



**CONSUMERS' PERCEPTIONS AND
PURCHASE INTENTION TOWARDS
PACKAGED FRUIT JUICE IN ADDIABABA,
ETHIOPIA**

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

June, 2018

Addis Ababa

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**A Research Project submitted in partial fulfilment of the
Requirement for the degree of Master of Marketing
Management**

**Addis Ababa University School of Commerce
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Statement of Declaration

I, **Mulualem Ashenafi**, declare that the thesis entitled “**CONSUMERS’ PERCEPTIONS AND PURCHASE INTENTION TOWARDS PACKAGED FRUIT JUICE IN ADDIS ABABA, ETHIOPIA**” is my original work. I have carried out the present study independently with the guidance and support of the research advisor, **Temesgen Belayneh (PhD)**. Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other Institution.

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Date: _____

Statement of Certification

This is to certify that **Mulualem Ashenafi Heye** has carried out his research work on the topic entitled **“CONSUMERS’ PERCEPTIONS AND PURCHASE INTENTION TOWARDS PACKAGED FRUIT JUICE IN ADDIS ABABA, ETHIOPIA.”** The work is original in nature and is suitable for submission for the award of Master’s Degree in Marketing Management.

Advisor’s Name: **Temesgen Belayneh (PhD)**

Signature: _____ Date:

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Approved by board of examiners:

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Name	Signature	Date

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LIST OF ABBREVIATIONS

AACCSA: Addis Ababa Chamber of Commerce & Sectorial Association

ATA: Agricultural Transformation Agency

SPSS: Statistical Package for the Social Sciences

TRA: Theory of Reasoned Action

Abstract

This research focused on factors that may influence consumers' intention to purchase packaged fruit juice product in Addis Ababa. Factors examined are intrinsic factors (i.e. perceived quality, perceived risk and perceived value) and extrinsic factors which include perceived price, packaging, advertisement and store image. All responses were collected by using questionnaire through convenience sampling (n=350).closed ended Questionair was employed to gather data. The research instrument for the study is designed through conducting the quantitative method. Data was analyzed through descriptive statistics, comparing mean analysis (i.e. independent t-test and ANOVA) and other analyses (i.e. correlation analysis and multiple linear regressions).According to the study findings, four factors: advertisement, perceived value, perceived quality, and store image were identified as critical factors that consumers of packaged fruit juice products perceive to be important in influencing their purchase intention towards packaged fruit juice products. However, the influences of advertisement, perceived value and perceived quality, in their purchasing decision, were more important than the other factor. The study also finds out that perceived risk, perceived price and packaging have no significant effect on consumers purchase intention of packaged fruit juice products in Addis Ababa. The Finding of the study also shows that there is a significance difference between consumers of packaged fruit juice products who belongs to different age groups with regard to packaging and store image, perceived quality, perceived price and advertisement. The study also concludes that there is significant difference between the respondents' educational level and the factors they consider to be important in influencing their purchase intention. Perceived quality, perceived value, perceived risk and packaging perceived differently among different respondents with different income group. Those respondents who have a larger family size give more attention to advertisement when they buy packaged fruit juice products.

Keywords: *packaged fruit juice products, consumer perception, purchase intention*

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Due to fast pace of life in today`s society, consumers have shown interest in acquiring more and more practical products (Silva et al., 2005). There is also growing concern about the health and lifestyle of the population as reflected by the search for healthier food and drinks (Voorpostel et al., 2014). To please more consumers, industries have invested in the development of new products that have these characteristics, using marketing strategies for media coverage to influence consumer choices (Endo et al., 2009), within the context of this global trend, consumers have sought more practical alternatives to beverages by considering more than taste innovation (Ferrazzi et al., 2010). Also beverage companies have invested in fruit processing to add value to their products` to meet the current demand of the population.

As the study made by Addis Ababa Chamber of Commerce & Sectorial Association (2017) indicates that Ethiopia has its sights firmly set on ensuring domestic value-addition with a view to building the local agro-processing industry and leveraging private- sector experience to strengthening agricultural value chains. As part of this development agenda, the second growth and transformation plan envisages an annual growth of 29% in export revenue and making agro-processing products and light manufacturing the main export revenue generating sectors. Accordingly, expanding agro-processing industries thought upgrading the fresh fruit production in to the processing segment is crucial to achieve this objective.

Despite its huge potential in production of major fruits, Ethiopia has been a net importer of variety of fruit juices. Tropical fruit juices such as pineapple, apple grape, orange, banana, avocado and mixtures are becoming increasingly popular in the country. Given the huge production potential and rapidly growing domestic demand for fruit juices; fruit processing business is under developed and the private sector is not much attracted. (AACCSA, 2017)

According to Agricultural Transformation Agency (2016) domestic demand for fruit juice has been growing rapidly and expected to increase on average by 62.9% for the periods 2016 to

2022. The rapidly growing demand shows that segment offers good investment opportunities. As far as the potential market is concerned there is a huge potential domestic regional and international market for packaged fruit juices.

According to British soft drink association,(2016) packaged fruit juice is juice obtained directly from fruit by squeezing or crushing from fruit and packaged and sold as fruit juice. Alternatively, the juice may be extracted in the country of origin and transported under refrigerated conditions to the country of sale, where it is often mildly pasteurized during packing to enhance preservation.

As Kottler &Armstrong, (2012) explain how a person acts is influenced by his or her own perception of the situation. All of us learn by the flow of information through our five senses: sight, hearing, smell touch and taste. However each of receives, organize, and interprets this sensory information in an individual way.

As the level of competition keep on increasing in the packaged fruit juices especially from imported one, it is essential for every packaged fruit juice producer companies to understand customer insight in order to further increase their share of wallet. Thus they need to understand what factors might influence their customer`s decision on purchasing a packaged fruit juice. Currently in Ethiopia, the demand for packaged fruit juice is increasing changing in lifestyle, increasing emphasis on nutrition, higher income, and the expansion of supermarkets. This rapidly growing market will make competitive environment; the way by which companies win the competition is by analyzing the factors that consumers perceived to be important in their purchasing decision (Gedamnesh, 2013).

Keeping in mind the importance of understanding consumer behavior taste and preference, the present study is conducted with the objective of identifying the factors perceived to be important in the consumption and purchase intention of packaged fruit juice products.

To my knowledge consumer behavior studies focusing on packaged fruit juice seen very limited especially in Ethiopia context. The study therefore intend to narrow this gap in the literature, which is aimed to understand consumers` purchase intention in general and to determine the factors influencing purchase intention of packaged fruit juice. The research focus on the factors

that are perceived to be important in influencing consumers` intention to purchase packaged fruit juices in Addis Ababa. Factors examine are extrinsic and intrinsic.

1.2. STATEMENT OF THE PROBLEM

Consumers buying decision is very complex, usually purchasers` intention is related with consumer`s behavior, perception and their attitude. Purchase behavior is an important key point to consumers during considering and evaluating of certain product (Keller, 2001).

Over the past few decades, food consumption habits have changed immensely. In today`s society, it is common for both spouses to work outside of the home. Consequently, rising average household incomes give consumers a broad range of choices for the basic food bundle. A health aware nation and a rising interest in maintaining and improving human life are just a few reasons why fruit and vegetable demand has risen. Campaigns such as "5 A Day" promoted by the World Health Organization (WHO) encourage people to consume five fruits or vegetables per day. The food industry has responded to this demand by developing fresh and nutritional products with conservation techniques that extend the shelf life of the product (Deliza et al. 2003).

In today`s highly competitive, dynamic and challenging business environment, the level of consumer product acceptance and preference are critical to survival of business. Each day consumers are becoming more rational and speculative in their spending, willing to spend their hard earned money on product they believe will give them value and maximize their utility. Therefore, companies need to assess and understand the perception of the consumers for their products. According to Agricultural Transformation Agency, (2011) the overall domestic demand for fruit juice is expected to increase by 62.9 % in the year 2022 as compared to the year 2012. The future demand for fruit juices is a function of urbanization, income and change in the consumption habit of the population. Considering these factors demand for variety of juices is expected to grow in the future. Given the rapidly growing demand for variety of fruit juices, establishing a fruit juice processing plant in Ethiopia is promising business.

However, the introduction of packaged fruit juice products in Ethiopia seem to be successful if the voice of Ethiopian consumers is sufficiently understood and taken in to account. Studies indicate that the demand for packaged food and convenience product is influenced by the life style and living condition of the society and the demand for these product is increasing from time to time in china with the rapid pace of life, more consumers may choose to substitute fresh fruit with more convenient products such as fruit juice to save time and meet their demand for nutrients (Chen, 2013). Other studies by Economic Research Service (ERS, 2009) stated that in developed countries where the demand for convenience products is growing packaged food product account for large share of total food expenditure among consumers. In Ethiopia there is same trend observed as stated by AACCSA, (2017) the demand for different variety of fruit juices has been drastically increasing.

Even though, the demand for packaged fruit juice product is increasing in different nations it is important to understand how the consumers` perceive a product, how they make choices and how they construct purchasing intention (Trudeau et al, 1998). Many surveys have been carried out, indicating various non-economic factors. The main ones are the concern about health and diet foods, the convenience of food in purchasing and preparation, the life cycle of the households and advertising's impact on consumers' choices (Wheelock, 19860. In developed nation the primary perception for purchase intention is nutritional content and health claim. As stated by (Sabbey, 2009), with in the current trend of healthy eating and drinking, and taking in to account the nutritional and health beneficial properties of, acai fruit juices with the unknown acai, may have a substantial potential for a successful introduction in the European market`. Other study by (Abbot, 1997) also found that today`s trends for health eating habits and ``ready to eat`` products has increased consumer demands for more detailed and accessible information, primarily on food packaging and labels consuming like to know the ingredients and the features relates to food safety. However, these nutritional content, quality, and safety perceptions factors may not be the same primary driving factors in developing countries specifically in Ethiopia. Thus of primary importance to understand how consumers perceive packaged fruit juice, how they make choices and how their consumption and purchase intentions with respect to packaged fruit juice are shaped.

1.3. RESEARCH QUESTIONS

The main research question

What is the effect of consumers` perception on purchase intention of packaged fruit juice product?

The specific research questions are:-

- ✓ What is the effect of consumers` perception of intrinsic factors i.e. perceived quality, perceived risk, and perceived value on their purchase intention towards packaged fruit juice products in Addis Ababa?
- ✓ What is the effect of consumers` perception of extrinsic factors i.e. perceived price, advertisement packaging and store image on their purchase intention of packaged fruit juice in Addis Ababa?
- ✓ Which factors are perceived to be more important in consumers` purchase intention of packaged fruit juice in Addis Ababa?
- ✓ Do the determinant factors of purchase intention vary across demographic profile of respondent in Addis Ababa?

1.4. Objectives of the study.

1.4.1. General objective

The key objective of the study is to asses consumers` perception on purchase intention of packaged fruit juice in Addis Ababa.

1.4.2. Specific objectives

Introduction

While addressing the general objective this study has the following specific objective

- To identify Intrinsic factors of perceptions that affect consumers purchase intention of packaged fruit juice.
- To identify Extrinsic factors of perceptions that affect consumers purchase intention of packaged fruit juice.
- To determine which intrinsic and extrinsic factors are perceived to be more important in consumers' purchase intention of packaged fruit juice products.
- To examine if there is a difference among the demographic profile of consumers and the factors they perceive to be important in influencing their purchase intention of packaged fruit juice.

1.5. Delimitation/Scope of the study

The population of the study is limited to Addis Ababa, capital city of Ethiopia. This geographical delimitation is not only chosen because of time, access and cost restriction, but also it is believed that a considerable number of packaged fruit juice consumers are available in Addis Ababa.

Due to urbanization, education, exposure to international media and globalization people life style is changing and they are becoming more conscious about their health. Moreover, in a condition in which preparing juices at home takes time and they are exposed to various products of juice in the supermarkets and also the life style of the people is people prefer to drink packaged fruit juices. More specifically data is collected from consumers of packaged fruit juice at large supermarkets who are assumed to constitute a potentially large group of packaged fruit juice consumer. Thus the study focused on consumers' purchase intention towards processed and packed fruit juices only. Since it is perceived that the reason consumers buy packaged fruit juice is different from freshly squeezed fruit juices, the freshly squeezed fruit juices and sold at juice house in Addis Ababa is not considered.

Furthermore the research focus only on the factors those consumers' perceive to be important in motivating their purchase intention of packaged fruit juice products. The factors that influence consumers' purchase intention of packaged fruit juice products may differ in other product

categories, so generalization of the findings of this research beyond the packaged fruit juice products is not recommended.

1.6. Significance of the Study

The study add new knowledge regarding public purchasing behaviour towards packaged fruit juice products. The study therefore intended to close the gap in the literature, which is aimed to understand consumers' purchase intention in general and to determine the factors perceived to be important in influencing purchase intention of packaged fruit juice products.

A clear understanding of the factors that are perceived to be important in influencing consumers' purchase intention is critical to ensure that a company's marketing efforts are matched with the needs of consumers' intention. Therefore, the study can help marketers to design a better marketing strategy by identifying the factors that consumers perceive to be important in influencing their purchase intention.

The research help packaged fruit juice processor companies and importers of the product to understand the factors influencing the purchase and re-purchase intention of fruit juice products which could better improve the standard of their products in the local market. Furthermore, the study give insight for other researchers to explore and investigate more in the area, in a broader scope and wider context.

1.7. Definition of Terms

Conceptual definition

- **Consumer Perception:** is the process by which people select, organize, and interpret information to form a meaningful picture of the world. People can form different perceptions of the same stimulus because of three perceptual processes: selective attention, selective distortion, and selective retention. People are exposed to a great amount of stimuli every day. (Kotler and Armstrong, 2012)

- **Consumers purchase intention:** is related with consumers' behaviour, perception and their attitude. Purchase behaviour is an important key point for consumers during considering and evaluating of certain product (Keller, 2001). The concept of purchasing intention has been used in marketing literature as an indicator of conduct prediction (Morwitz and Schmittlein, 1992). Thus, departing from the field of the psychology, the theory of reasoned action (TRA) proposes that the best predictor of the behaviour is the intention (Fishbein and Ajzen, 1975). In fact, the intention could be predicted for the attitudes towards the behaviour (Notani, 1997).
- **Packaged fruit juice:** According to British soft drink association, packaged fruit juice is juice obtained directly from fruit by squeezing or crushing from fruit and packaged and sold as fruit juice. Alternatively, the juice may be extracted in the country of origin and transported under refrigerated conditions to the country of sale, where it is often mildly pasteurized during packing to enhance preservation.
- **Consumers' attitude:** is an important factor in influencing consumers' purchase intention towards a product. (Chaniotakis et al, 2010). Chaniotakis et al. (2010) stated that 'the way of thinking' influence consumers' purchase intention as well as perceived of economic situation. A study found that, consumers would try to save more money by purchasing private label product during economic downturn and once the condition turn to be better; they will shift back to their familiar brands (Conroy, 2010). This is because when the product is familiar to a person; he or she will define the product in such a good way.
- **Perception:** Is a process of how individual see and make sense of their environment. It is about the selection, organization and interpretation of stimuli by individual (Fill, 2002). Kotler defines perception as "the process by which people select, organize and interpret information form a meaningful picture of the world". Thereby whenever a consumer buys a product it is depend on the perception they have on that particular product.

1.9 Organization of the Research Report

The content of this research have five chapters. The first chapter includes the research background, problem statement and research questions, objective of the study, significance of the study, scope of the study, limitation of the study and definition of terms. This will followed by the discussion of concepts and theories related to the area of study (Chapter two, literature review). The third chapter will describe the research design, participants of the study, the data source, data collection and analysis techniques and procedures. The fourth chapter will deal with the interpretation and discussion of the findings. Finally, in the last chapter, conclusion, recommendations and agenda for future research are included.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Consumers' Purchase Intention

Product selection and purchase is a complicated phenomenon which is affected by many factors classified as marketing-related, psychological and sensorial. Moreover, a sensory property of products has been viewed as the important factor of consumers' choice (Guerrero, et. al, 2000).

Consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. Purchase behavior is an important key point for consumers during considering and evaluating of certain product (Keller, 2001). Ghosh (1990) stated that purchase intention is an effective tool use in predicting purchasing process. Once the consumers decide to purchase the product in certain store, they will be driven by their intention. However, purchase intention might be altered by the influence of price, quality perception and value perception (Zeithaml, 1988) and Grewal et al (1998). In addition, consumers will be interrupted by internal impulse and external environment during purchasing process. Their behavior will be driven by the physiological motivation that stimulates their respond which bring them to the retail store to fulfill their need (Kim and Jin, 2001).

Therefore, most marketers think consumers' purchasing intention is an effectively method of predicting purchasing. In addition, both (Sudhir and Talukdar, 2004) and Sethuraman (2003) offer that quality perception and purchase intention have a positive relationship. Zeithaml (1988) thinks consumers' purchase intention will be influenced by objective price, quality perception, and value perception.

Purchase intention is the implied promise to one's self to buy the product again whenever one makes next trip to the market (Fandos & Flavian, 2006; Halim & Hameed, 2005). It has a substantial importance because the companies want to increase the sale of specific product for the purpose to maximize their profit. Purchase intention depicts the impression of customer retention. There are certain functions of the brand which have a strong influence on the purchase intention of the customer's i.e. brand image, product quality, product knowledge, product involvement, product attributes and brand loyalty.

Halim and Hameed (2005) explain purchase intention as the number of patrons that has a proposal to buy the products in future and make repetition purchases and contact again to the specific product. Jin and Kang (2011) explains purchase intention relating four behaviours of consumers including the undoubted plan to buy the product, thinking unequivocally to purchase the product, when someone contemplate to buy the product in the future, and to buy the specific product utterly. Fandos and Flavian (2006) explain the phenomenon of purchase intention as the projected behavior of consumers on short basis about the repetition purchase of specific product i.e. when someone decided to buy the product whenever he/she will come again to the market.

The theoretical foundation supporting purchase intentions, the theory of reasoned action (TRA), states that behavioral intentions formed through the attitude toward a behavior and subjective norms lead to actual behavior given the availability of resources and opportunities (Ajzen and Fishbein, 1980). Azjen (1988) suggests that generally, the stronger a person`s intention, the more likely he or she will perform a behavior. The attitude toward a behavior reflects a person`s interest in performing a particular behavior, and is determined through behavioral beliefs. These beliefs are derived through a cognitive evaluation of outcomes associated with performing the behavior and the strength of the associations between outcomes and behavior. Normative beliefs motivate a person to comply with his or her subjective norms. Hence, methods to instill a belief of what is proper or desired behavior, and increase the association between desired outcomes and behavior will increase the chances of intended and actual behavior.

Based upon TRA, purchase intention can be used to predict actual purchase behavior. Prior studies have identified a positive relationship between purchase intentions and purchase 9 behavior (Morison, 1979). As it applies to purchase intentions, the multi-channel store image must instill positive attitudes and relate positive normative beliefs to achieve purchase intentions.

2.2 Factors Influencing Purchase Intention of a Product

Perceptions

Perception is a process of how individual see and make sense of their environment. It is about the selection, organization and interpretation of stimuli by individual (Fill, 2002). Outside stimuli is selected, sorted and interpreted into a coherent picture of the world around us. If two

individual expose the same stimuli and same condition, their response will be different depending on the way they interpret and perceive the stimuli. This is because the way we select, sort and interpret stimuli is grounded and governed by our needs, expectation, value, which are quite unique to each individual (Schiffman, et al. 2012).

Kotler defines perception as “the process by which people select, organize and interpret information form a meaningful picture of the world”. Thereby whenever a consumer buys a product it is depend on the perception they have on that particular product.

According to Schiffman et al (2008), consumer perception has four elements: sensation, absolute threshold, differential threshold, and subliminal perception. The process starts when the sensory receptors receive the sensory input. Then they produce an immediate response to the stimuli, which is called sensation (i.e., seeing, smelling, hearing, testing and feeling). The strength of the sensation depends on the intensity of the sensory input as well as on the capacity of the consumer`s sensory receptors. However, as exposure to a stimulus increases, the ability to notice it decreases because the sensory receptors get “used to it” and adapt to that particular level of stimulation. This sensory mechanism is referred to as sensory adaptation and the level at which we stop detecting the sensation produced by a given stimuli is called the absolute threshold, which increases under conditions of constant situation. That is the reason why after being in a fragranced room for some minutes, we are not able to smell the odour anymore. To be able to detect again the odour, we would need the stimulation to stop, a higher level of stimulation, or another source of stimulation (e.g., another fragrance). Continuing with the example, in the case that another odour was used, for the olfactory receptors to notice the difference between the first and the second odours, the intensity of the latter one would have to be over the differential threshold, which is defined as the minimum difference that can be detected between levels of two similar stimuli (also called the “just noticeable difference”).

It is important to highlight here that although most stimuli are perceived above our level of conscious awareness, weak or brief (i.e., sub-threshold) stimuli can be perceived by one or more receptor cells without us being conscious of it (so we perceive it “subliminally”). This unconscious type of perception is also known as subliminal perception. Previous research suggests that it is perception that provides the grounds for purchasing decisions (Friedmann and Zimmer 1988; Borgers and Timmermans 1987). Analysis of consumer perceptions and

decision-making processes is therefore extremely important in order to understand consumer behaviour, since it can help marketers to determine more readily what influences consumers' buying behaviour (Schiffman and Kanuk 1991).

Marketing Cues & Consumer Perceptions

Marketing cues are any communications or physical cues that are designed to influence consumers. In general, cues are related to product or service performance. According to marketing literature, cues that are perceived to be important in forming purchase intention can be classified as extrinsic and intrinsic (Dodds and Monroe, 1985; Zeithaml, 1988). Extrinsic cues that influence purchase intention are lower level cues that can be changed without changing the product (e.g. price, packaging, store image, advertisement), while intrinsic cues are higher-level cues directly related to the product includes, perceived quality, perceived value and perceived risk.

2.2.1 Intrinsic Cues of the Product

Intrinsic cues represent product-related attributes that forms part of the product and cannot be altered in any way without tampering with properties of the product. Besides, they are consumed alongside the product. An intrinsic product cue can be any product characteristic inherent in the product itself, such as engine capacity for a car or flavour for a soft drink. Though a number of studies posit that intrinsic product cues dominate consumer evaluative criteria, Srinivasan and Jain (2004) maintain that this will not be the case when intrinsic cues are insufficiently predictive in the minds of consumers or when they have low confidence in their ability to evaluate and assess those. There is higher reliance on intrinsic cues instead of extrinsic cues in pre-purchase situations when intrinsic attributes serve as search attributes rather than experience attributes and/or when the intrinsic attributes have high predictive value (Zeithaml, 1988). Also, most studies have demonstrated and gave credence to intrinsic cues as better indicators to consumers in judging quality because they have higher predictive value than extrinsic cues (Aqueveque, 2006). This seemingly hasty conclusion seems to neglect the obvious fact that many assessments about quality are made with limited information about intrinsic cues. Perhaps, this could largely explain why Sawyer, Worthing, and Sendak (1979) argue that extrinsic cues are more important to consumers than intrinsic cues.

Intrinsic cues include characteristics that are part of the physical product, which cannot be changed without also changing the physical product itself (Olson, 1977; Olson & Jacoby, 1972). Intrinsic factor is related to physical product characteristics where it includes perceived quality, risk and value.

2.2.1.1 Perceived Quality

The concept of quality may be analyzed from two different perspectives: objective quality and perceived quality (Brunso, et al., 2005). The first concept refers to the technical, measurable and verifiable nature of products, processes and quality control procedures; subjective or perceived quality refers to value judgements or perceptions of quality by the consumer. Since quality is a very critical factor affecting customer buying behavior, perceived quality has undoubtedly become the main element influencing customer's measurement of brand equity.

Depending on the above premises, Perceived quality is defined as a “customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives” (Zeithaml, 1988). As this definition indicates, perceived quality is not necessarily related to the real quality of the product but, instead, refers to a customer's perception of quality based on his/her experience of the product or its comparison with other competing products. However, it is necessary to point out that the perception of quality is not only based on one's experience but also the perception of some heuristics, such as price or some of the product's physical attributes (Rafael et al., 2007). In marketing literature perceived quality has been analyzed on the base of products – case that occupies us.

Empirical studies in the literature have documented the impact of perceived product quality on consumer purchase intentions, although contradictory research findings have been reported in the literature. Some scholars support a positive direct effect of perceived quality on purchase intentions (Parasuraman et al., 1996), others report only an indirect effect through satisfaction (Sweeney et al., 1999), and yet others maintain that both relationship exist (Tsotsou, 2006). Bauer and Herrmann, (2011) argue that subject perceptions are in a better position to determine the consumers' purchasing choices as compared to the objective determinants themselves. Perceived quality is a major factor by which consumers make distinction in the market place as quality arguably lies in the eye of the beholder. Positive quality perception may most likely

influence a consumer to purchase bottled water. On the other hand, consumers are not likely to form a strong intention to purchase if they hold an inferior perception towards product quality of a product in the market place especially where there are available alternatives.

2.2.1.2 Perceived Risk

The concept of risk has been extensively studied by scholars in the consumer behavior field, and has been proposed as one of the most important concepts for understanding how consumers make choices (Mitchell, 1999), influencing not only decision making, but also information search and satisfaction (Conchar et al., 2004).

According to several authors, the concept of risk is important for understanding how consumers make choices (Mitchell, 1999) and has been proposed as the core concept for 13 consumer theory (Bauer, 1967). In this context, risk has been conceptualized as involving two elements: uncertainty and consequences (Dowling and Staelin, 1994). The viewpoint of consequences has evolved over time, focusing on adverse consequences (Conchar et al., 2004), and identifying different types of losses. Previous studies conceptualized perceived risk into five types of risk: financial, performance, social, physical, and psychological risks (Mitchell, 1999).

Even if all risk dimensions previously identified are relevant for consumer research purposes, there is a widespread recognition that, among them, those most commonly associated with purchase decisions are financial risk (FR), performance risk (PR), and social risk (SR) (Dowling and Staelin, 1994). FR refers to the economic outlays that may be lost if a product does not perform satisfactorily (Hjorth and Andersen, 1987). PR refers to the potential reduced utility and physical or emotional harm resulting from substandard performance (Smith, 2005). Finally, SR is said to be present in a choice situation to the extent that consumers believe their peers may evaluate them negatively due to a purchase they make (Harrel, 1986).

On the other side, and considering the uncertainty element, it is important to note that the fact that consumers choices are usually made relative to situation-specific goals (Cunningham, 1967; Stone and Winter, 1987) and that a priori probabilities of specific outcomes are unknown, had led to the concept of perceived risk in the consumer behavior literature.

Perceived risk, in the context of marketing and consumer behavior, can be defined as the possibility that consumers perceive uncertainty or unfavorable consequences when deciding to purchase products or services (Dowling and Staelin, 1994). In other words, it is the degree of risk perceived by consumers in deciding to purchase commodities, and the degree of their tolerance. Even when no risk exists or the

when the actual degree of risk is low, consumers' high-risk perception will still cause a negative influence on consumers' decision to purchase (Johnson, Sivadas, & Garbarino, 2008). According to the theory of consumers' perceived risk, consumers perceive risks because of uncertainty and mistakes of shop. The appearance of uncertainty is related to the product itself. Consumers usually feel insecurity caused by too low price, simple packages, and less well-known brands. Moreover, losses result from losing money and value after they purchase the product (Lim, 2003).

Perceived risk theory provides a comprehensive explanation of why consumers are more often motivated to avoid negative aspects than to seek positive aspects or payoffs in a given buying situation. Perceived risk theory postulates that buyers are inclined to minimize the perceived risk first, rather than to maximize the expected positive outcome or expected payoff. In this way, it has been possible to understand some of the consumer behaviors that are not comprehensible in a normative utility theory. Besides, it has been shown that once consumers' perceived risks have been identified in a buying situation, there seems to be some evidence to determine subsequent consumer behavior in accordance with such risks (Taylor, 1974).

Perceived risks developed by consumers through recognition of the purchase process would negatively influence behavioral intention (Aqueveque, 2006). Goyal (2008) pointed out that consumers will volunteer to search for more information to reduce their purchase risks when they purchase sophisticated products with higher value and perceived risk. Dowling and Staelin (1994) also pointed out that when consumers perceive high risks when making the decision to purchase, they would either collect relevant information or give up the purchase to reduce purchase risk. The study of perceived risk leads consumers to more effective decision making. Davis and Olson (1985) argued that perceived risk is a significant source of psychological stress that results in impaired decision-making. Thus, marketers' understanding of perceived risk structure and the provision of risk relievers give consumers a better environment for making buying decisions. According to Durovnik (2006), consumers are less interested on purchasing the product that is considered being risky endeavours. He also says that consumer will try to reduce the risk of using more time to survey and paying something.

Purchase intention has been widely used in the literature as a predictor of subsequent purchasing (Babin et al., 1999). More specifically, Mitchell et al., (1999) have successfully proved that purchase intention is negatively driven by the perceived risk associated with the purchase

2.2.1.3 Perceived Value

Consumer value is often defined as “what you get for what you pay” (Sirohi, McLaughlin, and Wittink, 1998), and it can be seen as an amalgam of price and benefits (p. 223). If the derived benefits are more than what you have to pay, you will see high value in the purchase. The evaluation of the benefits is also dependent upon perceived quality (Oh, 2000) since high-perceived quality makes it possible for consumers to think highly of the benefits that they receive. It is also reasonable to think that if consumers’ perception of quality is greater than the perception of what they pay, consumer value must be positive. Thus, it is logical to assume that perceived quality is also positively related to consumer value. A link of consumer value with purchase intention has also been examined. Researchers have reported that purchase intention is an important consequence of consumer value (Szybillo & Jacoby, 1974; Oh, 2000). Consumers who see great value by perceiving higher quality than what they financially sacrifice tend to have more purchase intention.

Customer’s perceived value can be defined from the perspectives of money, quality, benefit, and social psychology. The Monetary perspective indicates that value is generated when less is paid (such as by using coupons or promotions) for goods (Bishop, 1984). In other words, it is the concept of consumer surplus in economics; perceived value is the difference between the highest price that consumers are willing to pay for a product or a service and the amount practically paid. According to the quality perspective, value is the difference between the money paid for a certain product and the quality of the product (Bishop, 1984). In other words, when less money is paid for a high quality product, positive perceived value will be created. The benefit perspective indicates that perceived value is customers’ overall evaluation of the utility of perceived benefits and perceived sacrifices (Zeithaml, 1988). In other words, consumers may cognitively integrate their perceptions of what they get and what they have to give up in order to obtaining goods. However, the sacrifice means more than the money paid for a certain goods. Non-monetary costs, such as transaction cost, search cost, negotiation cost, and time incurred during the purchase, should also be included (Zeithaml, 1988). The social psychology perspective points out that the generation of value lies in the meaning of purchasing a certain goods to the buyer’s community (Sheth et al., 1991). That is, goods carrying particular meanings (such as social economic status and social culture) can increase the effect of social self-concept (Sweeney & Soutar, 2001).

For the purpose of this study perceived value is defined as consumer’s overall assessment of the utility of a product based on perception of what is received and what is given varies, so value represents a trade off if the salient give and get components (Zeithaml 1988).

Although perceived value is highly personal and idiosyncratic (Zeithaml 1988), scholars have tried to find common predictors of perceived value to understand what constitutes value and purchase intentions. Over the years, a considerable body of literature has empirically investigated the antecedents that determine product value and product choice (e.g. Bolton and Drew 1991; Zeithaml 1988).

Dodds and Monroe (1985) mentioned that perceived value is an important factor in consumers' purchasing decision process, and consumers will buy a product with high perceived value. Dodds and Monroe (1985) and Zeithaml (1988) contended that consumers will evaluate what they give and what they get in their subjective perception when they are buying a product/service. According to Utility Theory, the probability of purchase intention will increase, when consumers acquire more benefits than they pay for a product (Dickson & Sawyer, 1990). Thaler (1985) also considered that perceived value is an important antecedent to influence consumer purchase intention because it is the composition of transaction utility and acquisition utility.

Swait and Sweeney (2000) used logic models to analyze the influence of customer perceived value on consumer purchase intention in retailing industry and found that different perceived value customers have different purchase behavior. In fact, many researchers considered perceived value an important factor for marketing companies (Cronin et al., 2000; Pura, 2005). It is because perceived value can be a differentiation and competitiveness to a company.

2.2.2 Extrinsic Cues of the Product

Extrinsic is defined as not an inherent part of the thing or not contain in something. Research shows that extrinsic cues play an important role in influencing consumers' purchase intention than intrinsic cues (Richardson, 1997). Extrinsic factors of the product include perceived of price, packaging, store image, and advertisement. Consumer intention is influenced by monetary cost (Grunert et al., 2004). In addition, there is a significant positive relationship between price and consumers' motives towards purchase of a product (Munusamy, and Wong, 2008). Therefore, majority of consumers will make their decision by choosing low price product (Boutsouki et al., 2008). Another important extrinsic factor is packaging because consumer usually examined product by looking at the information provided on the packaging in the decision-making process (Ampuero, and Vila, 2006). Advertisement, an extrinsic factor of

product, acts as communicator where it informs consumers about the product and service (Uusitalo, 2001).

Extrinsic product cues bear relation with the physical product but they do not form part of the product. Extrinsic cue such as price or packaging provide quality, emotional appeal and/or value signals to information-deficient consumers across brands (Kardes et al., 2004). Previous studies have associated extrinsic product cues to dominate consumer consideration more than intrinsic cues in initial purchase situations when intrinsic cues are not available or when evaluation of intrinsic attributes requires more efforts and time than the consumer perceives is worthwhile (Zeithaml, 1988).

According to research purpose, the research focus of the paper will four extrinsic cues, namely, price perceptions, advertising content, packaging and store image.

2.2.2.1 Perceived Price

The literature identifies two primary constructs that represent price in its positive role including the price/quality schema and prestige sensitivity. The price quality schema is defined as a consumer's general belief that levels of price are positively related to levels of quality (Lichtenstein et al., 1993). The idea that consumers use price as an indicator of quality for products, brands and retailers, has also been examined in depth in the literature (Zeithaml, 1988). Although researchers tend to agree that consumers perceive price as a surrogate for quality, the price/ quality schema has been shown to differ across purchasing situations and among individual consumers (Monroe and Krishnan, 1985). The literature also identifies a number of constructs that represent price in its negative role including: price consciousness, sale proneness, value consciousness and price mavenism. Lichtenstein et al. (1993) define price consciousness as the degree to which consumers focus exclusively on paying low prices. Sale proneness is described as an increased propensity to respond to a purchase offer when the price is presented in a sale form. Value consciousness represents a more complex construct, defined as a consumer's concern for the price paid versus the quality received (Lichtenstein et al., 1993). Price mavenism is defined as the degree to which an individual is a source of price information for many types of products and situations (Price et al., 1988).

Consumers are more likely to use price in product evaluation when some related product information is lacking (Jacob et al., 1971), when they are not familiar with a product, and when information about purchase context is, lacking (Monroe, 1976). Consumers often perceive price as an extrinsic quality cue (Dodds & Monroe, 1985). Several studies have searched consumer perception of price as an indicator of quality, and many of these have shown price to operate in these manner (Erickson & Johansson, 1985; Dodds & Monroe, 1985).). Jacoby and Olson (1977) dichotomized price into two: objective price (actual price of a product) and perceived price (the price as encoded by the consumer).

Price perception is the process by which consumers translate price into meaningful cognitions, and it has interested researchers for several years (Lichtenstein et al., 1988). Consumers want to get highest utility from a brand, which they purchase by sacrificing money and benefit from other competitive brands. The classical models in economics postulate that a consumer maximizes utility by allocating a limited budget over alternative goods and services (Lilien & Kotler, 1983). Indeed, the main effects of price appear to be more clearly associated with quality perception of a brand. Perceived price is a good proxy variable for perceived quality. Price conveys information to the consumer about product quality (Erikson & Johansson, 1985). The importance of price as a function of perceived quality has been extensively studied more than any other factors in this sphere (Zeithaml, 1988). High priced brands likewise perceive to be higher quality. Thus, price information is extensively used as an extrinsic cue to evaluate a brand. Therefore, price can play both role as an indicator of the amount of sacrifice needed to purchase a product and an indicator of the level of quality.

Price has a dual effect on consumer buying decision making (Monroe 1990). First, price is an extrinsic cue to perceived quality (Rao & Monroe, 1988) and its strength may be reduced by non-price cues (Zeithaml, 1988). Second, price is an indicator of the amount of financial sacrifice (to be paid) needed to purchase a product or service (Parvin & Chowdhury, 2006). Price influences the prospective buyer`s expectations of service levels.

Consumer price perceptions are interlinked with consumers` purchase intentions (Monroe, 1973) and are consequently a very relevant subject matter for both researchers and practitioners in marketing. Interestingly, price perceptions affect consumers` willingness to pay (Adaval & Wyer, 2011), and this is reflected in the subject`s purchase intention of a product or brand.

Chintagunta & Lee (2012) demonstrated that purchase intention is an antecedent of the purchase behavior thereby extending the link between price perceptions and purchase behavior. Therefore, this relationship between the constructs of price perception, willingness to pay and purchase behavior suggests the existence of a process in which the consumer transitions from one construct to another in a pricing cycle. Importantly, this pricing cycle is circular as subjects recalibrate their price perceptions after a new purchase encounter or after receiving new price information.

2.2.2.2 Advertisement

Advertising is paid, non-personal communication through various media by business firms, non-profit organizations, and individuals who are in some ways identified in the advertising message and who hope to inform or persuade members of a particular audience (Dunn and Barban, 1982). Advertising has also been defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler, 2000). It is an effective means used by many organizations or companies to create awareness of a new product or brand, inform customers of features of this new product or brand, create the desired perceptions of them, create a preference for them, and persuade customers to purchase them (Bendixen, 1993). In the long term, these objectives are aimed to achieve profitable sales. Advertisement acts as communicator where it informs consumers about the product and service. It is hard to measure the successful advertisement of a product and a successful advertisement is often come along with a good image (Steinberg, and Jules, 2001).

Advertising is an important extrinsic cue signaling product quality. It is a channel for most customers to know or become interested in a certain product. Therefore, heavy advertising spending shows that the firm is investing in the brand and implies superior quality (Kirmani and Wright, 1989).

(Alba et al., 1992) argued that advertising content that could be easily memorized and product feature frequency may better influence consumers' attitude persistence. (Macinnis et al., 1991) also mentioned that consumers' abundant knowledge of the product, more complete knowledge structure, and rich product experience lead them to ignore usual product information in

advertisement. Therefore, the achievement of greater product knowledge to decrease purchasing risk can possibly arouse greater motive for knowledge acquisition.

Different cues of advertising content in a specific market have determined consumers' motives and ability to handle advertising information (Agree and Martin, 2001). For example, informational advertisement can provide consumers with sufficient information to formulate purchase decisions, like offering an immediate product purchase method to consumers (Pae et al., 2002). Usually restricted by content, advertisement cannot provide consumers with sufficient product information. Hence, the more complete the advertising content, the greater it will reduce consumers' uncertainty of purchase behavior. (Sing and Smith, 2005) found that behavioral intentions are positively influenced by direct-to-consumer advertising and that consumers' willingness to take a purchase action is dependent on the value of information in the advertisement. Abundant advertising content will make consumers recall, understand, and be convinced by the advertising content; enhance consumers' value perception; increase loyalty and willingness to pay more and reduce switch.

2.2.2.3 Packaging

Packaging and packaging design have become significant factors in the marketing of diverse "consumer goods" and have a main role in communicating product benefits to the customer. Czinkota & Ronkainen (2007) deem that product packaging is connected to other variables in the marketing mix (Rundh, 2009). Cateora & Ghauri (2000) say that these variables are within the control of the company and they help to adapt to the changes in the business environment (Rundh, 2009). According to Packaging Federation (2004), these changes occur in different areas: new technology, materials development, logistics requirements, environmental issues, consumer preferences; all are the key factors for making decisions on marketing strategy (Rundh, 2009).

Consumer preferences and consumer buying behavior are the major issues that should be taken into account when designing a new package. In spite of factors such as new technology or material development, consumer's choices and desires are the important elements that drive the marketing process. Consumers are the key actors in planning and implementing packages. Hereby, the key issue for packaging design is to understand the consumer (Stewart 2004).

There are many studies that are done in the area of packaging. Nevertheless, Holmes and Paswan (2012) deem that a little is known about the impact of the consumer's experience with the package on the evaluation of the product itself. Concerning the previous researches, it can be seen that not a lot of studies are about the package design perception and direct customer experience with the package. However, it has an essential role in product performance because the package tells the consumer as well the information about the product as the quality of this article.

In marketing literature, packaging is a part of the product and the brand. A product's package represents its characteristics and communicates the product information. For consumers, the product and the package are one and the same when they see it on the supermarket shelves. During the purchasing decision, the package assists the consumer by creating the overall product perception which helps the evaluation and the making of the right choice. Furthermore, the package is the product until the actual product is consumed and the package is recycled. (Ksenia, 2013).

The package design adds value to the package and to the product respectively. Design elements such as colors, font, text, and graphics have an important role in package appearance. Pictures on the package in form of attractive situations (mountains, beaches, luxury houses and cars) can assist in triggering lifestyle aspirations (Rundh, 2009). At the point of purchase, the primary role of the package and packaging design is to catch the consumers' attention and to stand out among the competition in the store or at the supermarket.

Successful package design and packaging itself is the result of the involvement and the work put forth by marketers, designers, and customers. Hence, packaging is a major instrument in modern marketing activities for consumer goods. Prone (1993) deems that the package can attract the customers' attention, communicate company's name and image, differentiate the brand from competitors, and enhance the product's functionality (Garber & Burke & Jones 2000). Therefore, the package itself acts as a decisive communication tool and provides consumers with product-related information during the buying decision process.

There is a term that has its origins in packaging and packaging design - product positioning. Positioning recognizes the importance of the product and the image of the company and it is required to differentiate the product in the minds of consumers. In other words, positioning

assists the package and product awareness, keeping it present in the consumers mind against competitors in terms of attributes that the brand or company name does not offer. Maggard (1976) deems that product positioning induces marketing mix where the elements such as pricing policy, place, products and promotion are included. These elements help to reach the consumers and define the appropriate product positioning in their minds. (Ampuero & Vila, 2006)

Positioning may include different elements which depend on the positioning strategies. This can be global, foreign, and local consumer culture positioning where the attributes such as design, package and performance can have different functions and purposes. However, the main goal of positioning is to provide a successful presentation and explanation on why the consumers should buy a particular product. Therefore, the package and packaging design aims at consumers' attention, whereas the positioning helps the company to place the products properly in the market.

Packaging functions

Packaging has many functions in different departments. It has its most essential roles in logistics and marketing due to the fact that these two units are strongly connected to the end users of the product. The task of the package is to sell the product by attracting attention and to allow the product to be contained, utilized, and protected (Silayoi & Speece 2004, p. 610).

Bill Stewart (2004, pp. 3 - 5) defines three prime functions of the package:

1. To contain

The aim of the package here is to achieve integrity. It means that the product stays in the same condition and does not change its basic form and use, due to the influence of external factors.

The task of containment is ongoing throughout the product life cycle, from production to the end user and customer. The package function „to contain“ is convenient and beneficial to the consumer as it increases consumer confidence in the contents of the package and the product.

2. To protect

Protecting the product is a key function of packaging. The protection task is performed not only for physical factors such as transit, but also for environmental influences – moisture, gases, light, temperature, and other.

Here, the package choice depends on the nature of the goods, distribution and types of hazards it will encounter. Some of the benefits this function can provide for a product are extended shelf life and freshness.

3. To identify

The role of identification is to provide the consumer with information about the product. Product identification has a description of the contents and consists of product use and legally required information. To some extent, this function can have a promotion role that stimulates the desire to purchase a product and can also assist product branding.

Marketing tool

Product design is an important marketing variable. It is also a vital instrument in modern marketing activities for consumer goods (Rundh, 2009). To be successful in today's increasingly competitive marketplace, the product design, namely appearance, should include the preferences of consumers (Creusen et al., 2010). Packaging provides an attractive method to convey messages and information about the product attributes to customers (Silayoi & Speece, 2007).

Bloch (1995) says that the importance of product design is crucial to the success of a product. It ensures consumer attention for the product, communicates information, and it provides sensory stimulation. (Holmes and Paswan, 2012) discusses that an exclusive and unique package design is a way for a new product to be noticeable among familiar packages offered by competitors. The design of a package contributes to the communication of value and has a strong influence on sales of a particular product. The package and package benefits are essential instruments in marketing strategies.

Packaging as a decision making process

Packaging plays a critical role in the purchasing decision. Silayoi and Speece (2007) deem that in cases when the consumer is undecided, the package becomes a vital factor in the buying

choice because it communicates to the consumer during the decision making time. The way how the consumer perceives the subjective entity of a product through communication elements conveyed by the package, also influences the choice and is the key factor for successful marketing strategies (Mets, 2010).

Murphy (1997) indicates the importance of package design and its influences on consumer decision making process. Murphy distinguishes a two-step decision process the consumer follows during shopping for convenience-packaged products. First step is to decide to examine the product carefully after finding it on the supermarket's shelf. Here, the package design has the power to initiate consumer examination of the product. The second step includes direct experience with the product where the package becomes a "salesman". Hence, the package and packaging design are involved in the consumer selection and purchasing intent. (Holmes et al., 2012).

Consumer preferences and consumer buying behavior are the major issues that should be taken in to account when designing a new package. In spite of factors such as new technology or material development, consumer's choices and desires are the important elements that drive the marketing process. Consumers are the key actors in planning and implementing packages. Hereby, the key issue for packaging design is to understand the consumer (Stewart 2004).

As extrinsic cue, packaging can provide accessible and potentially diagnostic information for product evaluation purposes when consumers are unfamiliar with the intrinsic attributes of a product. Thus a consumer shopping for products in an unfamiliar category, or considering a less familiar brand, is likely to evaluate the packaging for these products more closely than they would a more familiar brand. Richardson's (1994) research found support for consumers' extrinsic cue dependence during evaluation of less familiar brands. Consumers relied more on extrinsic cues (i.e. packaging with associated perceived price, advertisement, etc.) in their evaluation of less familiar products.

2.2.2.4 Store Image

The most commonly accepted academic definition of store image is that of Baker, Grewal, and Parasuraman (1994) who depicted it as "an individual's cognition and emotions that are inferred from perceptions or memory inputs that are attached to a particular store and which represent

what that store signifies to an individual consumer.” Therefore, customers’ 25 perception of retail store image is a combination of a store’s functional qualities and the psychological attributes which consumers link to these (Mazursky & Jacoby (1986).

Store image can greatly influence consumers’ attitude or image toward the brand and the product itself because retailers are the most important channel that customers encounter and the store provides the basic environment and direct experience for consumers to see, touch and interact with the product. In real situation, a favourable store image can positively influence customers’ buying decision and behaviour while unfavourable store image negatively influence their behavior. As Dodds et al. (1991) mentioned, there is a positive relationship between store image and perceived quality.

Dimensions frequently included in the store image concept, except for store atmosphere, are for example customer’s image of facilities, clientele, convenience and products. These dimensions are explained by several attributes, for example, a product can be explained by the attributes of price, quality, design and range. Creating an appealing store image that speaks to one’s customer segment is important for retailers in order to attract customers (Peter and Olson, 2005). Attracting customers and differentiating one from competitors have become increasingly important. The store image is also something that continually needs changes as shopping behavior and competition changes. (Peter and Olson, 2005) The key for a successful store image is to create an image that matches with the targeted consumer’s expectations and with the overall objectives. A well-managed store image is crucial because it affects:

The store position in the mind of the consumer

- Customers store preference
- How often and from how far customers visit the store
- Customer loyalty

The better the image of the store is the more the customers will be attracted to it (Newman and Cullen, 2002).

The customer’s image of himself or herself also plays a major role in the store image concept. The store image needs to send signals of belongingness to the customers. Social factors are very

important here, as customers tend to choose stores that fit their self-image or their desired self-image (Newman and Cullen, 2002). A common method when observing the most 26 important store dimensions for a particular store is to look for congruency elements connecting the targeted customer's self-image to the store image. If there are strong connections between the self-image and the store image the level of store loyalty will be higher. For example, people who emphasize individuality look for stores who share the same dimension. The store choice will be made based on connections between important elements in their self-concept and stores with an image that share these personal values.

A favorable store image does not only affect purchase behavior in a positive way, it can also provide the customers with "added value". Benefits in the sense that customer's feel that a particular product is worth more when it is bought from a certain store. For example, some people might feel restrained telling friends that they bought a chair from a low-fashion furniture store located in a suburban area outside town. As it feels much better telling them that, the chair is bought from a fancy furniture store in the city Centre, even though the chair is cheaper in the non-fancy store. Buying from the fancy furniture store gives the customer a feeling of "added value" because the image of that particular store is high and it matches with the preferred self-image of the customer. A favorable store image does not only act as a competitive advantage, customers are also prepared to pay more for the products and it gives the retailer an advantage when discussing with suppliers (Davies and Ward, 2002).

Empirical consideration

Researches examining behavioral related of consumers in fruit juice products have been conducted worldwide. Table 1 presents past researches in this area adapted of Dimitrova et al. (2010). The review of past researches in fruit juice led to the following issues:

- Most studies explored customs and tradition of fruit juice buyers and detected that they have significant impact on purchase behavior. However, based, on the five step of consumer decision making process (Armstrong and Kotler, 2010), search information (the second step of the process) and interpretation of the information gathered will be influenced by consumers' perception. Theory of Planned Behavior (TPB) (Ajzen, 1991) stresses in the link between beliefs and behavior, however, consumers' judgment on attributes of organic food products will be influenced by their perception. Researches also examine consumer's attitudes and actual organic choice, however, the TPB stated actual use behavior is a result

of intention, and therefore, behavioral intention should precede the use behavior. Thus, examining how consumers' perceived packaged fruit juice products, behavioral intention and use behavior is necessary.

- Consumers perceived fruit juice products were compared to conventional products, and trait was examined, as behavior indicators towards the products. However, consumers judge and make purchase decision is mostly influence by their perception, and therefore, how they perceive the products is important to research.

- According to the 9th Malaysia Plan (2006-2010), the use of chemical and hazardous substances showed an increased particularly in the agricultural sector. The amount of

Table 2. 1: Overview of the previous studies in term of main objectives, findings and products/practices related to this research.

Author (year) & products	Main objectives	Main findings
Magnusson et al., (2001) fruit juice	To gain knowledge about Swedish consumers perceptions of packag. D fruit juice	Majority-Positive attitudes toward buying fruit juice, but low intention to choose them; Small proportion of regular purchasers; Most important food purchase criterion- good taste, least important- “organic produced”, Most common beliefs about organics- healthier, more expensive; Price is a major obstacle to purchasing fruit juice. Habits- another explanation of the low purchases.
Makatouni (2002) fruit juice	Explore beliefs and attitudes of organic food buyers and detect their impact on purchase behavior.	Fruit juice perceived as a means of achieving individual and social values- human, animal and environment centered; The health related factor (responsibility for health and well-being for self and the family) is the main motivation for purchasing fruit juice products.
Fotopoulos & Krystallis (2002) fruit juice	Examine consumer's attitudes and actual juice choice; Analyze the organic aware non-users by identifying juice products rejection reasons and potential juice buyers cluster.	Main reasons for not purchasing-low availability; low variety of fresh fruit juice products; high price (though decreasing importance); satisfaction with conventional food; Personality variables (ethnocentric tendency/tradition; look for convenience); lack of confidence in advertising campaigns- mistrust; Food safety concern; Exploratory buying behavior.

Magnusson et al., (2003) Processed juice products.	Investigate the important of perceived environmental, animal welfare and human health consequences of organic food purchase for consumers' attitudes and self-reported purchase of organic foods.	Health is the most predictor of attitudes; purchase intention and frequency; Environmental concern- also often stated motive for purchasing fruit juice; Egoistic motives (health concern) are stronger than altruistic motives (environmental concern and animal welfare). Eating behavior is resistant to change, characterized by affective, non-cognitive components.
Padel & Foster (2005) Organic food (dairies; fruit and vegetables; cereal products; meat)	Explore the core motivation values that underlie consumers purchasing decision of . Fruit juice	Main motives for buying-health consciousness; well-being and quality of life, environmental and animal welfare concern ("better for the environment"); food as "enjoyment"; Barriers-price; lack of information/knowledge-lack of confidence; visual product quality and presentation; lack of availability; mistrust in the fruit juice in supermarkets; eating habit and convenience needs.
Hughner et al., (2007) fruit juice	To review and synthesize the research concerned with identifying organic consumers, and to identify the reasons why consumers purchase and fail to purchase fruit juice..	Generally favorable attitudes, but low level of actual purchasing. Motives for purchase fruit juice -health concern; better taste(perceived higher quality); environmental and animal welfare concern; concern over food safety; Hindrances to purchasing-high prices (WTP); lack of availability; skepticism towards packaged fruit juice label (distrust); insufficient marketing ; satisfaction with conventional food.
Lea & Worsley (2008) fruit juice; meat; food packing; recycling	Examines the prevalence of Australian's food – related environmental beliefs and behaviors.	Decrease use of packaging by food manufacturers seen as the most important item to help environmental, while lower meat consumption- least important; Use of fruit juice products-the least common food- related behavior; Consumers perceive the health – related benefits of fruit juice products, but the price premium and lack of availability act as strong barriers.
Mondelaers et al., (2009) Organic fresh Fruit juice	Whether consumers perceive fruit juice products as healthier as and more environmentally friendly than conventional	Undesirable health related issues (concerning food safety) trigger stronger response than desirable traits (nutrition benefits); consumers classify packaged fruit juice products among others quality niche products; Purchase

	products; and whether consumers consider health traits more important than environment traits.	intention is mainly based upon quality traits, not the organic name; Price is the main barrier for users and light users to increase purchase; The organic label is, in general, associated more with health and environmental quality traits.
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2.2.3. The Research Model and Hypothesis

An adaptation of a model first proposed by Dodds and Monroe (1985), affords an overview of the relationships among the concepts of price, perceived quality, and perceived value. In the following sections, relevant literature and evidence from the exploratory investigation are used to define and describe each concept in the model. To differentiate between proposed relationships and empirically supported relationships, discussion of each proposition is divided into two parts. First, propositions are developed on the basis of the qualitative data from the exploratory study and other conceptual work from the literature. Second, for each proposition, empirical evidence that supports and refutes the proposition is reviewed

Current Practices in Modeling Consumer Decision Making

Three aspects of modeling consumer decision making can be questioned if the propositions prove to be accurate representations: the tendency to use actual attributes of products rather than consumer perceptions of those attributes, the practice of duplicating and comingling physical attributes with higher order attributes (Myers and Shocker 1981), and the failure to distinguish between the give and get (Ahtola 1984) components of the model. Howard (1977, p. 28) clearly states the first problem. It is essential to distinguish between the attributes per se and consumers' perceptions of these attributes, because consumers differ in their perceptions. It is the perception that affects behavior, not the attribute itself. "Attribute" is often used to mean choice criteria, but this leads to confusion. To use "attribute" when you mean not the attribute itself but the consumer's mental image of it, is to reify what is in the consumer's mind. Jacoby and Olson (1985) concur, claiming that the focus of marketers should not be objective reality but instead consumer perceptions, which may be altered either by changing objective reality or by reinterpreting objective reality for consumers. Myers and Shocker (1981) point out that comingling quality, a higher level abstraction, with lower level physical attributes in models

limits the validity and confounds the interpretation of many studies, especially when this practice duplicates lower level attributes. Therefore, it is necessary to use attributes from the same general classification or level in the hierarchy in modeling consumer decision making. Ahtola (1984) confirms that when the hierarchical nature of attributes is not recognized in consumer decision models, double and triple counting of the impact of some attributes results. Techniques to elicit and organize attributes, in his opinion, should precede modeling of the attributes. Myers and Shocker (1981) discuss different consumer decision models appropriate for the levels and ways attributes should be presented in research instruments and analyzed later. Huber and McCann (1982) reveal the impact of inferential beliefs on product evaluations and acknowledge that understanding consumer inferences is essential both in getting information from consumers and in giving information to consumers. Finally, Ahtola (1984) calls for expanding and revising models to incorporate the sacrifice aspects of price. Sacrifice should not be limited to monetary price alone, especially in situations where time costs, search costs, and convenience costs are salient to the consumer.

Conceptual Framework

Based on the above discussion, it can be concluded that „perceived price“, „packaging“, „advertisement“, „store image“, „perceived quality“, „perceived risk“, „perceived value“, are related to consumers“ purchase intention towards packed fruit juice products which lead to the formation of framework for the present study as depicted in Figure 2.1.

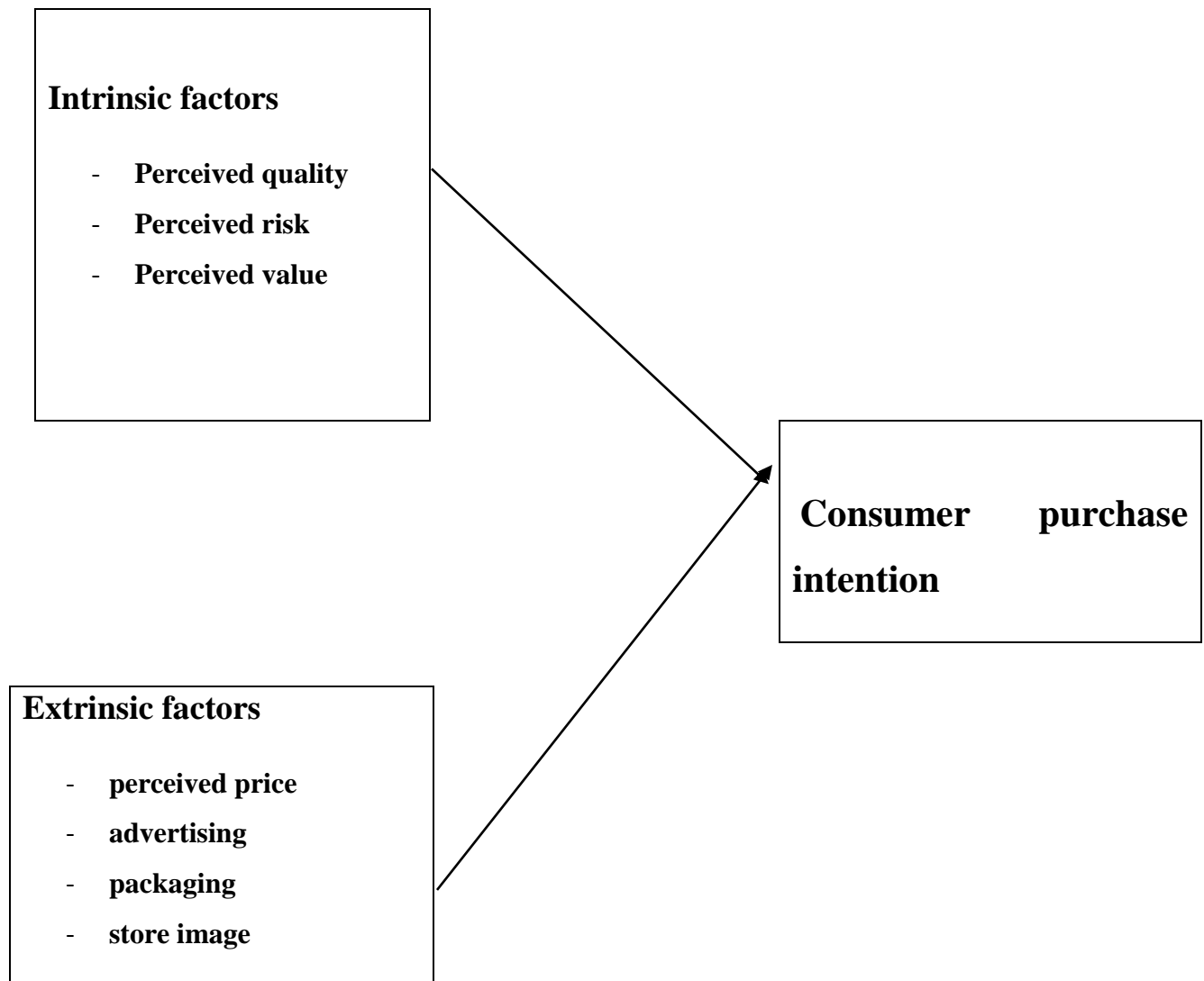


Figure 2.1: Conceptual framework adapted from Chaniotakis, Lymperopoulos, and Soureli, (2010); Beneke, (2008); Chen, (2008)

A product quality has a significant impact towards the product or service performance, thus it is linked to a customers' value and satisfaction (Kotler & Armstrong, 2010). Product quality is derived from the difference between actual products and the alternative products that could be made available or provided by the particular industry (Hardie & Walsh, 1994). It can also be determined by the way customers perceive product quality in the market (Wankhade & Dabade, 2006). In the context of packaged fruit juice marketing, a consumer may view quality of alcoholic beverage in terms of its foam, colour, clarity and "sharpness" when consumed. Each of these parameters is important in its own right, and can influence a consumers' choice of brand of packaged fruit juice. Product quality can be dichotomized into two perspectives:

objective and perceived quality (Brunso et al., 2005). Perceived quality can be described as the consumers' judgement about a product's overall excellence or superiority. The interpretation may be consumption situation-dependent. Conversely, objective quality is a term widely used in the literature to describe the actual technical superiority or excellence of the products that is measurable or verifiable according to some pre-determined standards as judged from intrinsic cues (Monroe & Krishnan, 1985).

Empirical studies in the literature have documented the impact of perceived product quality on consumer purchase intentions, although contradictory research findings have been reported in the literature. Some scholars support a positive direct effect of perceived quality on purchase intentions (Parasuraman et al., 1996), others report only an indirect effect through satisfaction (Sweeney, Soutar & Johnson, 1999), and yet others maintain that both relationship exist (Tsiotsou, 2006). SO H1 is proposed.

H1: Perceived quality of packaged fruit juice products will positively affect the purchase intention.

Perceived risks developed by consumers through recognition of the purchase process would negatively influence behavioral intention (Aqueveque, 2006). Goyal (2008) pointed out that consumers will volunteer to search for more information to reduce their purchase risks when they purchase sophisticated products with higher value and perceived risk. Dowling and Staelin (1994) also pointed out that when consumers perceive high risks when making the decision to purchase, they would either collect relevant information or give up the purchase to reduce purchase risk. The study of perceived risk leads consumers to more effective decision making. Davis and Olson (1985) argued that perceived risk is a significant source of psychological stress that results in impaired decision-making. Thus, marketers' understanding of perceived risk structure and the provision of risk relievers give consumers a better environment for making buying decisions. According to Durovnik (2006), consumers are less interested on purchasing the product that is considers being risky endeavours. He also says that consumer will try to reduce the risk of using more time to survey and paying something. Therefore H2 is proposed

H2: There is significant relationship between perceived risk of packaged fruit juice products and purchase intention

Dodds and Monroe (1985) mentioned that perceived value is an important factor in consumers' purchasing decision process, and consumers will buy a product with high perceived value. Dodds and Monroe (1985) and Zeithaml (1988) contended that consumers will evaluate what they give and what they get in their subjective perception when they are buying a product/service. According to Utility Theory, the probability of purchase intention will increase, when consumers acquire more benefits than they pay for a product (Dickson & Sawyer, 1990). Thaler (1985) also considered that perceived value is an important antecedent to influence consumer purchase intention because it is the composition of transaction utility and acquisition utility. Therefore H3 is proposed

H3: There is significant relationship between perceived value of packaged fruit juice products and purchase intention

The concept of perceived price has been recognized by many researchers from the past literatures. According to Olson (1977), price is explained through two classifications which are monetary and non-monetary expression. The monetary can be defined when the price is typically related to the expression of money while the non-monetary definition of price refers to the effort of buyers to seek for the information about the product before they intend to purchase something (Li and Green, 2011). From the consumer's perspective, price refers to what a consumer is willing to give up or sacrifices money in order to obtain goods or services (Zeithaml, 1982). It may also vary when perceived price is considered from various demographical perspectives such as marital status, gender, employment status and awareness (Zeithaml, 1988). Defining price as a sacrifice is consistent through conceptualization by most of researches (Monroe and Krishnan, 1985). Previous studies revealed that consumers do not always remember or know the actual prices of the particular products but sees prices in a way that it is meaningful to them (Dickson and Sawyer 1985, Zeithaml 1982). This indicates that price has become a dominant extrinsic factor which has direct association with the consumer's evaluation of product to many other alternatives and it also serves as crucial buying decision of a consumer (Veale and Quester, 2009). Therefore H4 is proposed.

H4: There is significant relationship between perceived price of packaged fruit juice products and purchase intention

Theory and empirical research on consumers' affective response behavior clearly indicates that positive thoughts concerning advertising can affect attitudes towards a product or brand, and eventually influence the consumer's willingness to purchase that product or brand (Mackenzie and Lutz, 1989). Consumers form their preferences on the basis of likes, feelings and emotions induced by the advertisement or familiarity. The assumption is that people do not respond directly to the stimulus; their behavior is rather mediated by feelings, beliefs, attitudes and estimations, and they respond accordingly. Therefore H5 is proposed.

H5: There is significant relationship between advertising of packaged fruit juice products and purchase intention.

Packaging plays a critical role in the purchasing decision. Silayoi and Speece (2007) deem that in cases when the consumer is undecided, the package becomes a vital factor in the buying choice because it communicates to the consumer during the decision making time. The way how the consumer perceives the subjective entity of a product through communication elements conveyed by the package, also influences the choice and is the key factor for successful marketing strategies (Mets, 2010). Therefore H6 is proposed.

H6: There is significant relationship between packaging of packaged fruit juice products and purchase intention.

In the opinion of Schiffman and Kanuk (2004), when consumers have no other information about a product, they often trust the judgement of the merchandise buyers of a store with a favorable reputation, and depend on them to have made careful decisions in selecting products for resale. Roselius (1971) states that consumers can reduce risk by buying the brands that are carried by a store which is viewed as dependable, and that they should rely on the specific reputation of the store. Therefore H7 is proposed.

H7: There is significant relationship between store image of packaged fruit juice products and purchase intention.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter presents a detail discussion about the type of research methodology and methods that are employed in this research. The first section highlights an outline of the study design. This is followed by the instruments development, survey pilot tests and survey administration procedures. The third section contains a description of the sample and the data collection procedures while the last section presents the statistical methods which are used to analyze the data.

3.2. Research Approach

The research instrument for the study is designed through conducting the quantitative method in the study because quantitative methods are more appropriate for large scale issues. The attempt is to express the possible relationships between one or more independent variables by conducting a great number of data. In comparison of relative costs with other methods, the quantitative research method is viewed as a more proper and controllable tool to test this context. Quantitative method is a study involving analysis of data and information that are descriptive in nature and qualified (Sekaran, 2001). Quantitative research design was used to employ quantifiable schemes to obtain more assurance than a reasonable guess would do (Jick, 1979). Another reason why the researcher chooses quantitative approach is that, it allows the researcher to establish the strong relationship between variables and enlighten the extent of influence the variables has on the predictor one.

3.3. Research design

The study after a thorough look at the available related literature review proposed a conceptual framework, which was used as a point of reference throughout the study. Research in social science mostly employs theoretical constructs by operationalizing them in to variables to allow for empirical testing (Bhattacharjee, 2012). The study adopt a set of independent and dependent

variables from the conceptual model presented in Figure 2.1 to undertake empirical testing. This empirical testing involved included forming hypothesis that were used to investigate the presence of causal relationship between the consumers` perception and purchase intention of packaged fruit juice.

The study use primary quantitative data collected through survey using self-administered questionnaire. Survey is popular since it allows the collection of a large amount of data from a sizeable population in a highly economical way (Saunders et al., 2009).

The purpose of the research is to identify the factors that respondents perceive to be important in their purchase intention of packaged fruit juice products in Addis Ababa.in conducting this study descriptive research is used because we have prior knowledge about the problem situation as it is discovered through the past studies. As the name implies, descriptive research includes surveys and fact finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present (Kothari, 2004). In order to find the relationship among variables, the research was conducted

3.4. Source of Data

Type of data for this paper was primary and secondary data. In every research work, the researcher explores two broad categories of data. These are the primary and secondary data. The primary data according to Eboh (1998) are the sampling or study units from which information is to be collected on first hand basis. According to Malhotra (2007), primary data are originated by the researcher for the specific purpose of addressing the problem at hand.

Thus the researcher was used primary data for this research, which was gathered through questionnaires. The questionnaire for the research have four parts which consist of demographic questions, usage of packaged fruit juice questions ,perception of purchase intention on buying behavior of packaged fruit juice by likert Scale Type and at the last buying behavior questions. This question was self-administered questionnaire from selected packaged fruit juice consumer to obtain the real feelings. Secondary data on the other hand, according to Eboh (1998) are second hand information which respects to existing literature, research reports, government documents, institutional publications and statistical remarks. A systematic enquiry (research) must have to obtain evidences based on inferences and conclusions drawn.

Thus, the researcher was also used some of this secondary source data to support the gathered data through primary source one to be genuine and evidence. The secondary data was gathered through document analysis including, company's website, published journal articles, thesis, dissertations, Internet and other external sources.

3.5. Population of the study

According to (Mugenda, 1999) population is a complete set of individual's cases or objects with the same common observable characteristics to which a researcher wants to generalize the result of a study. The target population (unit of analysis) of the study comprise all individual consumers who are occasional and/or regular users of packaged fruit juice in Addis Ababa.. Addis Ababa was the target location to obtain the respondents.

3.6. Sampling procedure or techniques

Because of the large number of population in the study area a sample was drawn from the targeted population by using convenience sampling techniques which is a non-probability sampling. Convenience sampling is where the respondents are selected because they happen to be at the right place and at the right time. Convenience sampling was used to sample subject and location, which allows a large number of respondents to be interviewed in a short period of time so it is fast and accessible (Hair et al, 2008). Convenience sampling was used to obtain a sample of element because it is impossible to estimate or calculate the probability of the selection for each element in the population. The researcher just needs to contact the target element in Addis Ababa who are easily located and willing to participate. Respondents was selected based in the inclusion criteria i.e. either men or women aged 18 years old and above as well as had consumed packed fruit juice product from the selected supermarkets. The supermarkets were Safeway, Shoa, and Hadiya supermarkets which are selected from the ten sub-city in Addis Ababa. These supermarkets are selected because they have many branches in different sub-cities of Addis Ababa. Convenient locations include specific places in which the researcher was collected the data were supermarkets.

There is always the danger of bias entering into this type of sampling technique. But if the investigators are impartial, work without bias and have the necessary experience so as to take sound judgement, the results obtained from an analysis of deliberately selected sample may be

tolerably reliable. However, in such a sampling, there is no assurance that every element has some specifiable chance of being included. Sampling error in this type of sampling cannot be estimated and the element of bias, great or small, is always there. As such this sampling design is rarely adopted in large inquiries of importance. However, in small inquiries and researches by individuals, this design may be adopted because of the relative advantage of time and money inherent in this method of sampling (Kothari, 2004).

3.7. Sample size determination

The populations of the study were all Addis Ababa residents who are buyers (users) of packaged fruit juice products and their specific number is unknown. To determine the sample size for unknown population the following formula, which is based on 95% confidence interval and 5% error term, is recommended by scholars (WWW.businessadvocacy.net.) thus:

$$n_0 = \frac{z^2 p (1-p)}{e^2}$$

where:-

Z= Z value (e.g 1.96 for 95% confident level)

P = Percentage picking a choice expressed as decimal (5 used for sample size needed)

C = Confidence interval, expressed as decimal

$$n_0 = \frac{1.96^2 0.5 (1-0.5)}{0.05^2}$$

Therefore the sample size of the study was 385.

3.8. Methods of data collection

The data for the study was obtained from two sources, primary and secondary. The primary data were collected from the research participants through structured self-administered questionnaire which were adapted from Chaniotakis, Lymperopoulos, and Soureli, (2010). Self-administered survey questions and records his or her own response without the presence of a trained researcher (Hair, et al. 2008).

The primary instrument for data collection in the research adapted structured close ended questionnaire. Questionnaires using 5-point Likert scale with anchor of (1) „strongly disagree“ to (5) „strongly agree“ can reduce variability in the results that may be differences and enhances reliability of the responses. Besides, it also simplifies coding, analysis and interpretation of data. In the first section, data regarding respondents“ age, gender, income, education level and family size were obtained. The next part of the questionnaire requires respondents to rate their perception towards intrinsic factors of the packaged fruit juice products including perceived quality, risk and value. Questions regarding perception of extrinsic factors of packaged fruit juice products i.e. perceived price, advertisement, packaging, and store image were also included. Lastly, respondents rated their purchase intention towards packaged fruit juice products.

3.9. Method of Data analysis

All statistical procedures is conducted using Statistical Package for Social Science (SPSS) version 20.0 software and relevant data analysis needed to answer the research questions as carried out. Prior to analysis, the data was adjusted for omissions, legibility, and consistency.

The data analysis was made by using both descriptive and inferential statistics. Descriptive statistics such as frequencies, percentages, means and standard deviations will be used to summarize and present the data. In addition to this, Pearson correlation coefficient was used to show the interdependence between the independent and dependent variables.

With regard to inferential statistics, regression analysis was used to test the level of significance contribution of each independent variable to the dependent variable purchase intention. Multiple regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables (or 'predictors'). More specifically, regression analysis helps one to understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed (David, 2005). Moreover, one way ANOVA and independent sample T-test was used to see the mean

difference among demographic profile of respondents on the factor they perceive important in building their purchase intention.

3.10. Reliability and Validity Analysis

3.10.1. Validity of the Questionnaires

In order to measure the attribute of interest, and for the instrument to be predictable, consistent, and accurate, this study tried to address four types of validity: Internal validity, External validity, construct validity, and Statistical conclusion validity.

Internal Validity: Since this study used field survey method, it is poor in internal validity because of its inability to manipulate the independent variable and because cause and effect are measured at the time.

External Validity: In this survey research, where data is sourced from a wide variety of individuals, tends to have broader generalizability than laboratory experiments where artificially contrived treatments and strong control over extraneous variables render the findings less generalizable to real-life settings where treatments and extraneous variables cannot be controlled.

Construct Validity: The researcher tried to address the construct validity through the review of literature and adapting instruments used in previous researches. Moreover, the study tried to clearly define the construct of interest, develop valid measures that operationalize defined constructs as well as conducted a pilot test.

Statistical Conclusion Validity: Since this specific study is quantitative, it is worth to consider the issue of statistical conclusion validity. Thus, the appropriate statistical testing such as frequency and chi-square tests for nominal scale variables and Spearman correlation for ordinal scale variables was carefully selected so that the conclusions derived using this statistical procedure were valid.

3.10.2 Validity of Measurement procedures

Face and Content validity: This study used research construct measures based on theoretical study which has been evaluated by experts in the field for its face validity.

Convergent validity: For the purpose of this study, convergent validity was established by comparing (Spearman's rho correlation) the observed values of one indicator of one construct with that of other indicators of the same construct. The result demonstrated similarity (or high correlation) between values of these indicators.

Discriminant validity: Spearman's rho correlation among all items between different constructs were well below the 0.90 threshold, suggesting that all items between different constructs were distinct from each other, providing discriminant validity evidence.

3.10.3 Reliability of the Questionnaires

Internal consistency reliability: Internal consistency reliability is a measure of consistency between different items of the same construct. This reliability can be estimated in terms of average inter-item correlation, average item-to-total correlation, or more commonly, Cronbach's alpha.

As stated by Nunnally, (1967), the closer the reliability coefficient to 1.00 is the better. In general, reliabilities less than 0.60 are considered poor; those above 0.60 are considered to be acceptable. The alpha value for section two questions is identified and summarized in Table-3.1. as shown below.

Thus, we can conclude that all the items that used to measure the 8 constructs are stable and consistent. In conclusion, the relationships among the items are reliable for further analysis. In order to ensure the quality of this research design content and construct validity of the study was checked. The content validity was verified by the advisor of this research, who was looking into the appropriateness of questions and the scales of measurement. Peer discussion was also another way of checking the appropriateness of questions. Moreover, the pilot test that was conducted prior to the actual data collection to help to get valuable comments.

Table 3.1: Reliability Analysis of Variables

Variables	Cronbach's alpha coefficient	Number of items
Perceived quality	0.832	6
Perceived risk	0.734	3
Perceived value	0.843	2
Perceived Price	0.630	4
Packaging	0.640	4
Advertisement	0.713	4
Store Image	0.721	2
Purchase Intention	0.741	3

Source: Survey Data

3.11 Pilot test

Prior to the final draft of the questionnaire, a pilot test was carried out by 20 participants for the purpose of improving the questionnaire by identifying and eliminating potential problem. The main objective is to detect weakness in questionnaire design and instrumentation. Many aspects of the questionnaire has been tested, including question content, wording, sequence, form, layout and instruction. Feedback and comments from research advisor also taken into consideration. After collecting the feedback, editing was done to correct the ambiguous wordings, leading questions and unclear format... etc., before mass distribution of the questionnaire.

3.12 Ethical Considerations

There are certain ethical protocols that have been followed by the researcher. The first is soliciting explicit consent from the respondents. This ensures that their participation to the study is not out of their own volition. The researcher also ensured that the respondents were aware of the objectives of the research and their contribution to its completion. One other ethical measure

exercised by researcher is treating the respondents with respect and courtesy (Schutt, 2006). This was done so that the respondents will be at ease and are more likely to give candid responses to the questionnaire.

There were also ethical measures that have been followed in the data analysis. To ensure the integrity of data, the researcher checked the accuracy of encoding of the survey responses. This was carried out to ensure that the statistics generated from the study are truthful and verifiable (Schutt, 2006).

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter presents the data analysis and discussion of the research findings. The data analysis was made with the help of Statistical Package for Social Science (SPSS v. 20). The data obtained from the main data collection were subjected to descriptive statistics analysis, comparing mean analysis (i.e. independent t-test and ANOVA) and other analyses (i.e. correlation analysis and multiple linear regressions).

In order to make the collected data suitable for the analysis, all questionnaires were screened for completeness. All returned incomplete questionnaires were considered as errors and removed from the survey data. Out of the 385 distributed questionnaires, 265 were collected. During data editing, the collected questionnaires were checked for errors and 15 incomplete questionnaires were identified and discarded. Therefore 350 questionnaires were found to be valid and used for the final analysis.

4.2 Descriptive Analysis

4.2.1 Demographic Profile of Respondents

Before starting the analysis of the data some background information such as demographic data, is useful in order to make the analysis more meaningful for the readers. The samples of this study have been classified according to several background information collected during supplementary questionnaire survey. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents, proportion of males and females in the sample, range of age, income, education level, and family size from the purchase intention. In this study some of demographic related question such as (gender, age, education, and income) were related with other questions to make analysis from different perspectives. The frequency distribution of demographic variables is presented below.

Table 4.1 Profile of Respondents

Variables		Total Respondents	
		Frequency	Percentage
Gender	Male	177	50.6
	Female	173	49.4
	Total	350	100.0
Age(in years)	18-25	128	36.6
	26-35	152	43.4
	36-45	31	8.9
	46-55	12	7.7
	56 and Above	8	3.4
	Total	350	100.0
Education	Primary School Education	15	4.3
	High school Education	12	3.4
	Diploma	87	24.9
	First Degree	191	54.6
	Masters and Above	45	12.9
	Total	250	100.0
Monthly Income(in ETB)	0-1000	37	10.6
	1001-2000	36	12.9
	2001-3000	45	11.4
	3001-4000	40	16.0
	4001-5000	51	14.6
	5001 and Above	141	40.3
	Total	250	100
	Single	113	32.3

Family Size	<5 persons	165	47.1
	5-10 persons	51	16.6
	>10persons	21	6.0
	Total	250	100

Source: Survey Data (2018)

Table 4.1 shows the demographic profile of 350 respondents. In terms of gender, respondents were roughly proportionate between male and female, even though the numbers of male respondents are a bit higher (female 49.4 %, male 50.6%). Regarding the age of respondents, the sample population is largely dominated by the age group of 23-35 (43.4%) followed by the group within the age group of 18-25 (36.6%). This implies that most of the sample respondents are youngsters. The rest of the respondents consists, 8 (3.4 %) with the age of 56 and above, 31(8.9%) in between the age of 36 and 45 and 12(7.7%) is in between 46 and 55.

The largest group of the population comprises first-degree holders, which is 54.6% of the total respondents, followed by diploma holders which comprise of 24.9%. The majority of respondents earned ETB 5001 and above monthly household income (40.3%) followed by those respondents who earn ETB 3001-4000 who account 16.0% while most respondents have a family size of less than 5 persons (47.1%).

4.2.2 Descriptive statistics of study variables

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, Dematteo and Festinger, 2005). The mean indicates to what extent the sample group on average agrees or does not agree to the different statement. Of each factors the lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement. The researcher uses itemized rating scale to construct a range. This range will be used to measure the perception level of the respondents towards each variable. The researcher uses the following formula to construct the range. Alhakimi &

Alhariry (2014) states that likert scale response have to be putted on interval of mean, based on the following formula.

$$\text{Max-Min} / n1 \quad \text{which means } 5-1 / 5 = 0.80.$$

Thus the mean of each individual item ranging from 1- 5 falls within the following interval:

Interval of Mean	Perception
1. 1.00-1.80	Strongly Disagree
2. 1.81-2.60	Disagree
3. 2.61-3.40	Neutral
4. 3.41-4.20	Agree
5. 4.21-5.0	Strongly Agree

Table 4.2 Summary of Descriptive Data

Measurement Items	Mean
PERCEIVED QUALITY	
I think quality is an important criterion when I buy packaged fruit juice products	4.05
It is important for me to buy high-quality bottled water products	3.82
I think packaged fruit juice products have clearly stated their ingredients such as how much the percentage of each ingredient contain in the product	3.95
I think packaged fruit juice products seem to be good in quality	3.53
I think packaged fruit juice products are nutritious such as high in minerals	3.79
I think packaged fruit juice products are organic and pure	3.78
Overall Perceived Quality	3.83

PERCEIVED RISK	
When I am considering packaged fruit juice products, I will choose very carefully	3.76
The relative expensiveness of packaged fruit juice products suggests to me that they may have less risks, such as being more good for health	3.54
I am uncertain which packaged fruit juice products provide real value for money in terms of product quality	3.41
Overall Perceived Risk	3.57
PERCEIVED VALUE	
When I buy packaged fruit juice products, I would ensure that I am getting my money`s worth	3.67
I always check prices at the supermarket among brands to ensure I acquire the best value for money product	3.89
Overall Perceived Value	3.78
PERCEIVED PRICE	
I think price is important when I buy packaged fruit juice products	3.40
I compare prices among different packaged fruit juice products when I choose one	3.62
The price of packaged fruit juice products is higher than the average market price that it is supposed to be	3.85
I assume that I incur extra cost when I buy packaged fruit juice products	3.91
Overall Perceived Price	3.70
PACKAGING	
It is important to visually display actual product contents (ingredients) on packaged fruit juice products	3.77

I like to buy a packaged fruit juice product that has attractive packaging	4.09
I think the packaging of packaged fruit juice products look similar to other products	3.56
I think the packaged fruit juice products have equally good packaging	2.91
Overall Packaging	3.56
ADVERTISEMENT	
I think advertisement is important when I buy packaged fruit juice products	3.82
My decision to purchase is influenced by advertisement	3.79
The message on advertisement attempts to persuade me to buy packaged fruit juice products	4.23
I trust on the message given by the advertisement	3.30
Overall Advertisement	3.79
STORE IMAGE	
I think store image is important when I buy packaged fruit juice products	3.43
Positive characteristics of packaged fruit juice product come up quicker when I see the product shown in the supermarket	3.35
Overall Store Image	3.39
PURCHASE INTENTION	
I would buy packaged fruit juice products in order to insure premium quality	3.95
I will consider to purchase packaged fruit juice products	3.79
I will definitely consider buying a packaged fruit juice product	3.69
Overall Purchase Intention	3.81

Based on the descriptive data in Table 4.2, perceived quality (M=3.83) becomes the most important criteria in consumers` purchasing of packaged fruit juice products, followed by advertisement (M=3.79), perceived value (M=3.78), perceived price (M=3.70), perceived risk (M=3.57), packaging (M=3.56), and store image (M=3.39) and. Meanwhile, purchase intention (M=3.81) packaged fruit juice products scored higher level.

The mean score for perceived quality was relatively high (3.83)see table 4.2. This indicates that perceived quality is integral in the mind of consumer in the purchasing decision because they believed that high quality product give reduced purchase mistake and assures them security of the packaged fruit juice products consumed, thus built a trust relationship to the particular products. All the six items that measure perceived quality contributes almost equally to the overall mean.

Advertisement scores a mean of 3.79 (see table 4.2). This indicates that most respondents are influenced by advertisement. The result indicates that respondents think advertisement is important when they buy packaged fruit juice products. Advertisement acts as communicator where it informs consumers about the product and service (Uusitalo, 2001). Kim and Parker (1999) suggest that it is hard to measure the successful advertisement of juice product and a successful advertisement is often come along with a good image (Steinberg, and Jules, 2001).

Next to perceived quality and advertisement the mean score of perceived value is high (3.78) (see table 4.2). This indicates that value is perceived as the most important factor among consumers in order to form their purchase intention of packaged fruit juice. This finding indicates that most people are value sensitive that they would ensure to getting best value for money during the purchasing process. Therefore, they might check and compare the price before purchase. In addition, consumers are willing to pay if they perceived worth value where the product has high quality, attractive attributes and low in price (Chen, 2008).

Respondents were also found to be price sensitive (M= 3.70) (see table 4.2) probably due to the increasing cost of living. Most respondents think that price is perceived to be important in order to enhance their purchase intention. Price has become a dominant extrinsic factor which has direct association with the consumer`s evaluation of product to many other alternatives and it also serves as crucial buying decision of a consumer (Veale and Quester, 2009).

The other variables scores medium level among these perceived risk score a mean of 3.57 see table 4.2. Result shows that respondents are less willing to take risk so they tend to think twice in selecting and purchasing packaged fruit juice products. In addition, consumers acquire more information about the product especially when there are similar quality packaged fruit juice products in the market. Therefore, the more product information, the more likely consumers are willing to purchase because it could enhance purchase intention and reduces purchase risk.

The mean score of packaging is (3.56) see table 4.2. This indicates that packaging is perceived as an important factor among consumers in order to form their purchase intention of packaged fruit juice. Although, the visual display of actual product nutrients (ingredients) in the packaging scores a higher mean, the other items that measure packaging contributes significantly to the grand mean. The result indicates that consumers purchase intention is motivated by the clear description of the nutrient (ingredients) on the package and its attractiveness. Therefore, if the package seems clear they might perceive that the juice is clean and good for drinking.

Consumers perceived store image mean score of 3.39 see table 4.2 implies that it is important when buying packaged fruit juice products because store image reflect the images of retailers where it might influence the perceived quality of products they carry and the decisions of consumers as to where to shop (Leon and Leslie, 2007). This statement is in line with the previous studies conducted by Liljander et al. (2009) who revealed that store image influence consumers' purchase intention on private label product.

Rating for overall consumers' purchase intention towards private label food product is just high (M=3.81) see table 4.2. It indicates that individual's purchasing intention is always determined by factors such as consumers' perception and their attitude (Chaniotakis et al., 2010). Besides, it can be interrupted by internal impulse and external environment during purchase. Another reason that justifies the high rating of purchase intention is that the growth of supermarkets that sales fruit juice products.

4.3 Correlation Analysis

This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005). General guidelines correlations of 0.10 to 0.30 are considered small, correlations of .30 to .70 are considered moderate correlations of 0.70 to 0.90 are considered large, and correlations of .90 to 1.00 are considered very large.

In order to determine the most influencing factor predicting purchase intention towards packaged fruit juice products, relationship between all variables was determined through correlation analysis before proceeding to regression analysis. As described by Andy, F. (2006), the correlation is a commonly used measure of the size of an effect: values of ± 0.1 represent a small effect, ± 0.3 is a medium effect and ± 0.5 is a large effect. Table 4.3 depicts the r value for the relationship between independent variables [i.e. intrinsic factor (perceived quality, perceived value and perceived risk), extrinsic factor (perceived price, advertisement, store image and packaging) and dependent variable i.e. purchase intention towards packaged fruit juice products.

Table 4.3: Correlation between independent and dependent variables

	Perceived quality	Perceived Value	Perceived Risk	Perceived Intrinsic factor	Perceived Price	Packaging	Advertise Ment	Store Image	Perceived Extrinsic factor
Consumers' overall purchase intention	0.408**	0.539**	0.430**	0.595**	0.483**	0.383**	0.509**	0.449**	0.624**

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

Source: Survey Data (2018)

As per table 4.3 the coefficients show that the seven factors measuring consumers purchase intention towards packaged fruit juice products were all positively related with consumers purchase intention within the range of 0.383 to 0.642, all were significant at $p < 0.01$ level. Generally, it means if the consumers' perception towards all factors is good then the more intention consumer has in purchasing packaged fruit juice products.

A further look into each factor indicates that factors influencing purchase intention of private label brand food products can be grouped into 'important determinant' and 'least important determinant'. The important determinants are 'overall perception of extrinsic factor' towards purchase intention of packaged fruit juice products' ($r=0.642$) followed by 'overall perception of intrinsic factor' ($r=0.595$), 'perceived value' ($r=0.539$), 'advertisement' ($r=0.509$), 'perceived price' ($r=0.483$), 'store image' ($r=0.440$) and 'perceived risk' ($r=0.430$). The least important factor is 'packaging' ($r=0.383$).

Intrinsic factor includes perceived quality, perceived risk and perceived value. In intrinsic factor, all the three factors, 'perceived quality', 'perceived value' and 'perceived risk' are the most important factors influencing purchase intention (Hoch and Banegi, 1993; Sethuraman, 1992). 'Perceived risk' is associated with 'perceived quality'. People who are lack of confidence toward the product will doubt on the quality of the product (Sudhir and Talukdar, 2004). While, perceived quality has a positive relationship with perceived value (Tellis and Gaeth, 1990) and perceived value has a relationship with willingness to pay (Richardson et al., 1996b). Value of money and quality of the product will drive consumers towards purchasing the product (Burton et al., 1998). High quality, low risk with greater value of the product can increase confidence of consumers in purchasing. The higher the perceived quality of the product, the more likely consumer has intention to purchase private label product. The higher the perceived risk of the product, the less likely consumers purchase intention towards packaged fruit juice product and the greater the perceived value on provide for packaged fruit juice product, the more likely the consumers purchase on packaged fruit juice product. Therefore, the result is matched with previous studied and hypothesis.

Extrinsic factor included perceived price, packaging, advertisement and store image and those factors play a main important role in influencing consumers' purchasing intention (Chen, 2008). Perceived price shows a positive relationship with consumers' motives (Munusamy and Wong,

2008) and this motive will drive their behavior together stimulate their responses and bring them to the store (Kim and Jin, 2001). Low price products are most attractive to consumers (Berman, 1996). This is because people are becoming more price conscious; therefore, low price product may become their target. Advertisement also play an important role in purchase decision process (Ampuero and Vila 2006; Grunert et al., 2006). Advertisement gives the information to consumers and thus shows the differentiation between products (Beneke, 2008). In addition, there is a positive relationship between store image and packaged fruit juice product (Morganosky, 1990). Study found that, good store image can reduce perceived risk and thus add value to the product on purchasing of packaged fruit juice product (Agarwal and Teas, 2001; Semeijin et al., 2004; Moore, 1995). This means that trustable store image will decrease doubt on product and increase purchase intention (Semeijin et al., 2004). The lower the perceived price of the product is, the higher the tendency of consumers' purchase intention toward private label product. In addition, there was a relationship between advertisements with consumers' purchase intention. This is due to advertisement shows the information to consumers and thus shows the differentiation between products. Furthermore, if the store image of the product is good, consumers' purchase intention will be increase. Therefore, the result matched with previous studies.

The outcome of correlation analysis indicates that almost all factors significantly influencing purchase intention. Further examination to determine the most significant factor influencing purchase intention was then conducted through multiple linear regression tests. Table 4.4 shows the result of multiple regressions.

4.4 Regression Analysis

In order to see contribution of factors that consumers perceive to be important in affecting their purchase intention of packaged fruit juice products, multiple linear regression analysis was employed. Purchase intention was used as the dependent variable while factors which are perceived to be important in purchasing packaged fruit juice products were used as the independent variables. All possible relevant steps such as correlation among predictor variables, multicollinearity diagnosis and normality test were properly done to carry on analyzing multiple regressions. Tables 4.4 provide the results of the multiple regression analysis.

4.4.1. Assumptions Testing in Multiple Regression

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as, multi-collinearity, autocorrelation, and normality.

Missing Value and Outliers

Missing data frequently occurs in a situation in which a respondent cannot respond to one or more questions of the survey (Hair et al., 1998). In this study, missing value above 1%, on a single item was considered as incomplete and the response was rejected from further statistical analysis.

According to Hair et al. (1998), mean substitution is a widely used method for replacing missing data, whereby missing values for a variable are replaced with the mean value based on all valid responses. But there was no missing value in this study, thus the researcher does not enforced to calculate mean substitution for missing values, as we saw from (Appendix 18).

An outlier is an observation, which so much deviates from other observations as to arouse suspicions that it was generated by a different mechanism, thus researcher also checked whether the data have outlier problem or not through descriptive analysis and mahalanobis, it shows that there is no outlier in the data (Appendix 17).

Multicollinearity Test

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is “overlap” or sharing of predictive power. This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable. For this research, both the “tolerance” values (greater than 0.10) and the “VIF” (Variance Inflation Factor) values (less than 10) are all quite acceptable (see table 4.4) and also there is no high correlation ($r > 0.9$) among the independent variables. Thus, multicollinearity does not seem to be a problem for this study (the lowest tolerance is 0.493 and the highest VIF is 2.027).

Test of normality

In the Normal Probability Plot it will be hoped that points will lie in a reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The study applied Normal P-P Plot of regression Standardized Residual (See appendix 9-16) to test linearity. Since the points were symmetrically distributed around a diagonal line, linearity pattern was observed. Hence, the straight line relationship between the residuals and the predicted dependent variable scores depicted that linearity was achieved.

Model Specification

The equation of regression on this study is generally built around two sets of variables , namely dependent variable (purchase intention) and independent variables (perceived quality, perceived value, perceived risk, perceived price, advertisement, packaging and store image). The basic objective of using regression equation on this study was to make the study more effective at describing, understanding and predicting the stated variables. The regression equation is presented as follows.

$$Y = \alpha_1 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + E$$

Where:

Y= purchase intention

X1= Perceived quality

X2= Perceived value

X3= perceived risk

X4= Perceived price

X5= Advertisement

X6= Packaging

X7= Store image

α_1 the intercept term-constant which would be equal to the mean if all slope coefficients are 0.

E = Error

β_1 , β_2 , β_3 , β_4 , β_5 , β_6 and β_7 are the coefficients associated with the average amount the dependent variable increases when the independent variable increases by one standard deviation.

The regression model (see Appendix 2) presents how much of the variance in the measure of consumers purchase intention is explained by the underlying factors of purchase intention (the model). The model or the predictor variables have accounted for 49% (adjusted R square of 47.9% with estimated standard deviation 0.67625) of the variance in the criterion variable (consumers purchase intention of packaged fruit juice products). The remaining 51% are explained by other variables out of this model.

Similarly the ANOVA table (see Appendix 2) shows the overall significance/acceptability of the model from a statistical perspective. As the significance value of F statistics shows a value of 46.80 and p- value (.000), which is less than $p < 0.05$, the model is significant. This indicates that the variation explained by the model is not due to chance. As it is stated earlier in this chapter, this study aims to identify the most contributing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in dependent variable that is caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, the more support to the independent variable as the more important determinant in predicting the dependent variable.

Compared to coefficient of determination or R-square, Adjusted R-square is more reliable in measuring a regression model's goodness of fit. The main disadvantage of using coefficient of determination or R-square is more to do with bias of number of independent variables included into the model, which implies that the more independent variable added into the model, the more R-square increasing. Worst of all, this condition does not take into consideration whether independent variable included is significant or insignificant influencing dependent variable. Meanwhile, that situation will not apply in the case of using Adjusted R-square (Pallant, 2010).

The R-square value only indicates the variance in overall consumer purchase intention of packaged fruit juice products as it is explained by the independent variables. However, when we see the extent to which each independent variables influence the dependent variable, advertisement, perceived value, perceived quality, and store image was found to be the determinant factors which are perceived to be important in the purchasing decision of packaged fruit juice products, in their descending order referring advertisement as the most important underlying factor of purchase intention.

Table 4.4: Regressions for Consumers Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.086	.281		.306	.000		
Perceived quality	.262	.060	.218	4.340	.000	.589	1.697
Perceived value	.240	.050	.228	4.805	.000	.661	1.512
Perceived price	.106	.067	.087	1.588	.113	.493	2.027
Packaging	.041	.061	.032	.681	.497	.656	1.525
Advertisement	.271	.049	.251	5.556	.000	.729	1.372
Perceived risk	-.099	.061	-.067	-1.633	.103	.882	1.134
Store image	.173	.045	.182	3.886	.000	.683	1.464

Dependent Variable: Purchase Intention

Source: Survey data (2018)

According to Table 4.4, the regression standardized coefficients for the five independent variables, i.e. advertisement, perceived value, perceived quality, and store image are 0.251, 0.228, 0.218, and 0.182, respectively. Their significance levels are 0.000, 0.000, 0.000, 0.000, and 0.000, respectively, which are less than 0.05. This indicates significant relationship

between them and the dependent variable (consumers purchase intention). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with advertisement, perceived value, perceived quality, and store image , were accepted and the remaining three alternative hypotheses (which are related with perceived risk, packaging and perceived price) were rejected.

Table 4.5: Summary of the Overall Outcome of the Research Hypotheses

Hypothesis	Result	Reason
H1. There is positive and significant association between Perceived Value and consumers' purchase intention.	Ho: Rejected H1: Accepted	β = $0.228, p < 0.05$
H0. There is positive and significant association between Perceived Risk and consumers' purchase intention.	Ho: Accepted H1: Rejected	$\beta = -0.087, p > 0.05$
H3. There is positive and significant association between Perceived Quality and consumers' purchase intention.	Ho: Rejected H1: Accepted	β = $0.218, p < 0.05$
H4. There is positive and significant association between Store image and consumers' purchase intention.	Ho: Rejected H1: Accepted	$\beta = -0.180, p > 0.05$
H5. There is positive and significant association between Perceived Price and consumers' purchase intention.	Ho: accepted H1: Rejected	$\beta = -0.067, p > 0.05$
H6. There is positive and significant association between Advertisement and consumers' purchase intention.	Ho: Rejected H1: Accepted	β = $0.251, p < 0.05$
H7. There is positive and significant association between Packaging and consumers' purchase intention.	Ho: Accepted H1: Rejected	β = $0.681, p < 0.05$

Source: Survey data (2018)

In general as in table 4.5 clearly shows, among the seven factors, multiple linear regression (Beta coefficients) analysis revealed that, advertisement is the first most

significant factor that is perceived to be important in initiating consumers purchase intention followed by perceived value.

Perceived quality takes the third place and store image is regarded as the fourth most important factor of consumers purchase intention. On the other hand, perceived risk perceived price and packaging have no significant effect on consumers purchase intention packaged fruit juice as it is explained by the significance level $p > 0.05$. This indicates that, packaged fruit juice users do not significantly consider the perceived price, perceived risk and packaging in their decision to purchase packaged fruit juice products. However surprisingly the results of perceived price shows the positive relationship with purchase intention. This result corresponds with the theory of Maynes and Asum, (1982) and can be stated that attention to price is likely to be greater for higher priced packaged goods, durable goods and services than for low priced beverages.

In addition to the above-mentioned factors, which have been confirmed significant through regressions analysis, there are other factors that consumers perceive to be important in forming their purchase intention. As per different researches in different times, so many other factors can enhance consumers purchase intention towards packaged fruit juice products. Of these, the most influential factors include, familiarity, Income, perceived economic situation, country of origin, convenience, biological desire to drink juice in a specific situation, trust on the product etc.

4.5 Underlying Factors Affecting Purchase Intention Based on

Respondents' Profile

In order to achieve the objective that aims to examine if there is a difference between the demographic profile of consumers and the factors they consider to be important in influencing their purchase intention, two inferential statistics techniques were employed. The independent t-test and one-way ANOVA were applied to compare demographic characteristics and investigate how they are related with perceived risk, perceived value, perceived quality, perceived price, packaging, advertisement and store image.

T-test is used to test mean differences between two groups. In general, t-test requires a single dichotomous independent variable and a single continuous dependent variable (Marczyk, Dematteo and Festinger, 2005). Thus, t- test were used to compare mean difference between gender and underlying factors perceived to be important in forming consumers purchase intention. Similarly, ANOVA is a test of mean comparisons. In fact, one of the only differences between a t-test and an ANOVA is that the ANOVA can compare means across more than two groups or conditions (Marczyk, Dematteo and Festinger, 2005). Hence, One Way ANOVA analysis between the factors perceived to be important in consumers purchasing decision and five age groups, five educational levels, six income groups, and four family size groups were executed.

4.5.1 Underlying Factors of Purchase Intention Based on Gender

As it is shown in table 4.6, the mean difference between male and female subjects with regard to the variable advertisement and store image is 0.07784 and 0.16822. The result of independent sample t-test shows that the mean difference between male and female subjects with the variable advertisement and store image is significant; at p value is 0.003 and 0.025 respectively which are less than 0.05. This result indicates that advertisement and store are perceived to be important in forming purchase intention by male consumers than female packaged fruit juice consumers. This finding contradicts with the finding of Imam, (2013) which states that females are more emotional and easily attracted by advertisements compared to males. However other literature agrees with the finding, according to Alagoz and Burucuoglu, (2011) it stated that gender will affects purchasing decision of the products and it is not merely a market segmentation variable. The research showed various results effects of gender on purchasing behavior. One of the results is men will be more affected by internet advertisement but women are more active on making planned shopping. Moreover, women will be more sensitive to health effect of the products when making purchasing decision.

The mean difference between male and female for the remaining five variables is not significant as their p values are more than 0.05 (see table 4.6). This shows that the factors that are perceived to be important in forming purchase intention of female and male subjects are

almost similar, which is the similar finding with ``Global PL-Trande`` (2010) noted gender has no influence on the buying behavior

Table 4.6: Independent sample t-test between gender and underlying factors of purchase intention

	Gender	N	Mean	Std. Deviation	Mean Difference	t- value	Sig.(p)
Perceived Risk	male	177	3.2825	.83291	.15146	1.660	.717
	female	173	3.1310	.87429		1.659	
Perceived Value	male	177	3.3644	.91467	.21990	2.322	.323
	female	173	3.1445	.85551		2.323	
Perceived Quality	male	177	3.3296	.78676	.32957	4.031	.125
	female	173	3.0000	.74145		4.034	
Perceived Price	male	177	3.6864	.78325	.45812	5.823	.102
	female	173	3.2283	.68404		5.832	
Packaging	male	177	3.3362	.77285	.11072	1.406	.939
	female	173	3.2254	.69710		1.408	
Advertisement	male	177	3.2585	.95044	.07784	.838	.003
	female	173	3.1806	.77666		.840	
Store Image	male	177	3.4746	.91277	.16822	1.606	.025
	female	173	3.3064	.07933		1.604	

*significant at $p < 0.05$ Source: Survey Data (2018)

4.5.2 Underlying Factors of Purchase Intention Based on Age

The result of the analysis shows that there is a significance difference between age group of respondents` with regard to the factors packaging, perceived quality, advertisement, perceived price and store image. As table 4.7 shows there is significant difference between different age groups and packaging at $F=4.247$, significance level 0.002, which is less than 0.05, perceived quality at $F= 3.970$, significance level 0.004, advertisement at $F=4.411$, significance level 0.002, perceived price at $F=2.973$, significance level 0.020. And also with store image at $F= 2.859$, significance level 0.024. The packaged fruit juice purchase intention of respondents who are in different age groups is affected by the factors packaging, perceived quality, advertisement, perceived price and store image. For the remaining two factors, the result shows that the influence is the same among different age groups of respondents. Respondents who are in the age category of 36-45, give more attention for packaging, as mean score 3.8095, respondents who are in the age category of above 56, give more attention for quality, advertisement and store image as the mean score 3.4583, 4.0625 and 3.7500 respectively shows (See Appendix 4). Respondents who are in the age group of 26-35, give more attention to the price how much they pay to the packaged fruit juice products, as mean score of 3.6118. These findings are consistent with the literature, consumer behavior came from through ages (Dorota, 2013), the older the person the more purchasing experience they have than the younger one. Older people consider, diversified option through the experience they have developed. While younger ones with less experience rely on brand and price (Paul S., Trun K., and Alan, 1996)

Table 4.7: One Way ANOVA between Age and Factors Perceived to be Important in Purchase Intention

		Sum of Squares	df	Mean Square	F	Sig.
Perceived Quality	Between Groups	9.372	4	2.343	3.970	.004
	Within Groups	203.628	345	.590		
	Total	213.000	349			
Perceived value	Between Groups	6.509	4	1.627	2.073	.084
	Within Groups	270.854	345	.785		
	Total	277.364	349			
Perceived risk	Between Groups	3.732	4	.933	2.366	.053
	Within Groups	136.032	345	.394		
	Total	139.764	349			
Perceived price	Between Groups	6.892	4	1.723	2.973	.020
	Within Groups	199.923	345	.579		
	Total	206.815	349			
Advertisement	Between Groups	12.808	4	3.202	4.411	.002
	Within Groups	250.461	345	.726		
	Total	263.268	349			
Packaging	Between Groups	8.906	4	2.227	4.247	.002
	Within Groups	180.873	345	.524		
	Total	189.779	349			
Store image	Between Groups	10.793	4	2.698	2.859	.024
	Within Groups	325.581	345	.944		
	Total	336.374	349			

Source: Survey Data (2018)

4.5.3 Underlying Factors of Purchase Intention Based on Educational Background

ANOVA result in table 4.8 shows that except perceived risk there is significant difference between the respondents educational level and the factors they consider to be important in influencing their purchase intention as their p value <0.05. This means that among the different educational level groups and the factors that consumers perceive to be important in forming purchase intention. According to the finding of the research, most of the factors which are perceived differently among respondents, who are in different educational groups. In the researcher's opinion this is because, since most of the respondents are at different educational level, their perception of the factors which are perceived to be important in initiating purchase intention is almost different (perceived differently).those respondent who have primary education give more attention for

quality, advertisement, packaging, and value. Whereas those who have first degree gives more attention for price and store image.

Table 4.8: One Way ANOVA between Educational Level and Factors Perceived to be Important in Purchase Intention

		Sum of Squares	df	Mean Square	F	Sig.
Perceived quality	Between Groups	11.642	4	2.911	4.987	.001
	Within Groups	201.358	345	.584		
	Total	213.000	349			
Perceived value	Between Groups	18.483	4	4.621	6.158	.000
	Within Groups	258.881	345	.750		
	Total	277.364	349			
Perceived risk	Between Groups	1.590	4	.398	.993	.412
	Within Groups	138.174	345	.401		
	Total	139.764	349			
Perceived price	Between Groups	28.593	4	7.148	13.837	.000
	Within Groups	178.222	345	.517		
	Total	206.815	349			
Advertisement	Between Groups	8.496	4	2.124	2.876	.023
	Within Groups	254.772	345	.738		
	Total	263.268	349			
Packaging	Between Groups	11.407	4	2.852	5.516	.000
	Within Groups	178.372	345	.517		
	Total	189.779	349			
Store image	Between Groups	34.383	4	8.596	9.820	.000
	Within Groups	301.991	345	.875		
	Total	336.374	349			

Source: Survey Data (2014)

4.5.4 Underlying Factors of Purchase Intention Based on Income Level

The results of the analysis are presented in Table 4.9. From the seven factors significance difference between income levels is observed with regard to four factors (perceived quality, perceived price, packaging and store image). As table 4.8 shows different income groups perceive perceived quality, perceived value, packaging and perceived risk differently at $F=2.593, 3.802, 3.480$ and 2.621 $p<0.05$, which is $0.026, 0.002, 0.004$ and 0.024 respectively.

On the other hand, for the remaining three factors, the result shows that there is no significant mean difference between different income groups with regard to perceived price, store image

and advertisement. This indicates that the consideration of the three factors as enhancing purchase intention by different income groups is the same.

Table 4.9: One Way ANOVA between Income Level and Factors Perceived to be Important in Purchase Intention

		Sum of Squares	Df	Mean Square	F	Sig.
Perceived quality	Between Groups	7.736	5	1.547	2.593	.026
	Within Groups	205.264	344	.597		
	Total	213.000	349			
Perceived value	Between Groups	14.526	5	2.905	3.802	.002
	Within Groups	262.837	344	.764		
	Total	277.364	349			
Perceived risk	Between Groups	5.129	5	1.026	2.621	.024
	Within Groups	134.635	344	.391		
	Total	139.764	349			
Perceived price	Between Groups	6.452	5	1.290	2.216	.052
	Within Groups	200.363	344	.582		
	Total	206.815	349			
Advertisement	Between Groups	6.970	5	1.394	1.871	.099
	Within Groups	256.298	344	.745		
	Total	263.268	349			
Packaging	Between Groups	9.136	5	1.827	3.480	.004
	Within Groups	180.643	344	.525		
	Total	189.779	349			
Store image	Between Groups	8.488	5	1.698	1.781	.116
	Within Groups	327.886	344	.953		
	Total	336.374	349			

Source: Survey Data (2018)

4.5.5 Underlying Factors of Purchase Intention Based on Family Size

The results of the analysis are presented in Table 4.10. From the seven factors significance difference between family-size is observed with regard to four factors (perceived quality, perceived value, perceived risk and advertisement). As table 4.10 shows different income groups perceive perceived quality, perceived value, perceived risk and advertisement

differently at $F=3.920, 4.713, 9.173$ and 3.590 . $p<0.05$, which is $0.009, 0.003, 0.000$ and 0.014 respectively.

On the other hand, for the remaining three factors, the result shows that there is no significant mean difference between different family size with regard to perceived price, store image and packaging. This indicates that the consideration of the three factors as enhancing purchase intention by different family groups is the same.

Table 4.10: One Way ANOVA between Family Size and Factors Perceived to be Important in Purchase Intention

		Sum of Squares	Df	Mean Square	F	Sig.
Perceived quality	Between Groups	7.002	3	2.334	3.920	.009
	Within Groups	205.998	346	.595		
	Total	213.000	349			
Perceived value	Between Groups	10.889	3	3.630	4.713	.003
	Within Groups	266.474	346	.770		
	Total	277.364	349			
Perceived risk	Between Groups	10.297	3	3.432	9.173	.000
	Within Groups	129.467	346	.374		
	Total	139.764	349			
Perceived price	Between Groups	2.641	3	.880	1.492	.216
	Within Groups	204.174	346	.590		
	Total	206.815	349			
Advertisement	Between Groups	7.948	3	2.649	3.590	.014
	Within Groups	255.320	346	.738		
	Total	263.268	349			
Packaging	Between Groups	2.716	3	.905	1.674	.172
	Within Groups	187.063	346	.541		
	Total	189.779	349			
Store image	Between Groups	5.738	3	1.913	2.002	.113
	Within Groups	330.636	346	.956		
	Total	336.374	349			

Source: Survey Data (2018)

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter aims to review the problem of the research and conclude the findings with regard to the objectives of the study. Recommendation that focuses on how the problem identified could be addressed is included in this chapter. Agenda for future researches is also included at the end of this chapter.

5.2 Summary of Major Findings

This study was designed and carried out in order to identify underlying extrinsic and intrinsic factors that are perceived to be important in forming purchase intention of packaged fruit juice products in Addis Ababa. According to the study findings, four factors: perceived quality, perceived value, advertisement and store image were identified as critical factors that consumers of packaged fruit juice products perceive to be important in influencing their purchase intention packaged fruit juice products. However, the influences of advertisement, perceived value and perceived quality, in their purchasing decision, were more important than store image. This finding is consistent with the findings of other researchers in different areas. As a matter of fact, people are becoming more and more demanding; advertisement has gradually shown its important role in a way to serving consumer by providing information and delivering functions. With its different functionality to ease and to communicate with consumers, there is no doubt about increasingly important role of advertisement as a strategic tool to attract consumers' attention and their perception on the product quality.

With regard to the influence that intrinsic attributes may have on consumers' perceptions and purchase behavior, it should be said that the perception of quality is the other most important factor next to advertisement, with a complex process that begins with the acquisition and classification of signals that are associated with the intrinsic attributes, such as the product's appearance, colour, flavour or presentation. However, it should be pointed out that some of

these attributes cannot be properly perceived by the individual until the product has been consumed.

The study also finds out that perceived risk, perceived price and packaging have no significant effect on consumers purchase intention of packaged fruit juice products in Addis Ababa. Therefore, as per the study findings the price of the product, package and the risk that consumers perceive to incur has no significant impact on their intention to purchase packaged fruit juice products.

5.3 Conclusion

This study was initiated to investigate the factors that are perceived to be important in influencing consumers' purchase intention of packaged fruit juice products in Addis Ababa, Ethiopia. More specifically, in this study seven factors (three intrinsic and four extrinsic factors) are assumed to be more important in influencing consumers purchase intention. The study, as a result, found that the purchase intention of packaged fruit juice products is based on many factors.

The results of this study also show the association between almost all independent variables and purchase intention towards packaged fruit juice products. Furthermore, the examination of the results of regression analysis indicated that factors, advertisement, perceived value, perceived quality, and store image positively affect consumers' purchase intention depending on their order of importance from most determinant factor to the least. From this finding, it can be concluded that advertisement (extrinsic factor) is the most important element which highly influence the consumers' buying behavior. Advertisement provide information about product like where it was made, when it was made, what it contains, and how it to use etc. (Robben, 1997). Now a days the role of advertisement has changed due to increasing changes in the consumer desires and competition. More companies are using advertisement as a tool to increase their sales. This research discovered that advertisement are the most important factor to influence the consumers' purchase decision it can be concluded that the more consumers are exposed to advertisements, their intention to buy packaged fruit juice products will increase. The advertisement persuasion effect could be the reason for consumers' preference for the product.

Perceived value (intrinsic factor) is an important criterion in consumers' purchasing packaged fruit juice products. Most people are value sensitive that they would ensure to getting best value for money during the purchasing process of packaged fruit juice products. Therefore perceived value is an important factor in consumers' purchasing decision process in packaged fruit juice products, and consumers will buy a product with high perceived value. This result is similar with the theory of Dodds and Monroe (1985) mentioned that perceived value is an important factor in consumers' purchasing decision process, and consumers will buy a product with high perceived value.

Moreover, most consumers purchase packaged fruit juice for its perceived quality (intrinsic factor). It is the perception of a consumer about the overall excellence and superiority of a product which is directly related to his/her purchase intention. Perceived quality is a good indicator of the product's durability, reliability, precision, and other valued attributes. Therefore the perceived quality of the packaged fruit juice products definitely determines consumers purchase intention. These result corresponds with those of theoretical studies Parasuraman, Zeithaml & Berry, (1996) and Sweeney, Soutar & Johnson, (1999),

The finding also show that consumers give high attention about the image of the place or store where they buy from. The result also corresponds with those of theoretical studies by Schiffman and Kanuk (2004), when consumers have no other information about a product, they often trust the judgement of the merchandise buyers of a store with a favorable reputation, and depend on them to have made careful decisions in selecting products for resale. Roselius (1971) states that consumers can reduce risk by buying the brands that are carried by a store which is viewed as dependable, and that they should rely on the specific reputation of the store.

A look at the influence of each independent variable revealed that only four independent variables significantly predict purchase intention towards packaged fruit juice products. Perceived risk (intrinsic factor) and packaging and perceived price (extrinsic factor) were found to be less considered in the choice of packaged fruit juice brand among consumers of Addis Ababa. This shows that consumers give less attention about the risk they incur when they buy packaged fruit juice products and also the price of the product and the package of the product.

In this study of those three intrinsic factors (i.e. perceived quality, perceived value and perceived risk), consumers perceive quality and perceived value to be important in influencing their purchase intention towards packaged fruit juice products. And from the four extrinsic factors (i.e. packaging, perceived price, advertisement, and store image), advertisement and store image to be important in affecting their purchase intention.

The other research aim was to determine which intrinsic and extrinsic factors are perceived to be more important in consumers' purchase intention of packaged fruit juice products. Hence by looking in to the correlation results extrinsic factors are perceived to be the most important factors that determine purchase intention of the product

The finding of the study shows that there is a significance difference between consumers of packaged fruit juice products who belong to different age groups with regard to perceived quality, perceived price, advertisement, packaging and store image. Older people give more attention for quality, advertisement and store image whereas Middle age people give more emphasis for packaging and the younger one on the other hand give more emphasis for price. The study also concludes that there is significant difference between the respondents' educational level and the factors they consider to be important in influencing their purchase intention. All intrinsic factor Perceived quality, perceived value and perceived risk) and packaging perceived differently among different respondents with different income group. The research also concludes that those respondents who have a larger family size give more attention to advertisement when they buy packaged fruit juice products. Whereas those respondents who lives alone give more attention for quality, value and perceived risk. This result also indicates that advertisement and store image are perceived to be important in forming purchase intention by male consumers than female packaged fruit juice consumers.

5.4 Recommendations

This study investigated the influential variables of intrinsic and extrinsic cues that motivate consumers' purchase intention towards packaged fruit juice products. Depending on the findings of the study and conclusions made, the researcher came up with some important recommendations that can be used to influence consumers purchase intention. The recommendations given are the following:

- Fruit juice processor companies have to put in more effort to advertising activities. Theory and empirical research on consumers' affective response behavior clearly indicates that positive thoughts concerning advertising can influence the consumer's willingness to purchase that product. According to this study it is the highest factor of those factors which affect purchase intention. So companies should make more effort in drafting more influencing and informative advertisements to show more clearly the different product attributes to the consumer. Behavioral intentions are positively influenced by direct-to-consumer advertising and that consumers' willingness to take a purchase action is dependent on the value of information in the advertisement. Abundant advertising content will make consumers recall, understand, and be convinced by the advertising content; enhance consumers' value perception; increase loyalty and willingness to pay more and reduce switch. Therefore fruit juice companies should advertise their product by using appropriate advertising methods.

The impact of advertising is indisputably huge on brand image, on presenting a new product to the market and on increasing sales. The advertising medium is a very influential force that shapes our attitudes about food, as well as drinks. Thus, marketers need to implement this tool, especially in Ethiopia, because the results indicated that most of the consumers are not familiar with the advertising of the aforementioned brands of juice.

- As the finding shows that perceived value is considered the second most important factors that influence purchase intention. As purchase intention is an important consequence of consumer value and consumers who see great value by perceiving higher quality than what they financially sacrifice tends to have more purchase intention. So, fruit juice processing companies have to make to reduce the sacrifice of the consumer by reducing the monetary and non-monetary costs such as transaction costs, search cost, negotiation cost, and time incurred during purchase. It is because perceived value can be a differentiation and competitiveness to a company. Furthermore, consumers can change their

attitudes and feelings from judging a product through advertising to product and create perceived value. Thus, if consumers can get trustworthy perceived value in the process of product consumption, it will create a good product image, loyalty, profit and competitiveness to a business.

- Consumers' perceived quality becomes an influence factor, when they want to buy a product. High quality product has higher chance to be purchased than when consumers perceive a product being low quality. In the context of packaged fruit juice marketing, a consumer may view quality of the product in terms of purity, organic nature, being nutritious such as high in mineral and vitamin. Therefore, since perceived quality is in the mind of the consumers, companies should inform them by clearly stating their ingredients such as the percentage of each ingredient contained in the packaged juice. From the analysis conducted, we can come to the conclusion that taste and quality (that can be viewed as the same) is what drives consumers to keep on buying juice. It is one of the top determining factors in juice preference. So, manufacturers, as well as people involved in food marketing, should bear in mind that in order to be successful in the highly competitive market of juices, it is necessary to emphasize quality and taste of juices. Existing quality of juices should be improved or adjusted to meet the changing preferences of consumers.
- When consumers have no other information about a product, they often trust the judgement of the merchandise buyers of a store with a favorable reputation, and depend on them to have made careful decisions in selecting products for resale. Consumers can reduce risk by buying the brands that are carried by a store which is viewed as dependable, and that they should rely on the specific reputation of the store. Therefore since consumers' purchase intention is affected by where they buy the product fruit juice producing companies should select and avail their product on retail store that have functional qualities and psychological attributes. The other thing is the store image is something that continually needs change as shopping behaviour and competition change hence, fruit juice processing companies should have to look for congruency

elements connecting the targeted customers' self-image to the store image level of store loyalty.

- From the results of the ANOVA and independent sample T-test indicates that consumer perceive differently with most of the determinant factors of purchase intention. Hence, In order for producers to be successful in an increasingly competitive market, they will need to monitor changing consumer needs and be aware and prepared to adjust their business operations rapidly to satisfy the lifestyles, educational level, family size, income level and age category of 21st century consumers. The juice industry must look for innovations and new trends, new segments and niche development. They should also to keep in mind that the main selling point will now be health benefits.

5.5 Limitations and Directions for Further Studies.

Every research has certain limitations therefore it is necessary to acknowledge them before moving on to generalizations of findings. There is limitation with regard to sample size and sampling technique used. This research is limited by the fact that a small sample of participants was selected it may not fully represent the behavior of the entire population (all packaged fruit juice consumers). As the convenience sampling was used, bias may exit. If the random sampling was used, it would contribute a higher credibility of the results. Moreover, since the majority of the respondents are well educated and youngsters (18-35), generalization to other groups might not be applicable.

While the study relates to the factors that consumers perceive to be important considered in purchase intention of packaged fruit juice products, it has only focused on seven factors (three intrinsic and four extrinsic). As per different researches in different times, so many other factors can enhance consumers purchase intention towards packaged fruit juice products. Of these, the most influential factors include, familiarity, Income, perceived economic situation, overall attitude of consumers, country of origin, convenience, biological desire to drink juice in a specific situation, trust on the product etc.

The research, however, has more rooms for improvement. Further research could be conducted to a different product category, expanded to a larger sampling size or geographical

area so that the result may be reflective of the actual buying pattern of consumers and to generate higher outcomes of the confidence level.

Gathering the data by using different qualitative methods such as in- depth interview, or focus group discussion is recommended to uncover other variables that might have an impact on consumers purchase intention in order to be able to dig deeper insights and information.

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APPENDIX

6. Appendix 1A: Questionnaire (Amharic Version)

ውድ ተሳታፊዎች

ይህ መጠይቅ የተዘጋጀው በአዲስ አበባ ውስጥ የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን በመግዛት ሂደት ውስጥ የገዢው/ደምበኛው ምርቱን የመግዛት ፍላጎቱን ተጽእኖ የሚያደርጉ ምክንያቶችን ለማወቅና መረጃ ለመሰብሰብ ነው። የምርምር ወረቀቱ ዋነኛ ዓላማ በአዲስ አበባ ዩኒቨርሲቲ ማርኬቲንግ ማኔጅመንት የማስተርስ ዲግሪ ከፊል ማሟያ እንዲሆን የተዘጋጀው ነው። በዚህ መጠይቅ የቀረቡትን ጥያቄዎች መሰረት አድርጎ መረጃውን መሰብሰብ የሚችላው ምርምሩን የሚሰራው ተማሪ ሲሆን እርስዎ የሚመልሱት መልስ ምስጢርነቱ የተጠበቀ ይሆናል። የምርምሩ/ጥናቱ ውጤት የትምህርታዊ ዓላማ ብቻ የሚውል ይሆናል። ለትብብርዎ በቅድሚያ አመሰግናለሁ።

ክፍል 1. የግል መረጃ (እባክዎ፡ እርስዎን የበለጠ ይገልጻል የሚሉትን ማንነት ከጥያቄው ጎን በቀረበው ሳጥን ውስጥ “√” ያኑሩ)

- 1. ጾታ: ሴት ወንድ
- 2. ዕድሜ: 18- 25 26- 35 36-44 46-55 56 እና ከዚያ በላይ
- 3. የትምህርት ደረጃ : የአንደኛ ደረጃ ያጠናቀቀ ሁለተኛ ደረጃ ያጠናቀቀ ዲፕሎማ የመጀመሪያ ደረጃ ማስተርስ ዲግሪና ከዚያ በላይ
- 4. ወርሃ ዊገቢ (በኢት.ብር) : ከ1000 ያነሰ 1001-2000 2001-3000 3001- 4000 4001- 5000 ከ5000 በላይ
- 5. የቤተሰብ ቁጥር መጠን: ብቸኛ ከ5 ሰዎች ያነሱ ከ5-10 ሰዎች ከ10 ሰዎች በላይ

ክፍል II. የገዢው/ደምበኛውን የመግዛት ፍላጎት በዋናነት ተጽእኖ ሊያሳድሩ የሚችሉ ምክንያቶች እባክዎ የገዢውን/ደምበኛውን የመግዛት ፍላጎት በዋናነት ተጽእኖ ሊያሳድሩ የሚችሉ ምክንያቶች የመስማማት/አለመስማማት ፍላጎቱን መጠን ከሚከተሉት ዓረፍተ ነገሮች ጋር በማያያዝ ይምረጡ። (የእርስዎን አመለካከት የበለጠ የሚገልጽውን ቁጥር ያክብቡ)

	የመለኪያ መስፈሪቶች	በጣም አሌስ ማማም (1)	አሌስ ማማ (2)	ምንምሆው የሆኑም (3)	እስማሆሁ (4)	በጣም እስማማሆሁ (5)
	የምርት ጥራትን በተመለከተ					
1	የታሸጉ የፍራፍሬ ጭማቂ ምርት ለመግዛት ስመርጥ አንደ ዋንኛ መስፈርት የማየው ጥራት ይመስለኛል	1	2	3	4	5
2	የታሸጉ የፍራፍሬ ጭማቂ ምርቶች የሚሰሩባቸውን ጥረገገሮች በምርቱ ውስጥ እንዳለ በግልጽ ተቀመጡ ይመስለኛል። ለምሳሌ እያንዳንዱን ንጥረ ነገር በስንት መጠን በምረቱ ውስጥ እንዳለ	1	2	3	4	5
3	የታሸጉ የፍራፍሬ ጭማቂ ምርቶች ጥሩ የሚባል ጥራት ያላቸው ይመስለኛል።	1	2	3	4	5
4	ለእኔ ዋናው ከፍተኛ ጥራት ያለው የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን መግዛት ነው።	1	2	3	4	5

5	የታሸጉ የፍራፍሬ ጭማቂ ምርቶች ለጤና ጥሩና ከፍተኛ ማዕድናት ያላቸው ናቸው።	1	2	3	4	5
6	የታሸጉ የፍራፍሬ ጭማቂ ምርቶች ከተፈጥሮ ፍራፍሬዎች የተቀነባበሩና ንጹህ ናቸው።	1	2	3	4	5
	ሊያጋጥም የሚችል ስጋትን በተመለከተ					
1	የታሸጉ የፍራፍሬ ጭማቂ ምርቶች ለመጠቀም ስዘጋጅ በጥንቃቄ ላይ የተመሰረተ ምርጫ አደርጋለሁ።	1	2	3	4	5

2	የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን አንጻራዊ ዋጋ ውድነት ስንዝብ ለጤና ብዙም ስጋት የሌላቸውና ለጤና የበለጠ ጥሩ እንደሆነ አስባለሁ።	1	2	3	4	5
3	የትኞቹ የታሸጉ የፍራፍሬ ጭማቂ ምርቶች ከምክፍለው ገንዘብ ጋር ተመጣጣኝ ጥራት እንዳላቸው አላውቅም።	1	2	3	4	5
ይገኛል ተብሎ የሚጠበቀው እሴት						
1	የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን ስንዝብ ንዘቤ በትክክለኛው የጥራት ምርት ላይ እንደዋለ አረጋግጣለሁ።	1	2	3	4	5
2	በሱፐርማርኬት ውስጥ የታሸጉ የፍራፍሬ ጭማቂ ምርቶች ስንዝብ የትኞቹ ምርቶች ዋጋና ጥራት ጋር ተገቢነታቸውን ለማነጻጸር ዋጋቸውን እመለከታለሁ።	1	2	3	4	5
የምርቶቹ የሽያጭ ዋጋን በተመለከተ						
1	የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን ስንዝብ የሽያጭ ዋጋቸውን ከግምት ውስጥ አክታለሁ።	1	2	3	4	5
2	አንድ የታሸገ የፍራፍሬ ጭማቂ ምርት ስንዝብ የሽያጭ ዋጋውን ከሌሎች የታሸጉ የፍራፍሬ ጭማቂ ምርቶች ዋጋ ጋር አወዳድራለሁ።	1	2	3	4	5
3	የታሸጉ የፍራፍሬ ጭማቂ ምርቶች የሽያጭ ዋጋ መሆን ከነበረበት አማካይ የገበያ ዋጋ የበለጠነ ው።	1	2	3	4	5
4	የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን ስንዝብ ያላግባብ ተጨማሪ ወጪ አውጥቼ እንደገዛሁ ይሰማኛል።	1	2	3	4	5
የምርቶቹ እሽጋን በተመለከተ						

1	በታሸጉ የፍራፍሬ ጭማቂ ምርቶች ላይ በግልጽ በሚታይ መልኩ የምርቶቹን ይዘትና የተሰሩባቸውን/የተቀመሙባቸውን ንጥረ ነገሮች በዝርዝር ማስቀመጥ ተገቢ ነው።	1	2	3	4	5
2	የታሸጉ የፍራፍሬ ጭማቂ ምርቶች መግዛት ስፈልግ በጥሩ ሁኔታ የታሸጉትን መርጨፎ መግዛት እወዳለሁ።	1	2	3	4	5
3	የታሸጉ የፍራፍሬ ጭማቂ ምርቶች እስተሸጠው ከሌሎች ጭማቂ ነክካል ሆኑ ምርቶች እስተሸጠው ጋር ተመሳሳይ ነት ያላችው ይመስለኛል።	1	2	3	4	5
4	ሁሉም የታሸጉ የፍራፍሬ ጭማቂ ምርቶች በእኩል መጠን ጥራት ያለው እስተሸጠው ያላቸው ይመስለኛል።	1	2	3	4	5
ማስታወቂያ						
1	የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን ለመግዛት ማስታወቂያ ጠቃሚ ነው ብዬ አስባለሁ	1	2	3	4	5
2	የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን ለመግዛት እንድወስን ማስታወቂያ ተጽእኖ አለው።	1	2	3	4	5
3	በማስታወቂያ የተላለፉት መልእክቶች የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን እንድንዛ የማግባባት/የመገፋፋት መከራ ያደርጉብኛል።	1	2	3	4	5
4	በማስታወቂያ በሚተላለፉ መልእክቶች ላይ እምነት አለኝ።	1	2	3	4	5
የመሸጫ ቦታ ሁኔታን በተመለከተ						
		1	2	3	4	5

1	የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን ስገዛ የመሸጫ ቦታው ሁኔታ አስፈላጊ ይመስለኛል።					
2	የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን ስገዛ ለማድረግ ወሰን ስመለከት የምርቶቹ ጥሩነት በፍጥነት ይመጡብኛል።	1	2	3	4	5
	የመግዛት ፍላጎትን በተመለከተ					
1	የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን ስገዛ ጥራት ያለው ምርት እንደሚኖረው በማሰብነው።	1	2	3	4	5
2	ወደፊት የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን ለመጠቀም አስብቦታለሁ።	1	2	3	4	5
3	ወደፊት የታሸጉ የፍራፍሬ ጭማቂ ምርቶችን ለመጠቀም በእርግጠኝነት አስብቦታለሁ።	1	2	3	4	5

Appendix 1B: Questionnaire (English Version)

Dear Participant,

This questionnaire is designed to collect data on the factors perceived to be important in affecting consumers' purchase intention of packaged fruit Juice products in Addis Ababa. The research paper is intended for the partial fulfilment of Master Degree in Marketing Management at Addis Ababa University. The information gathered will be accessed only by the student researcher and will be kept strictly confidential. The result of the study will be used for academic purpose only.

Thank you in advance for your cooperation!

Part I. Demographic Data (please put a “√” mark on the box that best describes you)

1. Gender: 1.Female Male

2. Age: 18- 25 26- 35 36-44 46-55 56 and above

3. Educational Background: Primary education Secondary education Diploma

First Degree Masters and above

4. Monthly income in ETB:< 1000 1001-2000 2001-3000 3001- 4000

4001- 5000 >5000

5. Family Size: Alone <5persons 5-10persons >10persons

Part II. Factors Perceived to be Important in forming Consumers’ Purchase Intention

Please select the degree of agreement/disagreement with the following statements associated with factors that you perceive to be important that affect your purchase intention. **(encircle the alternative number that best describe your view)**

	Measurement Items	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
	Perceived Quality					
1.	I think quality is an important criterion when I buy packaged fruit Juice products	1	2	3	4	5
2.	It is important for me to buy high-quality packaged fruit Juice products	1	2	3	4	5

3.	I think packaged fruit Juice products have clearly stated their ingredients such as how much the percentage of each ingredient contain in the product	1	2	3	4	5
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4.	I think packaged fruit Juice products seem to be good in quality	1	2	3	4	5
----	--	---	---	---	---	---

5.	I think packaged fruit Juice products are nutritious such as high in minerals	1	2	3	4	5
----	---	---	---	---	---	---

6.	I think packaged fruit Juice products are organic and pure	1	2	3	4	5
----	--	---	---	---	---	---

Perceived Risk						
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1.	When I am considering packaged fruit Juice products, I will choose very carefully	1	2	3	4	5
----	---	---	---	---	---	---

2.	The relative expensiveness of packaged fruit Juice products suggests to me that they may have less risks, such as being more good for health	1	2	3	4	5
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3.	I am uncertain which packaged fruit Juice products provide real value for money in terms of product quality	1	2	3	4	5
----	---	---	---	---	---	---

Perceived Value						
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1.	When I buy packaged fruit Juice products, I would ensure that I am getting my money's worth	1	2	3	4	5
----	---	---	---	---	---	---

2.	I always check prices at the supermarket among brands to ensure I acquire the best value for money product	1	2	3	4	5
----	--	---	---	---	---	---

Perceived Price						
------------------------	--	--	--	--	--	--

	I think price is important when I buy packaged	1	2	3	4	5
--	--	---	---	---	---	---

1.	fruit Juice products					
2.	I compare prices among different packaged fruit Juice products when I choose one	1	2	3	4	5
3.	The price of packaged fruit Juice products is higher than the average market price that it is supposed to be	1	2	3	4	5
4.	I assume that I incur extra cost when I buy packaged fruit Juice products	1	2	3	4	5
	Packaging					
1.	It is important to visually display actual product contents (ingredients) on packaged fruit Juice products	1	2	3	4	5
2.	I like to buy a packaged fruit Juice product that has attractive packaging	1	2	3	4	5
3.	I think the packaging of packaged fruit Juice products look similar to other products	1	2	3	4	5
4.	I think the packaged fruit Juice products have equally good packaging	1	2	3	4	5
	Advertisement					
1.	I think advertisement is important when I buy packaged fruit Juice products	1	2	3	4	5
2.	My decision to purchase is influenced by advertisement	1	2	3	4	5
3.	The message on advertisement attempts to persuade me to buy packaged fruit Juice products	1	2	3	4	5
4.	I trust on the message given by the advertisement	1	2	3	4	5

	Store Image					
1.	I think store image is important when I buy packaged fruit Juice products	1	2	3	4	5
2.	Positive characteristics of packaged fruit Juice product come up quicker when I see the product shown in the supermarket	1	2	3	4	5
	Purchase Intention					
1.	I would buy packaged fruit Juice products in order to insure premium quality	1	2	3	4	5
2.	I will consider to purchase packaged fruit Juice products	1	2	3	4	5
3.	I will definitely consider buying a packaged fruit Juice product	1	2	3	4	5

Appendix 2 Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 ^a	.490	.479	.67625

a. Predictors: (Constant), store image, perceived risk, packaging, perceived value, advertisement, perceived quality, perceived price

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	150.042	7	21.435	46.870	.000 ^b
	Residual	156.402	342	.457		
	Total	306.444	349			

a. Dependent Variable: purchase intention

b. Predictors: (Constant), store image, perceived risk, packaging, perceived value, advertisement, perceived quality, perceived price

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	.086	.281		.306	.000	
	Perceived quality	.262	.060	.218	4.340	.000	.589 1.697
	Perceivedvalue	.240	.050	.228	4.805	.000	.661 1.512
	Perceivedrisk2	-.099	.061	-.067	-1.633	.103	.882 1.134
	Perceivedprice	.106	.067	.087	1.588	.113	.493 2.027
	Packaging	.041	.061	.032	.681	.497	.656 1.525
	Advertisement	.271	.049	.251	5.556	.000	.729 1.372
	Storeimage	.173	.045	.182	3.886	.000	.683 1.464

a. Dependent Variable: Purchase intention

Appendix 3: Independent sample t-test between gender and factors of purchase intention

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Perceived quality	Equal variances assumed	2.368	.125	4.031	348	.000	.32957	.08175	.16877	.49036
	Equal variances not assumed			4.034	347.540	.000	.32957	.08170	.16888	.49025
Perceived risk	Equal variances assumed	.131	.717	1.660	348	.098	.15146	.09126	-.02803	.33096
	Equal variances not assumed			1.659	346.238	.098	.15146	.09131	-.02813	.33106
Perceived value	Equal variances assumed	.979	.323	2.322	348	.021	.21990	.09472	.03361	.40619
	Equal variances not assumed			2.323	347.331	.021	.21990	.09464	.03375	.40604
Perceived price	Equal variances assumed	2.695	.102	5.823	348	.000	.45812	.07868	.30338	.61286
	Equal variances not assumed			5.832	343.698	.000	.45812	.07855	.30361	.61262
packaging	Equal variances assumed	.006	.939	1.406	348	.160	.11072	.07873	-.04412	.26557
	Equal variances not assumed			1.408	345.788	.160	.11072	.07864	-.04394	.26539
Advertisement	Equal variances assumed	8.739	.003	.838	348	.403	.07784	.09290	-.10487	.26055
	Equal variances not assumed			.840	337.459	.402	.07784	.09268	-.10447	.26015
Storeimage	Equal variances assumed	5.070	.025	1.606	348	.109	.16822	.10472	-.03775	.37419
	Equal variances not assumed			1.604	339.763	.110	.16822	.10488	-.03808	.37452

Appendix 4: One-way ANOVA (Underlying Factors of Purchase Intention Based on Age

Descriptives Age

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Perceivedquality	18-25	128	3.3568	.83050	.07341	3.2115	3.5020	1.33	5.00
	26-35	152	3.0395	.70312	.05703	2.9268	3.1522	1.67	4.50
	36-45	31	3.0376	.75242	.13514	2.7616	3.3136	2.17	4.50
	46-55	27	3.0000	.91987	.17703	2.6361	3.3639	2.00	4.67
	56 and above	12	3.4583	.46669	.13472	3.1618	3.7549	3.00	4.17
	Total	350	3.1667	.78123	.04176	3.0845	3.2488	1.33	5.00
Perceivedrisk	18-25	128	3.2839	.90017	.07956	3.1264	3.4413	1.33	5.00
	26-35	152	3.2193	.86813	.07041	3.0802	3.3584	1.33	5.00
	36-45	31	3.1613	.50090	.08996	2.9776	3.3450	2.33	4.00
	46-55	27	2.8889	.87706	.16879	2.5419	3.2358	1.33	4.00
	56 and above	12	3.0833	.83030	.23969	2.5558	3.6109	2.00	4.00
	Total	350	3.2076	.85576	.04574	3.1177	3.2976	1.33	5.00
Perceivedvalue	18-25	128	3.1797	.99553	.08799	3.0056	3.3538	1.50	5.00
	26-35	152	3.2270	.88930	.07213	3.0845	3.3695	1.50	5.00
	36-45	31	3.3065	.67918	.12198	3.0573	3.5556	2.00	4.50
	46-55	27	3.4444	.65535	.12612	3.1852	3.7037	2.50	4.50
	56 and above	12	3.8750	.22613	.06528	3.7313	4.0187	3.50	4.00
	Total	350	3.2557	.89148	.04765	3.1620	3.3494	1.50	5.00
Perceivedprice	18-25	128	3.3379	.78029	.06897	3.2014	3.4744	1.75	5.00
	26-35	152	3.6118	.79983	.06487	3.4837	3.7400	1.25	5.00
	36-45	31	3.3387	.53052	.09528	3.1441	3.5333	2.25	4.25
	46-55	27	3.2778	.70484	.13565	2.9990	3.5566	2.25	4.75
	56 and above	12	3.5625	.64952	.18750	3.1498	3.9752	2.50	4.00
	Total	350	3.4600	.76980	.04115	3.3791	3.5409	1.25	5.00
packaging	18-25	128	3.4082	.73567	.06502	3.2795	3.5369	1.75	5.00
	26-35	152	3.1694	.69148	.05609	3.0586	3.2802	1.00	5.00
	36-45	31	3.1532	.74352	.13354	2.8805	3.4260	2.25	5.00
	46-55	27	3.1944	.87248	.16791	2.8493	3.5396	2.00	4.75
	56 and above	12	3.8750	.56909	.16428	3.5134	4.2366	3.25	4.75
	Total	350	3.2814	.73741	.03942	3.2039	3.3590	1.00	5.00
advertisement	18-25	128	3.3203	.79426	.07020	3.1814	3.4592	1.75	5.00
	26-35	152	3.1053	.91266	.07403	2.9590	3.2515	1.00	5.00
	36-45	31	3.0403	.64258	.11541	2.8046	3.2760	2.00	3.75
	46-55	27	3.2222	1.01511	.19536	2.8207	3.6238	1.25	4.75
	56 and above	12	4.0625	.70004	.20208	3.6177	4.5073	3.00	4.75
	Total	350	3.2200	.86853	.04643	3.1287	3.3113	1.00	5.00
Storeimage	18-25	128	3.2383	.89170	.07882	3.0823	3.3942	1.50	5.00
	26-35	152	3.5428	.98152	.07961	3.3855	3.7001	1.00	5.00
	36-45	31	3.0968	1.15772	.20793	2.6721	3.5214	1.50	5.00
	46-55	27	3.4444	1.16300	.22382	2.9844	3.9045	1.50	4.50
	56 and above	12	3.7500	.58387	.16855	3.3790	4.1210	3.00	4.50
	Total	350	3.3914	.98174	.05248	3.2882	3.4946	1.00	5.00

Appendix 5: One-way ANOVA (Underlying Factors of Purchase Intention Based on Educational Background)

Descriptives Education

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Perceivedquality	primary edu	15	3.4000	.95494	.24656	2.8712	3.9288	2.00	4.50
	secondary edu	12	2.2917	1.00284	.28949	1.6545	2.9288	1.33	3.83
	diploma	87	3.1552	.79354	.08508	2.9860	3.3243	1.83	5.00
	first degree	191	3.2373	.73674	.05331	3.1322	3.3425	1.67	4.67
	masters and above	45	3.0444	.67831	.10112	2.8407	3.2482	2.17	4.33
	Total	350	3.1667	.78123	.04176	3.0845	3.2488	1.33	5.00
Perceivedrisk	primary edu	15	3.0667	.66904	.17275	2.6962	3.4372	2.00	4.00
	secondary edu	12	2.1667	.90453	.26112	1.5920	2.7414	1.33	3.33
	diploma	87	3.1839	.85175	.09132	3.0024	3.3654	1.67	5.00
	first degree	191	3.4014	.70547	.05105	3.3007	3.5021	1.67	5.00
	masters and above	45	2.7556	1.10417	.16460	2.4238	3.0873	1.33	5.00
	Total	350	3.2076	.85576	.04574	3.1177	3.2976	1.33	5.00
Perceivedvalue	primary edu	15	4.0000	.80178	.20702	3.5560	4.4440	2.50	4.50
	secondary edu	12	2.7500	.94147	.27178	2.1518	3.3482	1.50	4.00
	diploma	87	3.2069	.87122	.09340	3.0212	3.3926	1.50	5.00
	first degree	191	3.3351	.84932	.06145	3.2139	3.4563	1.50	5.00
	masters and above	45	2.9000	.92687	.13817	2.6215	3.1785	1.50	5.00
	Total	350	3.2557	.89148	.04765	3.1620	3.3494	1.50	5.00
Perceivedprice	primary edu	15	3.4500	.64226	.16583	3.0943	3.8057	2.50	4.25
	secondary edu	12	2.6875	.56533	.16320	2.3283	3.0467	2.00	3.50
	diploma	87	3.1983	.74819	.08021	3.0388	3.3577	1.25	5.00
	first degree	191	3.7016	.66832	.04836	3.6062	3.7970	2.25	5.00
	masters and above	45	3.1500	.90359	.13470	2.8785	3.4215	1.75	5.00
	Total	350	3.4600	.76980	.04115	3.3791	3.5409	1.25	5.00
packaging	primary edu	15	4.0000	.49099	.12677	3.7281	4.2719	3.50	4.75
	secondary edu	12	2.8125	.87338	.25212	2.2576	3.3674	2.25	4.25
	diploma	87	3.3017	.70622	.07571	3.1512	3.4522	2.00	5.00
	first degree	191	3.2801	.72734	.05263	3.1763	3.3839	1.00	5.00
	masters and above	45	3.1333	.72614	.10825	2.9152	3.3515	1.75	4.75
	Total	350	3.2814	.73741	.03942	3.2039	3.3590	1.00	5.00
Advertisement	primary edu	15	3.3500	.76064	.19640	2.9288	3.7712	2.75	4.75
	secondary edu	12	3.2500	.66572	.19218	2.8270	3.6730	2.50	4.25
	diploma	87	3.2328	.65347	.07006	3.0935	3.3720	1.75	5.00
	first degree	191	3.2958	.90040	.06515	3.1673	3.4243	1.00	5.00
	masters and above	45	2.8222	1.07699	.16055	2.4987	3.1458	1.25	4.75
	Total	350	3.2200	.86853	.04643	3.1287	3.3113	1.00	5.00
Storeimage	primary edu	15	2.5000	1.18019	.30472	1.8464	3.1536	1.50	4.50
	secondary edu	12	2.3750	.56909	.16428	2.0134	2.7366	1.50	3.00
	diploma	87	3.3966	1.03468	.11093	3.1760	3.6171	1.00	5.00
	first degree	191	3.5838	.90222	.06528	3.4550	3.7125	1.50	5.00
	masters and above	45	3.1333	.85546	.12753	2.8763	3.3903	1.50	4.50
	Total	350	3.3914	.98174	.05248	3.2882	3.4946	1.00	5.00

Appendix 6: One-way ANOVA (Factors of Purchase Intention Based on Income Level)

Descriptives Income le

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Perceivedquality	< 1000	37	3.0901	1.02258	.16811	2.7491	3.4310	1.33	4.67
	1001-2000	36	3.4583	1.00741	.16790	3.1175	3.7992	1.67	5.00
	2001-3000	45	3.3000	.70764	.10549	3.0874	3.5126	2.17	4.50
	3001-4000	40	3.1333	.82015	.12968	2.8710	3.3956	1.83	4.67
	4001-5000	51	3.3039	.80878	.11325	3.0764	3.5314	2.00	4.67
	> 5000	141	3.0296	.60431	.05089	2.9289	3.1302	1.67	4.17
	Total	350	3.1667	.78123	.04176	3.0845	3.2488	1.33	5.00
	Perceivedrisk	< 1000	37	3.1532	.82625	.13583	2.8777	3.4286	1.33
1001-2000		36	3.2778	.97427	.16238	2.9481	3.6074	1.33	5.00
2001-3000		45	3.5111	.62603	.09332	3.3230	3.6992	2.33	4.67
3001-4000		40	3.0167	.88337	.13967	2.7342	3.2992	1.67	4.67
4001-5000		51	3.3137	.92715	.12983	3.0530	3.5745	1.67	5.00
> 5000		141	3.1229	.84366	.07105	2.9825	3.2634	1.33	5.00
Total		350	3.2076	.85576	.04574	3.1177	3.2976	1.33	5.00
Perceivedvalue		< 1000	37	3.2568	.94738	.15575	2.9409	3.5726	1.50
	1001-2000	36	3.6250	.92871	.15478	3.3108	3.9392	2.50	5.00
	2001-3000	45	3.4000	.82984	.12371	3.1507	3.6493	2.00	5.00
	3001-4000	40	2.8875	1.02211	.16161	2.5606	3.2144	1.50	5.00
	4001-5000	51	3.4412	.86399	.12098	3.1982	3.6842	2.00	5.00
	> 5000	141	3.1525	.81052	.06826	3.0175	3.2874	1.50	5.00
	Total	350	3.2557	.89148	.04765	3.1620	3.3494	1.50	5.00
	Perceivedprice	< 1000	37	3.1351	.61968	.10188	2.9285	3.3417	2.50
1001-2000		36	3.7083	.95338	.15890	3.3858	4.0309	2.00	5.00
2001-3000		45	3.4833	.76944	.11470	3.2522	3.7145	2.25	4.75
3001-4000		40	3.3938	.88232	.13951	3.1116	3.6759	1.25	4.75
4001-5000		51	3.4706	.62978	.08819	3.2935	3.6477	2.75	4.75
> 5000		141	3.4894	.74873	.06305	3.3647	3.6140	1.75	5.00
Total		350	3.4600	.76980	.04115	3.3791	3.5409	1.25	5.00
packaging		< 1000	37	3.4189	.81235	.13355	3.1481	3.6898	2.25
	1001-2000	36	3.5208	.82457	.13743	3.2418	3.7998	2.25	5.00
	2001-3000	45	3.3167	.71191	.10613	3.1028	3.5305	2.25	4.50
	3001-4000	40	3.5250	.73772	.11664	3.2891	3.7609	2.25	5.00
	4001-5000	51	3.2500	.75498	.10572	3.0377	3.4623	2.00	4.75
	> 5000	141	3.1152	.66044	.05562	3.0053	3.2252	1.00	4.75
	Total	350	3.2814	.73741	.03942	3.2039	3.3590	1.00	5.00
	Advertise	< 1000	37	3.3581	.65760	.10811	3.1389	3.5774	2.50
1001-2000		36	3.5417	.93063	.15510	3.2268	3.8565	2.50	5.00
2001-3000		45	3.1500	.79844	.11902	2.9101	3.3899	1.75	4.75
3001-4000		40	3.3375	.68536	.10836	3.1183	3.5567	2.25	4.00
4001-5000		51	3.1471	1.05377	.14756	2.8507	3.4434	1.25	5.00
> 5000		141	3.1170	.88045	.07415	2.9704	3.2636	1.00	4.75
Total		350	3.2200	.86853	.04643	3.1287	3.3113	1.00	5.00
meanstoreimage		< 1000	37	3.2973	.85358	.14033	3.0127	3.5819	1.50
	1001-2000	36	3.1667	1.43925	.23987	2.6797	3.6536	1.50	5.00
	2001-3000	45	3.2000	1.08920	.16237	2.8728	3.5272	1.50	5.00
	3001-4000	40	3.3375	1.10004	.17393	2.9857	3.6893	1.00	5.00
	4001-5000	51	3.6765	.71291	.09983	3.4760	3.8770	2.50	5.00
	> 5000	141	3.4468	.86335	.07271	3.3031	3.5906	1.50	5.00
	Total	350	3.3914	.98174	.05248	3.2882	3.4946	1.00	5.00

Appendix 7: One-way ANOVA (Underlying Factors of Purchase Intention Based on Family Size)

Descriptives Family size

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
meanquality	alone	113	3.3333	.87712	.08251	3.1698	3.4968	1.33	5.00
	< 5 persons	165	3.0222	.69369	.05400	2.9156	3.1289	1.67	4.33
	5-10 persons	51	3.2157	.79742	.11166	2.9914	3.4400	2.00	4.67
	> 10 persons	21	3.2857	.67524	.14735	2.9783	3.5931	2.50	4.67
	Total	350	3.1667	.78123	.04176	3.0845	3.2488	1.33	5.00
meanrisk	alone	113	3.3481	.93477	.08794	3.1738	3.5223	1.33	5.00
	< 5 persons	165	3.1475	.83565	.06506	3.0190	3.2759	1.33	5.00
	5-10 persons	51	3.1176	.72976	.10219	2.9124	3.3229	1.67	4.33
	> 10 persons	21	3.1429	.81358	.17754	2.7725	3.5132	1.67	4.00
	Total	350	3.2076	.85576	.04574	3.1177	3.2976	1.33	5.00
meanvalue	alone	113	3.4823	1.02628	.09654	3.2910	3.6736	1.50	5.00
	< 5 persons	165	3.0848	.78984	.06149	2.9634	3.2063	1.50	5.00
	5-10 persons	51	3.3235	.79261	.11099	3.1006	3.5465	1.50	4.50
	> 10 persons	21	3.2143	.85982	.18763	2.8229	3.6057	2.00	4.50
	Total	350	3.2557	.89148	.04765	3.1620	3.3494	1.50	5.00
meanprice	alone	113	3.5354	.83108	.07818	3.3805	3.6903	2.25	5.00
	< 5 persons	165	3.4318	.76776	.05977	3.3138	3.5498	1.25	5.00
	5-10 persons	51	3.3088	.62167	.08705	3.1340	3.4837	1.75	4.25
	> 10 persons	21	3.6429	.73558	.16052	3.3080	3.9777	2.50	4.75
	Total	350	3.4600	.76980	.04115	3.3791	3.5409	1.25	5.00
meanpackeging	alone	113	3.3164	.85240	.08019	3.1575	3.4753	1.00	5.00
	< 5 persons	165	3.3076	.68333	.05320	3.2025	3.4126	2.25	5.00
	5-10 persons	51	3.0735	.73874	.10344	2.8658	3.2813	1.75	4.50
	> 10 persons	21	3.3929	.30178	.06585	3.2555	3.5302	3.00	3.75
	Total	350	3.2814	.73741	.03942	3.2039	3.3590	1.00	5.00
meanadvertise	alone	113	3.2699	.97120	.09136	3.0889	3.4509	1.00	5.00
	< 5 persons	165	3.1682	.80102	.06236	3.0451	3.2913	1.25	4.75
	5-10 persons	51	3.0588	.81023	.11345	2.8309	3.2867	1.75	4.50
	> 10 persons	21	3.7500	.76240	.16637	3.4030	4.0970	2.50	4.75
	Total	350	3.2200	.86853	.04643	3.1287	3.3113	1.00	5.00
meanstoreimage	alone	113	3.5354	.98588	.09274	3.3516	3.7192	2.00	5.00
	< 5 persons	165	3.2636	1.04409	.08128	3.1031	3.4241	1.00	5.00
	5-10 persons	51	3.4118	.81674	.11437	3.1821	3.6415	1.50	4.50
	> 10 persons	21	3.5714	.69437	.15152	3.2554	3.8875	2.50	4.50
	Total	350	3.3914	.98174	.05248	3.2882	3.4946	1.00	5.00

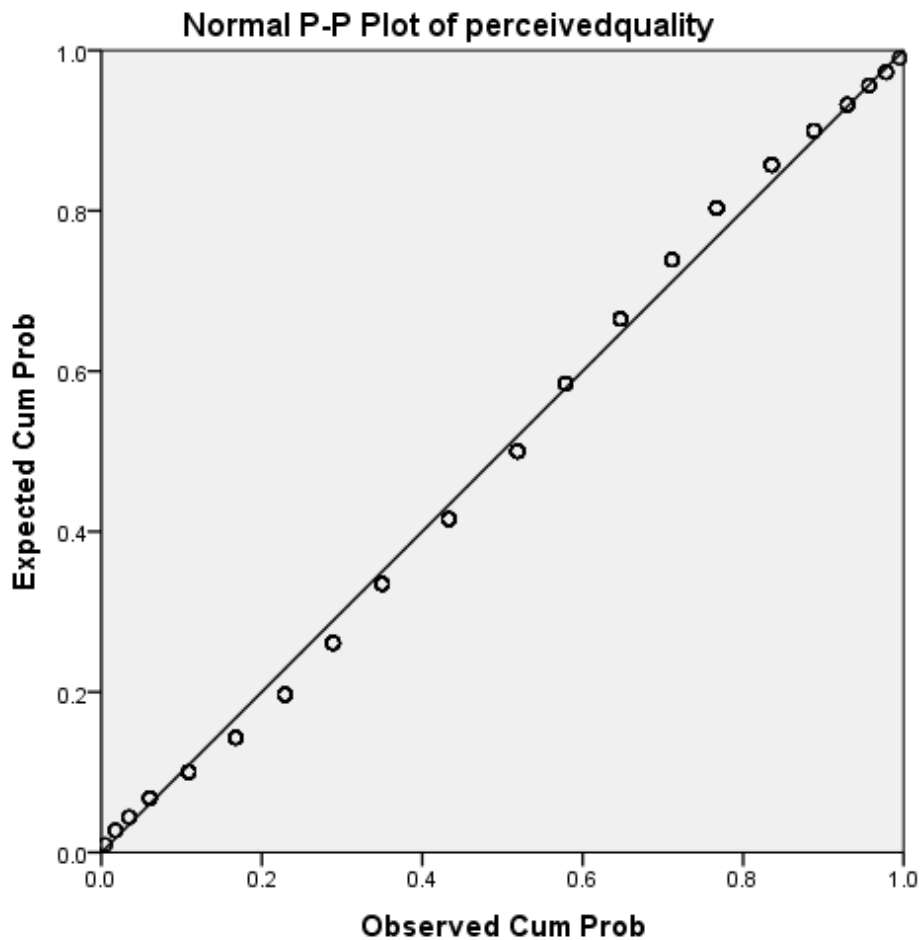
Appendix 8: Correlation between independent and dependent variables

		Perceived quality	Perceived risk	Perceived value	Perceived price	Perceived packaging	Advertisement	Store image	Perceived intrinsic	Perceived extrinsic	Purchase intention
Perceived quality	Pearson Correlation	1	.454**	.411**	.537**	.379**	.318**	.190**	.753**	.470**	.469**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350	350
Perceived risk	Pearson Correlation	.454**	1	.554**	.563**	.299**	.253**	.384**	.835**	.509**	.430**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350	350
Perceived value	Pearson Correlation	.411**	.554**	1	.439**	.303**	.385**	.408**	.827**	.527**	.539**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350	350
Perceived price	Pearson Correlation	.537**	.563**	.439**	1	.498**	.330**	.480**	.634**	.771**	.483**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350	350
Perceived packaging	Pearson Correlation	.379**	.299**	.303**	.498**	1	.409**	.263**	.403**	.705**	.383**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350	350
Advertisement	Pearson Correlation	.318**	.253**	.385**	.330**	.409**	1	.327**	.396**	.710**	.509**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350	350
Store image	Pearson Correlation	.190**	.384**	.408**	.480**	.263**	.327**	1	.412**	.744**	.449**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	350	350	350	350	350	350	350	350	350	350

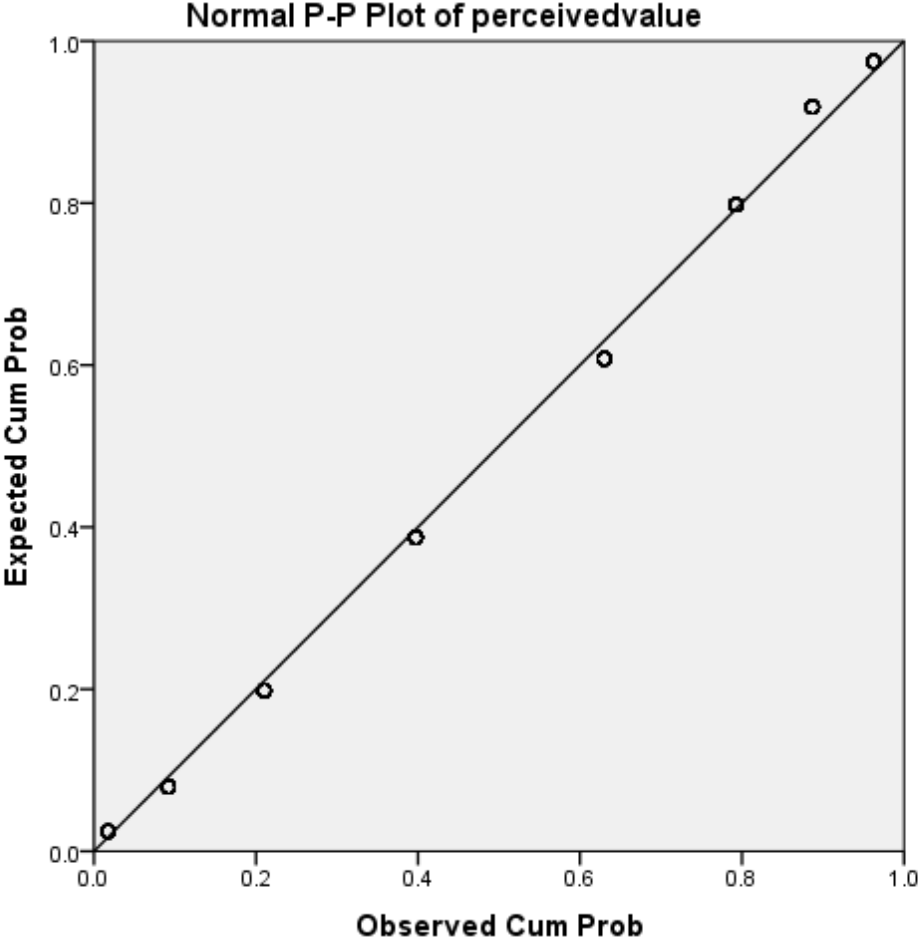
Perceived intrinsic	Pearson Correlation	.753**	.835**	.827**	.634**	.403**	.396**	.412**	1	.623**	.595**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350	350
Perceived extrinsic	Pearson Correlation	.470**	.509**	.527**	.771**	.705**	.710**	.744**	.623**	1	.624**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350	350
Purchase intention	Pearson Correlation	.469**	.430**	.539**	.483**	.383**	.509**	.449**	.595**	.624**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	350	350	350	350	350	350	350	350	350	350

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

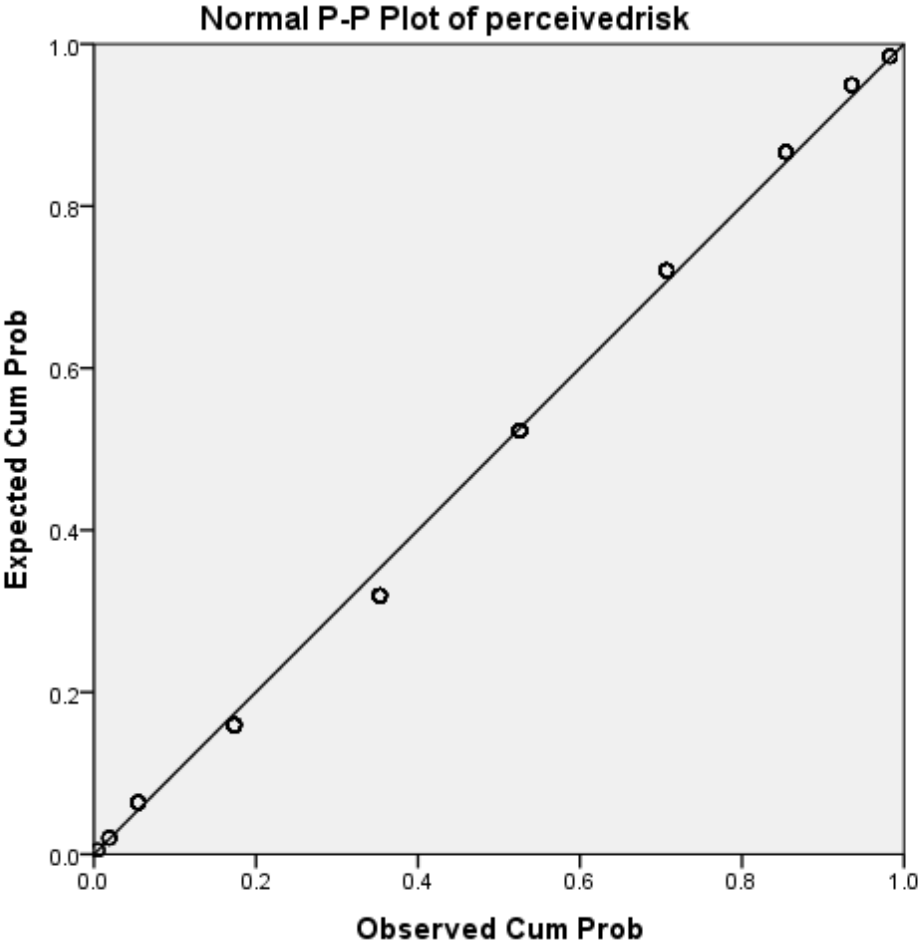
Appendix 9: Normality test of Perceived quality



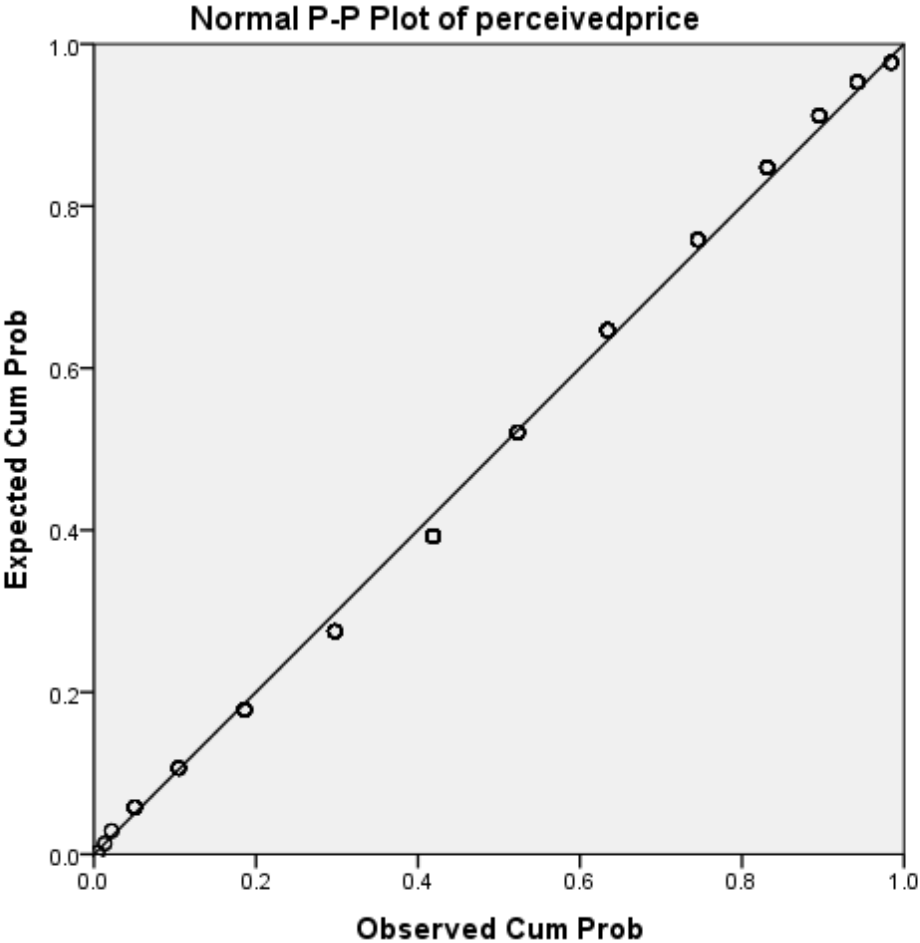
Appendix 10: normality test of perceived value



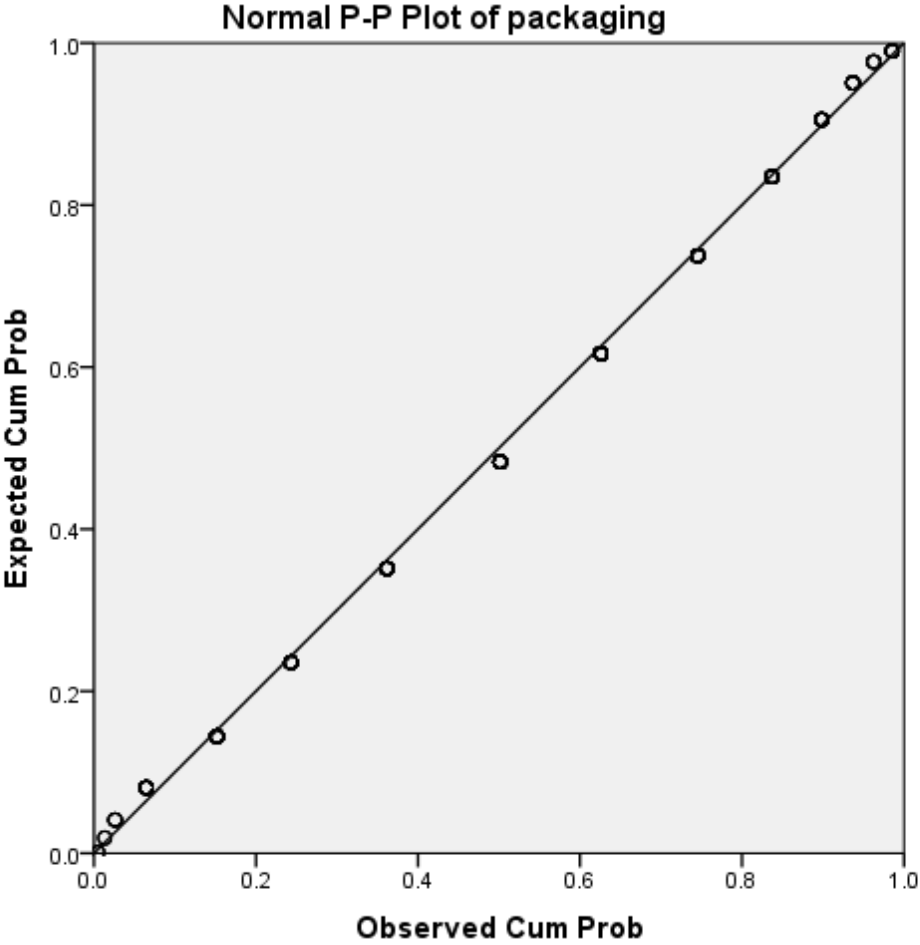
Appendix 11: normality test of perceived risk



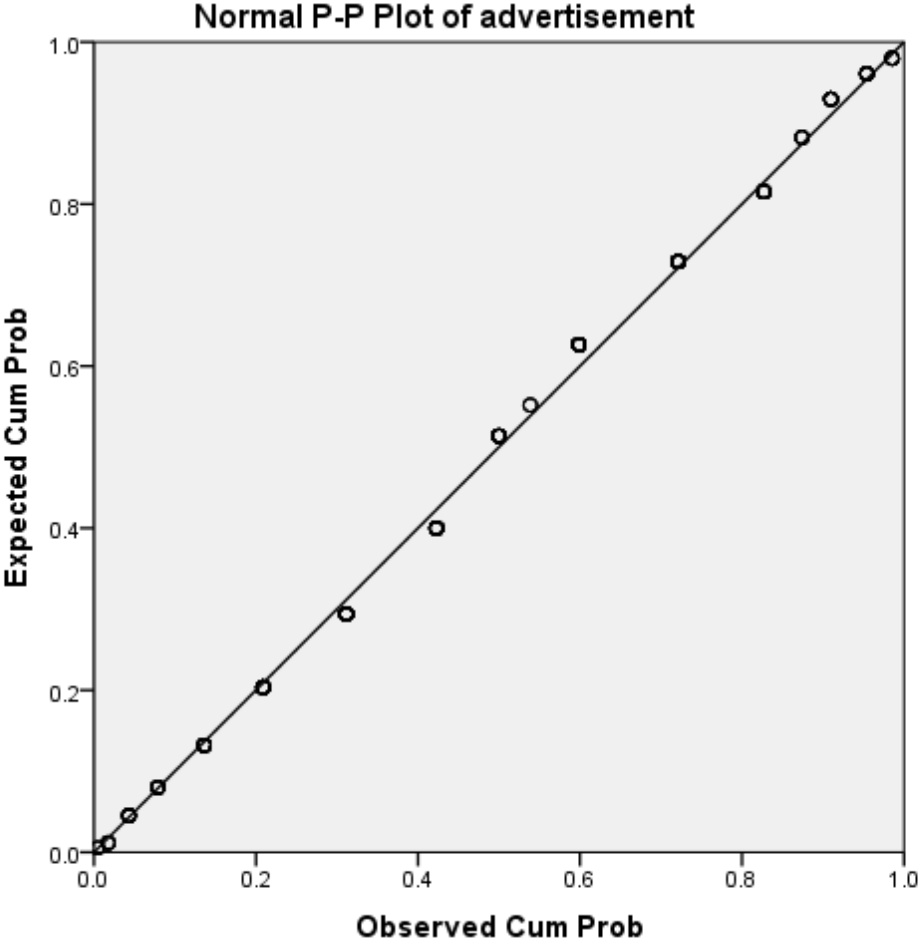
Appendix 12: normality test of perceived price



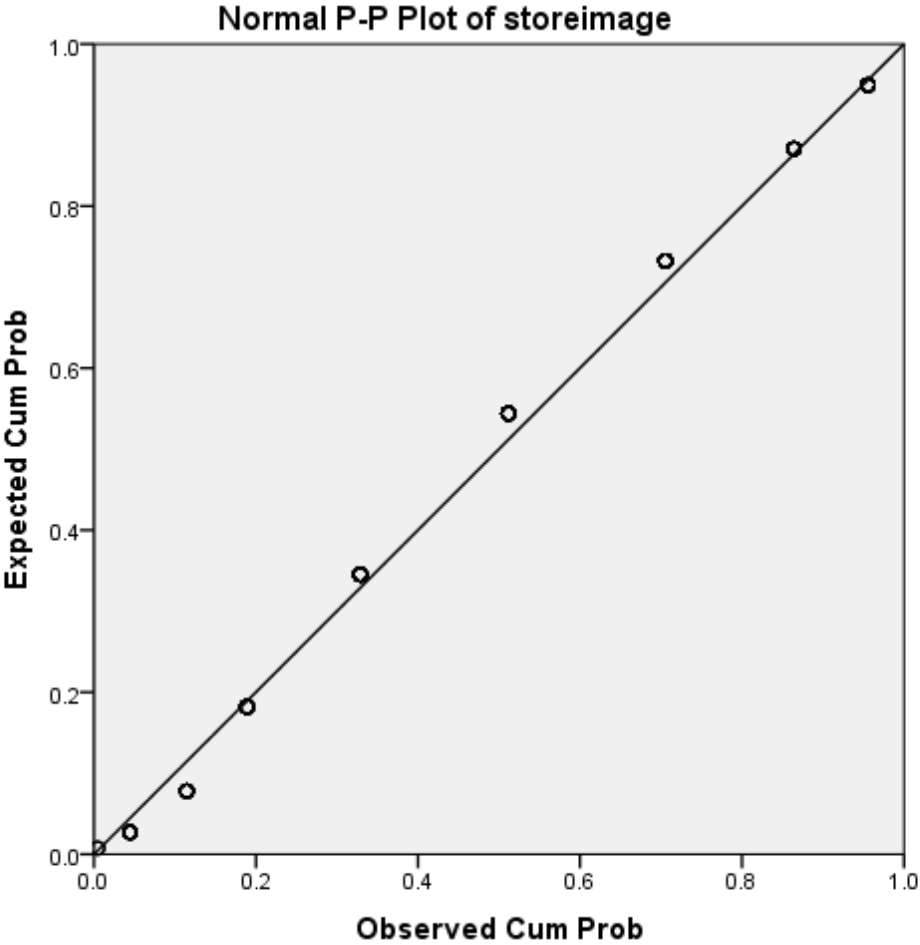
Appendix 13: normality test of packaging



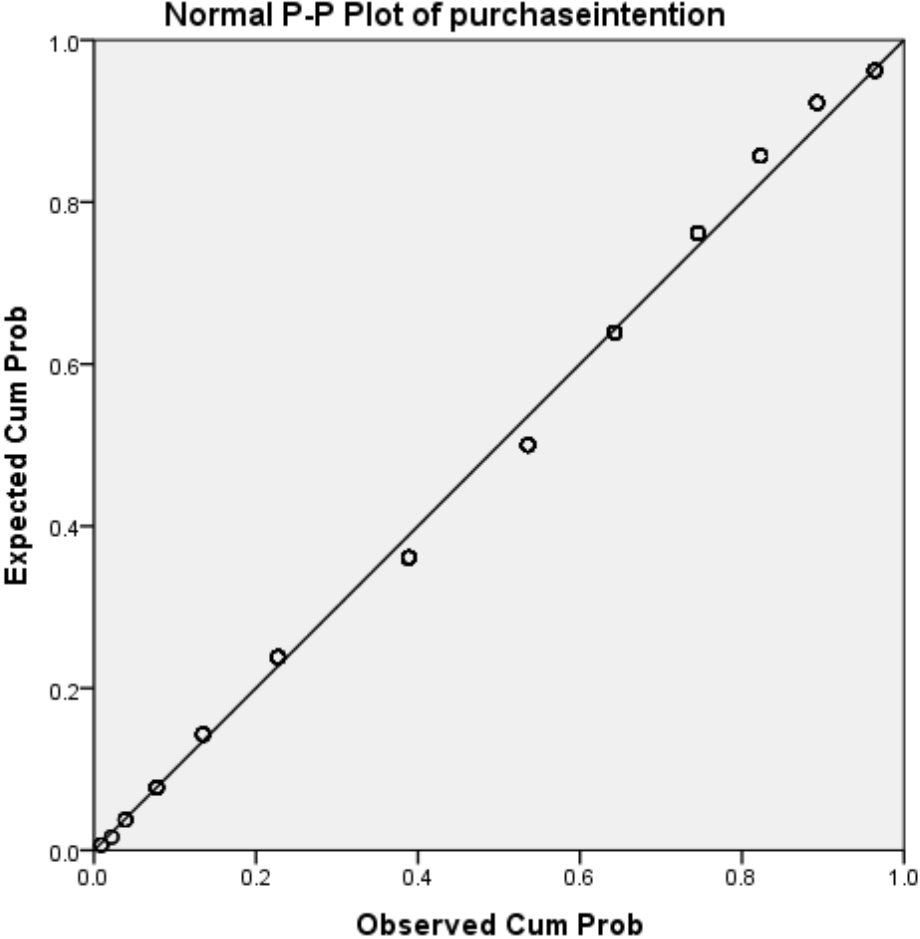
Appendix 14: normality test of advertisement



Appendix 15: normality test of store image



Appendix 16: normality test of purchase intention



Appendix 17 Frequency table

Frequency table

Statistics

		Gender of participant	Age of participant	Education background of part	monthly income of participant	family siz
N	Valid	350	350	350	350	350
	Missing	0	0	0	0	0

Gender of participant

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	177	50.6	50.6	50.6
Valid female	173	49.4	49.4	100.0
Total	350	100.0	100.0	

Age of participant

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25	128	36.6	36.6	36.6
Valid 26-35	152	43.4	43.4	80.0
Valid 36-45	31	8.9	8.9	88.9
Valid 46-55	27	7.7	7.7	96.6
Valid 56 and above	12	3.4	3.4	100.0
Total	350	100.0	100.0	

Education background of part

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid primary edu	15	4.3	4.3	4.3
Valid secondary edu	12	3.4	3.4	7.7
Valid Diploma	87	24.9	24.9	32.6
Valid first degree	191	54.6	54.6	87.1
Valid masters and above	45	12.9	12.9	100.0
Total	350	100.0	100.0	

monthly income of participant

	Frequency	Percent	Valid Percent	Cumulative Percent
< 1000	37	10.6	10.6	10.6
1001-2000	36	10.3	10.3	20.9
2001-3000	45	12.9	12.9	33.7
Valid 3001-4000	40	11.4	11.4	45.1
4001-5000	51	14.6	14.6	59.7
> 5000	141	40.3	40.3	100.0
Total	350	100.0	100.0	

family siz

	Frequency	Percent	Valid Percent	Cumulative Percent
alone	113	32.3	32.3	32.3
< 5 persons	165	47.1	47.1	79.4
Valid 5-10 persons	51	14.6	14.6	94.0
> 10 persons	21	6.0	6.0	100.0
Total	350	100.0	100.0	

Appendix 18. Missing value statistics

Univariate Statistics

	N	Mean	Std. Deviation	Missing	
				Count	Percent
gender	350	1.49	.501	0	.0
age	350	1.98	1.036	0	.0
educbackground	350	3.68	.895	0	.0
monthlyincome	350	4.30	1.780	0	.0
famsize	350	1.94	.841	0	.0
PQUATY_1	350	3.41	1.161	0	.0
PQUATY_2	350	3.39	1.091	0	.0
HNC_1	350	3.14	1.186	0	.0
HNC_2	350	3.10	1.462	0	.0
HNC_3	350	2.96	1.218	0	.0
HNC_4	350	2.99	1.329	0	.0
PRISK_1	350	3.52	1.145	0	.0
PRISK_2	350	3.52	1.191	0	.0
PRISK_3	350	3.70	.817	0	.0
PVALUE_1	350	3.08	1.040	0	.0
PVALUE_2	350	3.43	1.175	0	.0
Pprice_1	350	3.40	1.143	0	.0
Pprice_2	350	3.62	1.013	0	.0
Pprice_3	350	3.54	1.061	0	.0
Pprice_4	350	3.28	1.212	0	.0
Packaging_1	350	3.77	1.116	0	.0
Packaging_2	350	3.36	1.217	0	.0
Packaging_3	350	3.09	1.171	0	.0
Packaging_4	350	2.91	1.207	0	.0
Advert_1	350	3.41	1.205	0	.0
Advert_2	350	3.09	1.177	0	.0
Advert_3	350	3.30	1.139	0	.0
Advert_4	347	3.07	1.234	3	.9
STOREIMA_1	350	3.43	1.216	0	.0
STOREIMA_2	350	3.35	1.076	0	.0
purchintent_1	350	3.36	1.198	0	.0
purchintent_2	350	3.36	1.069	0	.0
purchintent_3	350	3.27	1.197	0	.0

