also recommends firms to take into consideration packaging material in order to gain competitive advantage over their competitors in the market as the quality of packaging material have a positive and a significant effect on the consumer purchase decision. Hence, firms should spend more resources in research and development in order to produce high quality packaging materials for the product.
- Based on the findings of the study, packaging elements have a significant influence in affecting the buying decision of the consumers. Hence, milk manufacturers should spend sufficient time on product packaging and branding that helps to reflect the images and values of the business

companies. If a product has a distinctive packaging design it attracts the attentions of the consumers which helps to differentiate brands and results brand awareness and brand loyalty.

- The study suggest that milk manufacturing firms should understand the consumer response to their product packages, as the importance of packaging is significance in affecting the purchase decision of the consumer. Thus, by taking the importance of packaging in to considerations, the firms should understand consumers' needs and preferences and integrate the same in product development so as to produce the best packaging style.
- As the current market becomes more competitive, firms should give consideration to packaging elements since customers do really look at packaging elements. Therefore, firms should produce quality package in order to get competitive advantage over the competitor.

In general, all the marketing units of the firm should pay attention to good packaging because, poor packaging is one of the major causes of product failure in the market. It is significant for the firm to set standardized packaging and implement accordingly to became competent in the market because for the better protection and promotion of a product.

5.5. Recommendations for Further Studies

The findings of this study will provide a platform for future research efforts. In this study, only the effect of packaging element on consumer buying decision of one category of product which is milk products were taken into consideration. The result may not be generalized to other product categories. Hence, it is recommended that a similar study will be undertaken using other product categories and make a comparative analysis to possibly identify the different effects of packaging attributes on a variety of products.

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APPENDIXES

Appendix I: English Version Questionnaire



**ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT**

QUESTIONNAIRE

Dear Respondent,

I am a postgraduate student at Addis Ababa University; School of Commerce conducting a research on the topic “*The effect of product packaging on consumer buying behavior: the case of Packaged Milk Products*” to fulfill the partial requirement for the Master of Marketing Management (MA) degree. You are kindly requested to assist in data collection by responding to the questions in the accompanying questionnaire. You are not required to write your name and I assure you that all the information you provide will be kept confidential. The information provided will exclusively be used for academic purposes only. I would like to thank for giving your time and effort to fill this questionnaire.

If you have any query you can contact me via mobile Number: +251 911 99 26 52

TesfayeAshebir

SECTION A: DEMOGRAPHIC PROFILE

1. **SEX:** Male ☐ Female ☐
2. **AGE:** Below 20 ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ Above 51 ☐
3. **EDUCATIONAL QUALIFICATION:** High School and Below ☐ Diploma ☐
BA/BSc Degree ☐ MS ☐ and Above ☐
4. **MONTHLY INCOME (BIRR):** Less than 5000 ☐ 5001-10000 ☐ 10001-15000 ☐
15001- 20000 ☐ More than 20001 ☐

SECTION B: ELEMENTS OF PACKAGING THAT AFFECT CONSUMERS BUYING DECISION

1. EFFECT OF PACKAGING COLOR ON BUYING BEHAVIOR

To what extent do you agree or disagree with the following statement concerning packaged milk products you just picked. Please tick (✓) the number you prefer to rank each statement as follow
1=Strongly Disagree, 2 Disagree, 3.Neutral, 4 Agree 5, Strongly Agree

Source: Waheed S., Khan M.M., and Ahmad N. (2018) and Kosgei B.J.,(2014)

S.N	Packaging Color	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
1.1	The color of product packaging influences my purchase decision					
1.2	I am loyal to my brand because of its packaging color.					
1.3	Products packed with attractive color influence my purchase decision					
1.4	The color combination that can be easily be remembered influences my purchase decision					
1.5	The color combination that makes the product stand out among other competitive products influences my purchase decision					
1.6	When I am shopping Milk product in the supermarket, a colourful pack catches my attention first					
1.7	I can associate color of the product/brand with brand image					

2. EFFECT OF PACKAGING MATERIAL ON BUYING BEHAVIOR

Source: Waheed S., Khan M.M., and Ahmad N. (2018),

S.N	Packaging Material	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
2.1	Good packaging material influences my purchase decision.					
2.2	Quality packaging material retains freshness of the product & chances of damage are minimized					
2.3	The packaging of the brand /product attracts me.					

2.4	Safety of product packaging influences my purchase decision					
2.5	The quality of packaging material of the product /brand does not matter to me.					
2.6	I prefer the brand due to its high quality packaging material.					

3. EFFECT OF PACKAGING GRAPHICS ON BUYING BEHAVIOR

Source: Kosgei B.J., (2014)

S.N	Packaging Graphics	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
3.1	Graphics on packages reminds me the exact product I intend to purchase.					
3.2	Graphics (pictorials) inspires my interest for the product when purchasing.					
3.3	Font style influence my buying decision					
3.4	The picture quality of the product packaging influences my purchase decision					

4. EFFECT OF PACKAGING DESIGN ON BUYING BEHAVIOR

Source: Waheed S., Khan M.M., and Ahmad N. (2018)

S.N	Packaging Design	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
4.1	Wrapper design of the product/brand is important in packaging.					
4.2	Design of the product/brand's wrapper inspires me to purchase.					
4.3	Wrapper design builds a perception in my mind about this product					

5. EFFECT OF PACKAGING SIZE ON BUYING BEHAVIOR

Source: Kosgei B.J., (2014)

S.N	Packaging Size	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
5.1	Large family members prefer large size packaging to match the requirement.					
5.2	I usually prefer large size packaging because they offer fair price					
5.3	Size of packaging (i.e. individual packages vs. family size) influences my purchase decision					

6. EFFECT OF PRINTED INFORMATION ON BUYING BEHAVIOR

Source: Meghji K.N., (2013), Adam M. A, Ali K., (2014)

S.N	Printed Information	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
6.1	I like to read printed information on the package of product.					
6.2	Clearly written expiry date on the package is important to my purchase decision.					
6.3	Manufacturing date on the package reminds me of the freshness of the product					
6.4	Language on the milk package is an important factor to my purchase decision.					
6.5	When purchasing a nutritional product, I critically evaluate printed information on the package.					
6.6	Nutritional information provided on the package is important to my purchase decision					
6.7	country of origin written on the package is important to my buying decision					
6.8	Manufacture name on the package is an important factor to my buying decision.					
6.9	I also consider on what is written on the label, when I am making purchase decision					

SECTION C: CONSUMER'S BUYING BEHAVIOR OF PACKAGED MILK PRODUCTS IN ADDIS ABABA

To what extent do you agree or disagree with the following statement concerning packaged milk products you just picked. Please tick (✓) the number you prefer to rank each statement as follow
1=Strongly Disagree, 2 Disagree, 3.Neutral, 4 Agree 5, Strongly Agree

S. N	Consumer Buying Behavior	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
7.1	Packaging color has impact on consumer buying decision of milk products.					
7.2	Quality packaging material influences my buying decision.					
7.3	Graphics on packages make me feel satisfied when buying.					
7.4	The design on packaging inspires me to my buying decision.					
7.5	I like large size product packages because the price offered is fair					
7.6	My buying decision depends on printed information on the package.					

Thank you very much for taking your valuable time to fill this questionnaire which will help me accomplish my research project.

Appendix II: Amharic Version Questionnaire



አዲስአበባዩኒቨርሲቲ
የቢዝነስናኢኮኖሚክስኮሌጅ
የንግድስራትምህርትቤት
የማርኬቲንግሜጅመንት ት/ክፍል

ውድተሳታፊዎች

“በአዲስ አበባ የምርት ማሸጊያ በወተት ምርቶች ሽማግሌ የግዥ ባህሪ ላይ ያለው ተፅእኖ”

በሚልርዕስጥናት እያካሄድኩ እገኛለው፡፡

ከዚህበታችኋልውመጠይቀውስጥላሉትጥያቄዎችመልስበመስጠትበመረጃአስባሰብውስጥእንዲሳተፉ፡፡

፤ ስምዎንእንዳይጽፉ

እናም የሚሰጡት መረጃ ሁሉ በሚሰጡ ርዕሰ ክፍል አንድ ይቆያል፡፡ የተሰጠው መረጃ ለአካዳሚያዊና ለህዝባዊ ጥቅም ላይ ይውላል፡፡ ይህንን መጠይቅ ለመሙላት ጊዜ ይዘው ይህን ስራ ማጠናቀቅ ይገባል፡፡

ማንኛውም ጥያቄ ለዎት ቦተን ቀላቃሽ ስልክ ቁጥር 0911992652 በኩል ያነጋግሩኝ

ስልክቁጥር: +251 911 99 26 52

ተስፋዬአሻብር

ክፍልሀ- መሠረታዊ መረጃ

1. **የታ:-** ወንድ ሴት
2. **ዕድሜ-ከ** 20 በታች **ከ** 21-30 **ከ** 31-40 **ከ** 41-50
- ከ** 51 በላይ
3. **የትምህርት ደረጃ:-** የሁለተኛ ደረጃ እና በታች ከኮሌጅ ዲፕሎማ ቢ.ኤስሲ. ዲግሪ ኤም.ኤስ.ሲ. /
- ኤምኤስና ከዚያ በላይ
4. **ወርሃዊ ገቢ**) : **ከ** 5000 በታች **ከ** 5001-10000 **ከ** 1001-15000 **ከ** 15001-20000 በላይ **ከ** 20000 በላይ

ክፍል ለ : የሽማግሌት የግዢ ወሳኔዎች ላይ ተጽዕኖ የሚያሳድሩ ማሸጊያዎች

1. የሽማግሌት የግዢ ወሳኔዎች ላይ የማሸጊያ ቀለም ውጤት

የታሸጉትን የወተት ምርቶች በሚመለከት ከዚህ በታች የተጠቀሰውን ምንጠበቀ መለከተ ምን ያህል ይስማማ

ለውይይት ይስማማሁ

?

እባክዎን እያንዳንዱን መግለጫ እንደቅደም ተከተል የመረጡትን ቁጥር ምልክት ያድርጉ /

1. በደንበክልስ ማማም፣ 2 አልስማማም፣ 3. ገለልተኛ፣ 4 እስማማለሁ 5 ፣ በደንበክልስ ማማለሁ

ምንጭ:-Source: Waheed S., Khan M.M., and Ahmad N. (2018) and Kosgei B.J.,(2014)

ተ.ቁ	የማሸጊያ ቀለም	በደንበክልስ ማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በደንበክልስ ማማለሁ
		1	2	3	4	5
1.1	የምርት ማሸጊያ ቀለም በግዢ ወሳኔ ላይ ተጽዕኖ ያሳድራል					
1.2	በታሸገው ቀለም ምክንያት ለብራንዲያ ታማኝነት					
1.3	በሚያምር ቀለም የታሸጉ ምርቶች የግዢ ወሳኔ ይጎነካል					
1.4	በቀላሉ ሊታወስ የሚችል የቀለም ጥምር በግዢ ወሳኔ ላይ ተጽዕኖ ያሳድራል					
1.5	ምርቱ ከሌሎች ተወዳዳሪ ምርቶች መካከል ጎልቶ እንዲታይ የሚያደርገው የቀለም ጥምር ረት በግዢ ወሳኔ ላይ ተጽዕኖ ያሳርፋል					
1.6	በሱፐርማርኬት ውስጥ የወተት ምርትን በምግብ በትግበታ ለማትያሽገው ጥቅል በመጀመሪያት ከራሱ ይገለጻል					
1.7	የምርቱን / የምርት ስሙን የምርት ስም ልክት ከምርት ቀለም ጋር ማጎዳኝት እችላለሁ					

2. የሽማግሌት የግዢ ወሳኔዎች ላይ የማሽጊያ ቁስ ውጤት

ምንጭ:- Waheed S., Khan M.M., and Ahmad N. (2018),

ተ.ቁ	የማሽጊያ ቁስ	በደንብ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በደንብ እስማማለሁ
		1	2	3	4	5
2.1	ጥሩ የማሽጊያ እቃዎች በግዢ ወሳኔዎች ላይ ተዕዛዝ ያሳድራሉ					
2.2	ጥራት ያለው የማሽጊያ ቁሳ ቁስ የምርቱን ከሰነድ አይደለም					
2.3	የምርት ማሽጊያ ወጪ ነገር አይደለም					
2.4	የምርት ማሽጊያ ደህንነት በግዢ ወሳኔዎች ላይ ተዕዛዝ አለው					
2.5	የምርት ስሙ ማሽጊያ ጥራት ያለው እሴት ለእኔ ግድ የለም					
2.6	በከፍተኛ ጥራት ባለው የማሽጊያ ቁሳ ቁስ ምክንያት ምርቱን እመርጣለሁ					

3. የሽማግሌት የግዢ ወሳኔዎች ላይ የማሽጊያ ግራፊክስ ውጤት

ምንጭ:- Kosgei B.J., (2014)

ተ.ቁ	የማሽጊያ ግራፊክስ	በደንብ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በደንብ እስማማለሁ
		1	2	3	4	5
3.1	በጥቅሉ የሽማግሌት ግራፊክስ ለመግዛት ያሰብኩትን ክክለኛ ምርት ያስታውሰኛል።					

3.2	በምግብበትጊዜግራፊክስ (ሥዕሎች) ለምርቱያለኝንፍላጎትያነሳሳለሁ።					
3.3	የአፃፃፍዘይቤበግዥውሳኔዬላይተዕኖያሳድራል					
3.4	የምርትማሽኒያውየምስልጥራትበግዥውሳኔዬላይተዕኖአለው					

4. የሽማቾችየግዥውሳኔዎችላይየማሽኒያድዛይንውጤት

ምንጭ:- Waheed S., Khan M.M., and Ahmad N. (2018)

ተ.ቁ	የማሽኒያድዛይን	በደንብአልስ ማሳያ	አልስማማም	ገለልተኛ	እስማማለሁ	በደንብእስማ ማለሁ
		1	2	3	4	5
4.1	የምርትማሽኒያድዛይንበምርትማሽኒውስጥአስፈላጊነው					
4.2	የምርቱ / የምርትስሙማሽኒያድዛይንእንደገዛያነሳሳኛል					
4.3	የምርትማሽኒያድዛይንስለዚህምርትበአእምሮዬውስጥግን ዛቤንይገነባል					

5. የሽማቾችየግዥውሳኔዎችላይየማሽኒያመጠን/size/ውጤት

ምንጭ:-Kosgei B.J.,(2014

ተ.ቁ	የማሽኒያመጠን	በደንብአልስ ማሳያ	አልስማማላለሁ	ገለልተኛ	እስማማለሁ	በደንብእስማ ማለሁ
		1	2	3	4	5

5.1	ትላልቅ የቤተሰብ አባላት ከሚያስፈልጉት ጋር የሚስማማት ልቅመጠን ያለው ማሽኒ ይመርጣሉ፡፡					
5.2	እኔ ሚዛናዊ ዋጋ ንስሐ ሚያቀርቡበት ወንጌይት ልቅመጠን ያለው ማሽን እመርጣለሁ					
5.3	የታሽገመጠን (ማለት ምንም ዓይነት ስራ የሌለበት) በግዥ ውሳኔ ይላይ ተፅዕኖ አለው					

6. የሽማግሌ የግዥ ውሳኔዎች ላይ በማሽኒ ያላይ የታተመ መረጃው ጤነኛነት

ምንጭ:- Meghji K.N., (2013), Adam M. A, Ali K., (2014))

ተ.ቁ	የታተመ መረጃ/printed information/	በደንብ አልስማማም	አልስማማምም	ገለልተኛ	እስማማለሁ	በደንብ እስማማለሁ
		1	2	3	4	5
6.1	በምርቱ ጥቅል ላይ የታተመ መረጃ ንግንብ እፈልጋለሁ					
6.2	በማሽኒ ያላይ በግልጽ የተፃፈ የአገልግሎት ማብቂያ ቀን ለግዥ ውሳኔ አስፈላጊ ነው፡፡					
6.3	በማሽኒ ያላይ የምርት ማምረት ቀን የምርቱ ክስነት ያስታውሰኛል					

6.4	በወተትፓኬጅላይየተፃፈውቋንቋለግኝየውሳኔዬወሳኝነገርነው					
6.5	የአመጋገብምርትን/ nutritional product/ በሚገዙበትጊዜበማሽጊያላይየታተመመረጃንበትኩረትእገመግማለሁ					
6.6	በማሽጊያላይየቀረበውየአመጋገብመረጃለግኝየውሳኔአስፈላጊነው					
6.7	በማሽጊያላይየተጻፈየተመረተበትሀገርለግኝየውሳኔበጣምአስፈላጊነው					
6.8	በማሽጊያላይየአምራችስምለግኝየውሳኔአስፈላጊነገርነው፡፡					
6.9	የግኝየውሳኔበምወስንበትጊዜበመለያው/Label/ላይየተጻፈውንመረጃላይአስባለሁ					

ክፍልሐ: በአዲስአባባየታሽገየወተትምርቶችንየሚገዙየሸማችየግኝየባህሪይ

የታሽገየወተትምርቶችንበተመለከተበሚከተለውመግለጫምንያህልይስማማሉወይምአይስማሙም?

እባክዎንእያንዳንዱንዓረፍተነገርእንደሚከተለውለመመደብየመረጡትንቁጥርምልክትያድርጉ/\\

1. በደንብአልስማማም ፣ 2.አልስማማም ፣ 3. ገለልተኛ፣ 4 እስማማለሁ 5 ፣በደንብእስማማለሁ

ተ.ቁ	የሸማችባህሪመግዛትን	በደንብአልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በደንብእስማማለሁ
		1	2	3	4	5
7.1	የማሽጊያቀለምበሸማችችየወተትምርቶችግኝየውሳኔላይተዕኖአለው፡፡					
7.2	ጥራትያለውየማሽጊያቁስበግኝየውሳኔዬላይተዕኖአለው፡፡					

7.3	በማሽኒያላይያለውግራፊክስየወተትምርቶችንበምግዛበት ጊዜእርካታይሰማኛል					
7.4	በማሽኒያውላይያለውድዛይንለግዥውሳኔዬያነሳሳኛል።					
7.5	ትልቅመጠንያላቸውየምርትፓኬጅአወዳለሁምክንያቱም የምቀረበውዋጋሚዛናዊነው					
7.6	የግዥውሳኔዬበማሽኒያላይበታተመመረጃላይየተመሠረ ተነው።					

ይህንንጥናትለማሳካትየሚያስችለኝንይህንመጠይቅለመሙላትድጊዜዎንስለወሰዱበጣምአመሰግናለሁ።

Appendix III: SPSS Output

1. Mean and Standard Deviation of the Variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The color of product packaging influences my purchase decision	337	1	5	3.40	1.174
I am loyal to my brand because of its packaging color.	337	2	5	3.52	1.041
Products packed with attractive color influence my purchase decision	337	1	5	3.69	.976

The color combination that can be easily be remembered influences my purchase decision	337	1	5	3.59	.953
The color combination that makes the product stand out among other competitive products influences my purchase decision	337	1	5	3.57	.971
When I am shopping Milk product in the supermarket, a colorful pack catches my attention first	337	1	5	3.46	.889
I can associate color of the product/brand with brand image	337	1	5	3.61	.794
Good packaging material influences my purchase decision.	337	1	5	3.80	.900
Quality packaging material retains freshness of the product & chances of damage are minimized	337	1	5	3.83	.806
The packaging of the brand /product attracts me.	337	1	5	3.83	.778
Safety of product packaging influences my purchase decision	337	1	5	3.76	.816
The quality of packaging material of the product /brand does not matter to me.	337	1	5	3.39	.967
I prefer the brand due to its high quality packaging material.	337	1	5	3.46	.951
Graphics on packages reminds me the exact product I intend to purchase.	337	2	5	3.47	.862
Graphics (pictorials) inspires my interest for the product when purchasing.	337	1	5	3.51	.863
Font style influence my buying decision	337	1	5	3.43	.927
The picture quality of the product packaging influences my purchase decision	337	1	5	3.61	.798
Wrapper design of the product/brand is important in packaging.	337	1	5	3.65	.761
Design of the product/brand's wrapper inspires me to purchase.	337	1	5	3.55	.875
Wrapper design builds a perception in my mind about this product	337	1	5	3.63	.792

Large family members prefer large size packaging to match the requirement.	337	1	5	3.62	.990
I usually prefer large size packaging because they offer fair price	337	1	5	3.61	.827
Size of packaging (i.e. individual packages vs. family size) influences my purchase decision	337	2	5	3.91	.800
I like to read printed information on the package of product.	337	1	5	3.63	1.067
Clearly written expiry date on the package is important to my purchase decision.	337	2	5	3.78	.913
Manufacturing date on the package reminds me of the freshness of the product	337	1	5	3.88	.819
Language on the package is an important factor to my purchase decision.	337	1	5	3.77	.850
When purchasing a nutritional product, I critically evaluate printed information on the package.	337	2	5	3.82	.784
Nutritional information provided on the package is important to my purchase decision	337	1	5	3.66	.794
country of origin written on the package is important to my buying decision	337	1	5	3.73	.740
Manufacture name on the package is an important factor to my buying decision.	337	1	5	3.56	.881
I also consider on what is written on the label, when I am making purchase decision	337	1	5	3.86	.900
Packaging color has impact on consumer buying decision of milk products.	337	1	5	3.35	.920
Quality packaging material influences my buying decision.	337	2	5	3.73	.885
Graphics on packages make me feel satisfied when buying..	337	1	5	3.74	.790
The design on packaging inspires me to my buying decision.	337	1	5	3.55	.848
I like large size product packages because the price offered is fair	337	1	5	3.52	.967

Valid N (list wise)	337				
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