

ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATS
MBA PROGRAM



**ASSESSMENT OF PACKAGING AND CONSUMER BRAND
PREFERENCE: THE CASE OF SELECTED BOTTLED WATER
PRODUCTS**

By

IBRAHIM FEDLURAHMAN

MAY, 2015

SMU

ADDIS ABABA

**ASSESSMENT OF PACKAGING AND CONSUMER BRAND
PREFERENCE: THE CASE OF SELECTED BOTTLED WATER
PRODUCTS**

**A MASTERS THESIS SUBMITTED TO GENERAL MBA
PROGRAM OFFICE**

SCHOOL OF GRADUATES STUDY

ST. MARY'S UNIVERSITY

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF MASTER OF ART DEGREE IN BUSINESS
ADMINISTRATION (MBA)**

BY

IBRAHIM FEDLURAHMAN

MAY 2015

SMU

ADDIS ABABA

ST. MARY'S UNIVERSITY

**ASSESSMENT OF PACKAGING AND CONSUMER BRAND
PREFERENCE: THE CASE OF SELECTED BOTTLED WATER
PRODUCTS**

BY

IBRAHIM FEDLURAHMAN

SCHOOL OF GRADUATES

MBA PROGRAM

APPROVED BY THE COMMITTEE OF EXAMINERS

DEAN'S OFFICE

SIGNATURE

ADVISOR

SIGNATURE

INTERNAL EXAMINER

SIGNATURE

EXTERNAL EXAMINER

SIGNATURE

Approval

This is to approve that student, Ibrahim Fedlurahman, has completed writing a master's thesis entitled "the effect of packaging on consumer brand preference: the case of bottled mineral water products" with my advice and follow up. I also approve that his work is appropriate enough to be submitted as a partial fulfillment of the requirements for the Award of Master of Business Administration offered by the University.

Tesfaye Wolde (PhD)

Declaration

I, Ibrahim Fedlurahman, assert that this study entitled “the effect of packaging on consumer brand preference: the case of bottled mineral water products” is my own original work that has not been presented for a Master study in any other University and that all sources of materials used for the study have been duly acknowledged.

Ibrahim Fedlurahman

Acknowledgment

First and for most I would like to thank **God** for giving me the courage and patience for accomplishing this research study. Second to that I would like to show my deepest gratitude to **my family (my grand ma Kimiya Oumer, my mother Teweduda Bule, my father Fedulurahman Ibrahim, my brothers; Ammar Fedlurahman, Adil Fedlurahman, and my sis Binet Fedlurahman) and friends** for their emotional support for all the times. In the deepest of my heart I like to thank **Dejene Tsegaye** a marketing manager in a privet company for helping me in distributing and collecting the questionnaires for the respondents. I would also like to thank my advisor **Tesfaye Wolde (PhD)** for his guidance and support right from the start all the way to the accomplishment of this thesis. In addition I like to thank respondents (**customers**) for giving me all the necessary information for the study without hesitations by sparing from the little time they have. I would also like to thank the salespersons of the supermarkets in helping me in the process of collecting the data. I like to thank them all in the bottom of my heart, without the above parties, this research paper wouldn't be at its existence.

“To my beloved Grand Ma”

Table of Content

Content	Page
Acknowledgment-----	i
Table of Content-----	ii
List of Tables and Figures-----	iv
Abstract-----	i
CHAPTER ONE	
INTRODUCTION	
1.1.Background of the Study-----	1
1.2.Statement of the Problem-----	3
1.3.Research Question-----	5
1.4.Objectives of the Study-----	5
1.4.1. General Objective-----	5
1.4.2. Specific Objective-----	6
1.5.Definition of Terms-----	6
1.6.Significance of the Study-----	6
1.7.Delimitation of the Study-----	7
1.8.Limitation of the Study-----	7
1.9.Organization of the Study-----	8
CHAPTER TWO	
REVIEW LITERATURE	
2.1. Theoretical Framework-----	9
2.1.1. Overview of Packaging-----	9
2.1.2. History of Packaging-----	10
2.1.3. Types of Packaging-----	11
2.1.3.1. Consumer Package-----	12
2.1.3.2. Industrial Package-----	12
2.1.3.3. Institutional Package-----	12
2.1.3.4. Military Package-----	12
2.1.4. Levels of Packaging-----	12
2.1.5. Components of Packaging-----	13
2.1.6. Functions of Packaging-----	14
2.1.7. Packaging as a Tool of Brand Imagery-----	15

2.1.8. Packages as a Silent Sales Man-----	17
2.1.9. Successful Packaging-----	18
2.1.10. Product and Packaging-----	19
2.2. Empirical Framework-----	20
2.2.1. Consumer brand Preference in relation to Package-----	20
2.3. Conceptual Framework-----	22
CHAPTER THREE	
RESEARCH DESIGN AND METHODOLOGY	
3.1. Research Design-----	23
3.2. Population, Sample Size, and Sampling Technique-----	23
3.3. Types of Data Collected-----	25
3.4. Method of Data Collection-----	25
3.5. Data Analysis Technique-----	25
3.6. Reliability Test-----	26
CHAPTER FOUR	
ANALYSIS OF QUALITATIVE AND QUANTITATIVE DATA	
4.1. Quantitative Analysis-----	27
4.1.1. General Profile of Respondents-----	27
4.1.2. Factors Affecting Choice of Packaged Water-----	28
4.1.3. Role of Packaging in Providing Product Image-----	29
4.1.4. Purchase Decision-----	30
4.1.5. Relationship between the Package Elements and Brand Elements-----	31
4.1.6. Relationship between other Factors and Brand-----	33
4.2. Qualitative Analysis-----	34
4.3. Discussions-----	35
CHAPTER FIVE	
SUMMARY, CONCLUSION, AND RECOMMENDATION	
5.1. Summary-----	36
5.2. Conclusion-----	38
5.3. Recommendation-----	39
Bibliography-----	41
Appendices	

List of Tables and Figures

List of tables

Table 1. Elements of Packaging-----	13
Table 2. General Information-----	a
Table 3. Factors affecting preference-----	a
Table 4. Visual element-----	b
Table 5. Purchase Decision-----	d
Table 6. Brand Element-----	e
Table 7. Descriptive Statistics-----	g
Table 8. Correlation Table (package elements and brand elements)-----	h
Table 9. Correlation Table (other factors and brand elements)-----	i

List of Figures

Fig1. Pictographics, naos of the temple at Ed Dakka, Egypt.-----	11
Fig. 2 Successful packaging design elements-----	18

Abstract

This study aims to investigate the effect of packaging on consumer's brand preference in relation to mineral waters. Packaging characteristics are being measured such as various sizes of Package, different shapes of Package, convenience of storage, convenience of use, and package attractiveness as per its importance in selection of mineral water brands. This study included brands of mineral water which are Yes mineral water, Aqu Addis mineral water, and Origin mineral water. This research paper also seeks to investigate the importance of packaging characteristics for mineral water on how consumers measure on the mentioned variables. Identifying how the packaging characteristics of mineral water influence the purchase decisions of consumers and what other factors are there other than package which influence the customers purchase decision. The total number of respondents was 253, with different demographic structure (demographic structures are determined by; age, gender, occupation, income, and educational background). The student researcher implemented descriptive research, this helps in determining the frequency with which an event occurs or the relationship between two variables. This study identifies that packaging characteristics are significant variable for consumer brand preference. Finally, conclusion was drawn that packaging characteristics has an association with consumer brand preference in mineral waters.

Key words: Packaging, Brand Preference,

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Whether it is our ancestors' use of leaves to wrap wild berries or contemporary sophisticated methods of containing spent nuclear fuel, packaging is the means by which we aim to fulfill a wide range of needs centered on product protection (Denison and Yu Ren, 2001). You can't escape the ubiquitous package – it is everywhere. We may not pay much attention to it, and we certainly do not give packages much intellectual thought, but they are there at every step of our lives, morning, noon, and night. Life without packaging is unthinkable these days (Meyers and Gerstman, 2005). In today's society, packaging is pervasive and essential. It surrounds, enhances and protects the goods we buy, from processing and manufacturing, through handling and storage, to the final consumer (Robertson, 2013). Imagine what it would be to carry around the product we purchase from retailers, supermarkets or any other place especially when the product is in a liquid type, from place to place without spilling it or contaminate the product to be consumed later on. Is it even thinkable to do so? This (containment) being the primary function of all package there are other elements to be considered by the designers. Selke, (1997) highlights on the ideas of different parties saying, the basic purpose of packaging is to enable the right goods to get the right place at the right time in an acceptable condition.

As Hahn, (2003) stated packaging is the ultimate final dialog with the consumer. It must call attention to itself, set the product apart from the category and other products in its own line. In addition Copley, (2004) complemented the idea saying; a package has to be attractive, recognizable and different. To achieve this, the designer has a number of tools at his or her disposal including color, form and surface, but also the use of logos, typography, and different materials from tin to plastic and from cardboard to paper. What so ever the materials, the packages look is a way to enter in to the product like an eye tells much of the thing about the person. This look is important especial when the product is a consumer item than an industrial product since the characteristics of the two is quite different one another. As DuPuis and Silva,

(2011) state, on cluttered shelves with lots of commodity products, the package serves as the lone tangible element to position and differentiate a brand and product from its competitors.

Hand in hand to that of a package to be attractive, it also provides with a brand image it makes the customers to think of the product in a certain way be it positive or negative, it gives an opportunity of being examined further by the customers. As Davis and Baldwin, (2005) discussed; packaging is part of the journey that is concerned with the safe and enticing delivery of the product to the consumer. It adds to the brand experience by providing yet another opportunity to project the emotion and character of the brand, setting expectations for discovery, consumption and customer delight. The packaging is like a book cover – it can draw you in even if you're unfamiliar with its contents. The combination of the physical container or package and the written communication about the goods contained became the foundation for packaging design today (Klimchuk and Krasovec, 2006). As Underwood, (2003) adopted from Rapheal & Olsson 1978, packaging acts not only as a communication vehicle for transmitting symbolism, but is important for its own symbolic contribution to the total understanding of the corporation or brand. Off course it doesn't mean the company should neglect the product quality or the core functionality because once the customers are dissatisfied by the performance of the product there would be high chance of disseminating negative word of mouth.

To design a successful package which will win the heart of the customer from purchase point in the supermarket and grocery to final consumption and disposal certain facts should be considered. Product assessment; checking how the product can be damaged or deteriorated conducting visual examination, simple measurements, or other information from producers, hazards of distribution; what would happen to the package in the process of distributing it to customers, what method of transportation (road, rail, sea or air), degree of control (private or public), form of transport (break/bulk), storage condition, and duration of both journey and storage, marketing requirements, packaging materials selection and machinery considerations (Paine and Paine, 1992). Leonard (1996) identified specification/description, packaging material specification, packaging component, packing specification, criterion/requirement, package structure (the materials of which a package is made, and their dimensions), package graphics, purchasing, and quality control as guideline in designing a package that attracts customers.

As Franzen and Moriarty (2008) state it, brand identity concerns everything a brand is, says, does, and shows. Brands have associations with pictures and sounds as well as with words. There is some dispute over whether this kind of image is a stored representation or a mode of processing (Kahle and Kim, 2006)

As Solomon, Bambossy, Askegaard, and Hogg (2006) described it in the book titled “Consumer Behavior: A European Perspective” in earlier days consumers choice was dependent on their surrounding like class, village ..., however in earlier days consumers are free to select a product that define themselves and create a social identity. He continued saying, their choice dictates who they are, with whom they want to be identified with and with whom not to be identified with. Behaviors will be affected by language, demographics, values, non verbal communications (Hawkins and Mthersbaugh, 2010). Consumers evaluate brands with different attributes by which the attributes depend on the type of product, meaning that the attributes for a shampoos and attributes for body lotions is not exactly one and the same even though there are shared attributes in between (eg Khan 2006)

It’s more than a decade since mineral waters have started to be bottled and distributed in Ethiopia. Started from the carbonated once (Babile, Ambo) to non-carbonated once (Yes, Origin...), from glass package to plastic package.

After Highland Spring, the very popular and the very first non-carbonated mineral water brand, vanishes from the Ethiopian market many brands strived to build and sustain it in the market along with the growth of the industry. Starting their establishment they come up with a way to penetrate the market aggressive advertising being one of the many strategies.

1.2 Statement of the Problem

Packaging design is a creative business that connects form, structure, materials, color, imagery, typography, and ancillary design elements with product information to make a product suitable for marketing. Packaging design serves to contain, protect, transport, dispense, store, identify, and distinguish a product in the marketplace. Ultimately packaging design resolves the marketing objectives of the product by distinctively communicating a consumer product’s personality or function (Klimchuk and Krasovec, 2006).

As Breetz (2014) adopted from Grimes and Doole 1998, the impact of color choices was very different between the two cultural contexts specifically UK and Taiwan which resulted in differences in brand equity perceptions for brands such as Pepsi and Marlboro. Giles (2000) discussed that from consumer's point of view, they want to know exactly what the product is and what is in it in addition to the benefits of the product and the design of the package's attractiveness.

Some companies imported molding machine for the purpose of producing packages along with the mold which gives them full control in the selection of materials, in designing the package in different shape and colors which suites the product they produce. Some prefer to outsource the package from packaging industries like that of RohaPack, and others which might not provide them with the full control like the previous ones but it will do the job. In both cases they should be able to create the first site impression on the customers to proceed in to the next level of examining the package before they purchase the product. However; the problem exhibited in most of the mineral waters is that the shape is somehow cylindrical or some other shape with pure transparent that might not differentiate the different brands from the shelf in distance with which the customers could not identify the brands from the distance. Yet one of the aims of package in addition to containment is to differentiate itself from the existing products in the shelf and to create a filling of excitement in the minds of the customers which leads them to the next step in examining the product and symbolizes the function of the product.

After customers decide to pick the product, they inspect the portability of the package in transportation. The shape and size design has huge impact in transportability of the package since these elements are those define the transportation requirements of the product the smaller the size and if the shape provides with a handling options the easier to carry it around from place to place and vice versa. Almost all of the mineral waters that exist in Addis Ababa do not provide their customers with these options of ease of transportation and handling. This is particularly the problem existed in the one liter and half liter products since this products will be consumed in the streets and most of the times the bigger sizes will be utilized for family consumption purposes. In some cases the products gives additional integrated handles at the tip around the lid which creates a discomfort while consuming the products and it's not approved by the customers for that it brings about pain in the finger and wrist area of the hand.

Once it pass the two steps the customer likes to know what the product is made of, what benefits will he/she get from consuming the product, at what condition should the product be stored, how it should be consumed, for what purposes could the product be used, who has produced it (company name, location, contact address etc), expire date, and at last how should the product be disposed off after consumption. In this aspect; communication, typography; the font of writings, the texture and size of the letters is very crucial along with the language used in transferring the message to customers. In some countries it is mandatory to write it in a certain language but in Ethiopia it is not a mandatory it is a privilege.

All in all the problems that exist in the packages of mineral waters are substantial with the rapid growth of the industry. It looks like; many companies prefer to outsource the package from packaging companies (in which they are so busy in making money out of it neglecting the consumer's requirements in the above mentioned regards). This research is aimed to associate the consumers brand preference with respect to the characteristics of product package designs.

1.3 Research Questions

1. What are the factors that affect consumers' choice of product brands (bottled mineral water) with regard to packages?
2. How far the packages promote the companies' brand image?

1.4 Objective of the Study

The following is the general and the specific objectives of the research study.

1.4.1 General Objective

The general objective of the research paper is to evaluate the relationship between product packaging characteristics and that of consumers' preference of different brands of bottled mineral water.

1.4.2 Specific Objective

The following specific objectives are designed to achieve the above stated problems related to the study

- To identify the factors that affects the consumers' brand preference in relation to its package.
- To indicate the development of brand image in the minds of customers through packages of the companies' to be selected or chosen in the first interaction with the product.

1.5 Definition of Terms

Typography: there is no one definition of the subject rather different and varied once. “the architecture of ideas and the making of language”, “the sculpting of experience”, “the management of letters”, the engine of learning”, “a formal extension to memory”, “painting with words” (Baines and Haslam, 2005)

Packaging: As Paine and Paine, (1992) discussed that packaging is: “A coordinated system of preparing goods for transport, distribution, storage, retailing and end-use”, “A means of ensuring safe delivery to the ultimate consumer in sound condition at minimum overall cost”, “A techno-economic function aimed at minimizing costs of delivery while maximizing sales (and hence profits).

Imagery: is “the formation of mental images, figures, or likenesses of things, or of such images collectively”, “pictorial images, as in works of art”, “the use of rhetorical images”, “figurative description or illustration; rhetorical images collectively”, “mental images collectively, especially those produced by the action of imagination” (Dictionary.com, 2015)

1.6 Significance of the Study

This research study contributes significantly to the following parities:

- This paper will provide information to the companies' as part of an input in further investigation in the subject matter and come up with a strategy to enhance the performance of their package with respect to design so as to be preferred by the

customers which leads to the enhancement of companies profit as well as high satisfaction of customers.

- It provides with a base line to other interested researchers on similar topics for covering the gaps that has not been surveyed in this research paper
- It provides a good opportunity of introducing the student researcher in regard of doing research in practical context which will help the student researcher in conducting other researches in future time

1.7 Delimitation of the Study

In the study of packaging so many things could be incorporated shape, size, texture, style, environmental perspective, and brand perspective. However, for this study, the research paper focuses mainly on the packages in creating brand preference of customers through the packages color, convenience to transport and handle, safety, shape, and size.

The study will address final consumers who visit to purchase a certain item from the selected six supermarkets which include Ethio Supermarket (one branch), Novis Supermarket (seven branch), Shoa Supermarket (two branch), All-mart Supermarket (one branch), Abadir Supermarket (two branch), Popolary Supermarket (one branch), New York Supermarket (one branch), Hadia Supermarket (one branch), Fantu Supermarket (five branches), and Friendship Supermarket (one branch) will be considered as a population of the study. For this study three bottled waters are selected which are; Yes bottled mineral water, Aqu Addis, and Origin.

1.8 Limitation of the Study

While conducting the research study there were some factors that hindered the study not to be carried out as it was expected, for which; questionnaires were not fully returned for analysis. If the whole questionnaire was filled and returned on time the result might have been better. The other challenge was lack of adequate finance to conduct this research. However the student researcher finally managed to collect the necessary data to conduct the research on the customers with the help of the supermarket salespersons and the marketing manager who works in a private company.

1.9 Organization of the Study

The study is organized in five chapters. The first chapter includes background of the study, statement of the problems, research questions, objectives of the study, significance of the study, delimitation of the study, definition of terms, limitation of the study and organization of the study. In the second chapter literature review is viewed. The third chapter deals with research design and methodology, the fourth chapter presents the analysis and interpretation of data. The fifth chapter includes summary, conclusion and recommendation part. Finally the bibliography and appendixes is attached with the research paper.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

This chapter builds the theoretical foundation of the research by reviewing the extant literature of packaging, branding and consumer behavior. This chapter discusses the concept of brand preferences and the underlying distinctions between it and other brand constructs such as loyalty, choice, and affect.

2.1 Theoretical Framework

2.1.1 Overview of Packaging

Laua and Wong, (2000) explained, packaging makes food more convenient and gives the food greater safety assurance from microorganisms, biological and chemical changes such that the packaged foods can enjoy a longer shelf life.

Packaging has always been an enabling activity, process, and most recently, technology. As people began to move beyond small group self-sufficiency, they found it necessary to move products from the point of manufacture to the point of use. Products became subject to transportation, handling, and storage conditions, and in many cases were not adequate to withstand these conditions. Packaging became the temporary intermediate step that helped products arrive in good condition (Goodwin and Young, 2011). The marketplace is full of products that gain their market niche solely from the utility given by the package, from hand-pumped spray cleaners to aerosol cheese spread; most of these items would be much less useful and would be certainly be much less profitable, if they existed at all, without effective packaging. It would be hard to imagine having to store ketchup in some kind of storage tank in the kitchen rather than getting it from a bottle, and more complex items such as aerosol spray paint or asthma inhalers would be very difficult to use without portable, relatively inexpensive packages that replace large-scale spray equipment and medical nebulizers (Morris, 2011)

As Deliza and MacFie, (2001) quoted from (Tom et.al 1987); since the packaging is the first contact between the product and the consumer; it is the means by which food producers communicate with consumers. If the packaging attracts consumers to a product and the product

itself does not deliver what consumers expect, the product perception may be affected, with drastic consequences for consumption and sales. Thus, it is crucial that food producers first identify the attributes that consumers desire in a product and then design the critical cues to communicate these desired characteristics.

2.1.2 History of Packaging

For sure packaging today must have been different from what packaging was in early periods. Packaging has been changing from time to time with the advancement of technology, with changing in consumer's need and expectation, with availability of resource.

The issue of packaging and branding using symbols has started as long as the Stone Age to that of Sumerians (Marianne and Sandra, 2012). Packaging dates back beyond recorded history. Primitive people used leaves, hollow gourds, and other containers to carry food and water from one place to another. Later, clay pots were used, and still later, glass and metal containers were developed. In all these cases, the fundamental function of the package was containment of the product, enabling it to be moved as a unit. This purpose is still the basic packaging function of today, but packaging has a number of additional requirements as well. There are numerous ways to classify these functions (Selke, 1997). Calver, (2007) added; packaging's development has been affected over the centuries by advances in technology, by transportation developments, and by societal changes. Just as progress and change have had an impact on all aspects of our lives, so have these things influenced packaging.

From the above stated literature one can understand that the development of packaging is not a one night achievement rather it is the effort of many years work and straggle. This could be aroused from the need for easy and better living.



Source Marianne and Sandra, (2012)

Fig1. Pictographics, naos of the temple at Ed Dakka, Egypt. Close examination of the image of an interior temple wall reveals the visual identification of goods by pictorial representation.

Risch, (2009) classified the history of packaging in to three parts which are; early development (with the industrial revolution new manufacturing process and new material started to develop and the package were not initially intended for food products), post world war II (after the war has ended the focus turned on food and food quality wishing the people to have food all year round. In this time plastics has developed much by which used as a food package) and new package development (it was a turning point by which new food categories created and changes the way of delivering the product to customers. Many package materials like that of aluminum cans was used to pack a product which is first introduced to be opened with can opener which later on ring pull was introduced).

2.1.3 Types of Packaging

Natarajan, Govindarajan, and Kumar, (2009) discussed that, in the most familiar form, a package is a simple box on the grocer's shelf or the wrapper on a candy bar. Package can also be a wooden crate around a machine or a bulk container for industrial products. There are four broad categories of packages that require different technologies and expectations for their accomplishments as a good package.

2.1.3.1 Consumer Package

It is concerned generally with small units in large numbers, often decorated in attractive manner. This may include food, pharmaceutical, consumer durables and gifts packages. In the evolution of consumer package, the emphasis is more on sales orientation (Natarajan et.al, 2009). Mauer and Ozen, (2008) stated; consumer packages are sold in a grocery store and ultimately reach the consumer.

2.1.3.2 Industrial Package

These packages are generally heavier, with little attempt to make them appealing to the eyes. This type of package includes machinery and heavy equipment. In their evolution emphasis is more on performance and economy (Natarajan et.al, 2009).

2.1.3.3 Institutional Package

These packages are intended for select classes of trade like hotel, hospital, and beauty parlours. Here the emphasis is given on protection, cost-effectiveness, stacking efficiency and waste disposal (Natarajan et.al, 2009).

2.1.3.4 Military Package

It is a highly specialized package requiring good protective qualities as specified by government and documented in the most intricate and vexing details. The evolution of this type of packaging focuses on safety and security-protective function (Natarajan et.al, 2009).

2.1.4 Levels of Packaging

Packaging includes all the activities of designing and producing the container for a product. Packages might have up to three layers. Cool Water cologne comes in a bottle (primary package) in a cardboard box (secondary package) in a corrugated box (shipping package) containing six dozen bottles in cardboard boxes (Kotler and Keller, 2012).

2.1.5 Components of Packaging

Packaging must achieve a number of objectives:

“1. Identify the brand, 2. Convey descriptive and persuasive information, 3. Facilitate product transportation and protection, 4. Assist at-home storage, 5. Aid product consumption”. To achieve these objectives and satisfy consumers’ desires, marketers must choose the aesthetic and functional components of packaging correctly. Aesthetic considerations relate to a package’s size and shape, material, color, text, and graphics. There are a number of factors and criteria in each area (Kotler and Keller, 2012). Moreover, Wang and Chou, (2010) discussed, packaging is the communication interface between the producer and the consumer, and it is composed of two parts: shape and structure design (structure and shape) and exterior graphic design (color, typography, and decoration). According to the differentiation in design elements, they can be divided into visual and functional, as shown in Table 1: (a) Aesthetic design element: Shape (form), color, illustration (lines, symbols, graphics, patterns, and pictures), logo and brand, typography (company name, product name), pattern design (lines, patterns, illustrations, photos), brand name and address, product facts and usage instructions, ingredients, volume (or weight) and decoration to form a layout. (b) Functional design element: Structure design (protection, storage, transportation, opening and resealing functions), material design (emotional appeal and window presence value), and volume design (economic function).

Table 1: Elements of Packaging

Visually aesthetic design element		Functional design element	
Shape	(a) Shape design	Material	(f) Auxiliary packaging material design
Typography	(b) Brand name design	Texture	(g) Texture design
Illustration (including graphics, patterns, and illustrations)	(c) Pattern design (Including lines, patterns, illustrations, photos, etc.)	Structure	(h) Structure design
Color	(d) Color design	Volume	(i) Volume design
	(e) Attached product information design		

2.1.6 Functions of Packaging

Food packaging is essential and pervasive: essential because without packaging the safety and quality of food would be compromised, and pervasive because almost all food is packaged in some way. Food packaging performs a number of disparate tasks: it protects the food from contamination and spoilage; it makes it easier to transport and store foods; and it provides uniform measurement of contents (Gordon, 2010).

The basic function of packaging is to “preserve product integrity” by protecting the actual food product against potential damage from “climatic, bacteriological and transit hazards” (L.E. Wells et.al, 2007). Additionally, He Qing et.al, (2012) strengthen the above paragraph saying; function of packaging is to protect the goods, to convey product information, easy to use, easy to transport, to promote sales, increase value-added products. Packaging as a comprehensive discipline, with a combination of goods and artistic duality. Brody, (2000) stated that, packaging’s roles depend mostly, but not totally, on the food product contained. The main functions of packaging are Protection; the protection is both from manmade and/or from that of natural. manmade problems that could be caused by tampering, over loading, and from natural causes which includes water, moisture and volatile matters, oxygen, foreign odor and flavor, and microbial organisms especially bacteria and fungus (eg. Pongrác, (2007), Brody, (2000), and Morris, (2011)), Containment; it is containing or holding a product for the portable usage of products. This help for the easy transportation and consumption of products far from where it is produced (eg. Lee, (2008), and Brody, (2000)), Communication; the ability to provide a full information about the product how to use it, how to dispose it after usage, how to store it, what the product is made of, what nutritional value does it have and other important issues (eg. Selke, (1997), Morris, (2011), and Cakim, (2010)) Unitization; grouping of a number of individual items of products into a single entity that can be more easily distributed, Sanitation; keeping the product as healthy, safe to be used, and sanitary of the product, Dispensing, Product use, Convenience, deterrence of pilfering, and deterrence from other human intrusions such as tampering.

2.1.7 Packaging as a Tool of Brand Imagery

Brand image was developed in the early 1960s as a way to further differentiate products from their increasing competition. Packaging was, and still is, the perfect communication vehicle to showcase brand image. In today's cluttered marketplace, packaging continues to evolve and become even more sophisticated. Research shows that different brand imaged delivered via packaging appeal to different consumer demographic segments. Market research into consumer behaviors, along with demographic and psychographic analysis, is all used to position brands and refine product packaging. The resulting designs catch consumers' eyes. Packaging can be so strong that it makes a brand instantly recognizable (DuPuis and Silva, 2008). Ambrose and Harris, (2011) added in the issue saying; packaging is often the first point of contact that a consumer has with a brand, so it is hugely important that it initially draws their attention and also quickly conveys the messages that both present and support the brand. Communicating a brand message extends beyond the information and visual content of packaging. The physical materials used for packaging products also importantly contribute to the overall brand statement projected. A brand cannot be positioned as a high quality or luxury product if its packaging is fragile and low quality. There has to be a direct correlation between the packaging's physical attributes and the messages that the brand seeks to project. As Dahlen, Lange, and Smith (2010) described; Strong attractive packaging may stand out above the clutter of brands and communicate brand salience at point of purchase. Packaging change may also signal a changed position in the market, or enable increases in price or product improvements.

Packaging and branding are sometimes treated as separate disciplines, with packaging being primarily about how a product is protected and contained, and branding about how a product's characteristics will be communicated to consumers. Yet, if we take a closer look, it quickly becomes obvious that these disciplines are in fact very much entwined. Packaging and its design has come to play an increasingly prominent role in the branding exercise as the scope and extent of branding has grown; it is no longer merely concerned with the need to contain and protect a product. Packaging has become more sophisticated as a result and today plays a key part in the brand communication process; for many product groups, packaging has become a fundamental element of the brand statement, if not the defining one (Gavin and Paul, 2011). Branding and packaging are the possible methods generally employed to identify the products. They are mostly

used for consumer products to differentiate the product of one producer from those of the other producers (Chandra, 2010)

Customer loyalty is the answer today as it has been in the past and will be in the future. Loyal customers are easier to do business with, are more predictable, and don't carry the expense associated with attracting new customers. Companies with loyal customer base enjoy greater profitability in good economic times and depend on their loyal customers to help them survive difficult financial conditions (Manzie, 2004). Packaging helps in brand and product recall when the customer goes to the market to make a purchase. Packaging helps in shelf displays and shops can utilize the shelf space optimally with the right kind of packaging. It is also used in advertising of the product, thus creating a TOP OF THE MIND RECALL for the product (Mathu, 2007)

Packaging can considerably increase the subjective value to the buyer. Where the subjective use value-in the sense of value when in use-is not affected by the packaging, for example, because the packaging is discarded immediately after purchase (which is the case with most consumer durables and also with a good many consumable goods), the packaging as a means of product differentiation is to be regarded in the same way as advertising (Jules, 1983). A branded product is a product sold carrying the product manufacturer's or retailer's label and generally used by purchasers as a guide in assessing quality. Sometimes, the qualities of competing branded products are almost indistinguishable, and it is packaging that makes the sale. An interesting or visually attractive pack can give the crucial marketing edge and persuade the impulsive consumer. Packaging should, however, accurately reflect product quality/brand values in order to avoid consumer disappointment encourage repeat purchase and build brand loyalty. Ideally, the product should exceed customer expectations (Richard and Mark, 2011).

Brand preference is an important factor in the brand decision process (Ronald, Edward, and, Alan, 2003). Brand preference, like brand salience, can be an indicator of the strength of brand equity. Obviously, brands that are preferred are likely to enjoy greater equity than those that are not. But this is not always a straightforward relationship (Richard, Larry, and, Simon, 2011).

2.1.8 Packages as a Silent Sales Man

In the fiercely competitive retail world, getting your product to stand out on the shelves is a constant challenge. Yet just the look and feel of a product's packaging can become a key brand differentiator and sales booster (Hammon, 2008). Consumers are responding to packaging excellence with increased awareness and purchase dollars. Packaging is not only selling products in the store, but reselling them during their use at home, at work, or in the car (Doyle, 1996).

Through verbal and nonverbal symbols, the package can inform potential buyers about the product's content, features, uses, advantages, and hazards. A firm can create desirable images and associations by its choice of color, design, shape, and texture (Pride and Ferrell, 2012). Khan, (2006) in other hand stated; too much information confuses the consumer, and with more information, often poor decisions are made. Increasing package information adversely affects the ability to choose best brands. Khan, (2006) added; use words like 'new', 'improved', 'better', or 'power' packed. Change in package design and color, periodically helps to push information through. It stimulates the consumer and, pushes the information through the threshold level. These adjectives help the consumer to break the threshold level faster, so that the purchases are expedited.

Kotler and Keller, (2012) explained, the package is the buyer's first encounter with the product. A good package draws the consumer in and encourages product choice. In effect, they can act as "five-second commercials" for the product. Packaging also affects consumers' later product experiences when they go to open the package and use the product at home. Some packages can even be attractively displayed at home.

Various factors contribute to the growing use of packaging as a marketing tool:

- **Self-service.** An increasing number of products are sold on a self-serve basis. In an average supermarket, which may stock 15,000 items, the typical shopper passes some 300 products per minute. Given that 50 percent to 70 percent of all purchases are made in the store, the effective package must perform many sales tasks: attract attention, describe the product's features, create consumer confidence, and make a favorable overall impression.

- **Consumer affluence.** Rising affluence means consumers are willing to pay a little more for the convenience, appearance, dependability, and prestige of better packages.
- **Company and brand image.** Packages contribute to instant recognition of the company or brand. In the store, they can create a billboard effect, such as Garnier Fructis with its bright green packaging in the hair care aisle.
- **Innovation opportunity.** Unique or innovative packaging such as re-sealable spouts can bring big benefits to consumers and profits to producers (Kotler and Keller, 2012).

As Holmes and Paswan, (2012) acquired from Schoormans and Robben, (1997), Rettie and Brewer, (2000), Package design is one of the most important aspects of product strategy. It is estimated that about 70 percent of all supermarket purchase decisions of prepackaged goods are made at the point of purchase. Wang, (2013) stated from Ghani and Kamal, (2010), Clement, (2007), Most impulse buying occurs because of product display, and attractive packaging plays an important role in product display. Point-of-purchase decisions heighten the potential for product packaging to communicate information to consumers and influence product choice.

Product packaging may be the only ‘face’ that the consumer gets to see of your company. Your packaging is more than a container for your product: it is the face of your company. Your product packaging is one of your most powerful marketing tools. It is always selling your product. It is building your brand (Darrell, 2011).

2.1.9 Successful Packaging

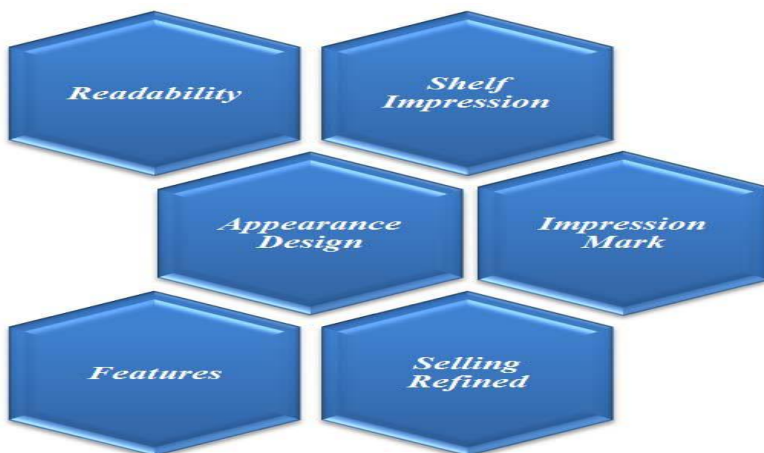


Fig. 2 Successful packaging design elements (He Qing et.al, 2012)

Well designed packaging has the power to turn a want into a need, and into a purchase. The thought, the concept, the ideas, the colors, the shape, the type and all the elements of a well-designed package work together to create something more than just a product. Great packaging adds more than just monetary value to a product-it adds emotional value. It has the power to directly trigger the emotions of the consumer, and it is what makes someone fall in love with a product, or even hate it. It's that emotional connection that makes a design a success (Gibbs, 2010).

Any company should consider its customers while designing its package because at the end it is all about getting more market share, profit maximizing through customer satisfaction. This will help the company to compete in the market creating competitive advantage and stay in a market for longer time.

2.1.10 Product and Packaging

Whereas processing can provide competitive advantages because it is secreted behind closed doors, packaging is an obvious and essential element of the food preservation chain (Man and Adrian, 2000). Red wines and some aged cheeses are just about the only packaged foods that get better as they get older. Beyond this well known fact, virtually all food products deteriorate over time. As a result, packaging researchers are developing technology to slow that deterioration and, in some cases, to use the package in actively improving food quality (Vergnaud and Rosca, 2006). Packages are designed to protect food products from the point of manufacture to the point of consumption. Packages are usually tailored to fit the product being protected and no one package will provide the protection needed for all products, under all conditions, and against all pests (Taylor, 2004).The food package can function best when integrated into a food packaging system, which involves certain physical components and operations. The major physical components are the food, the package, and the environment. It is useful to divide the environment into internal and external, the internal environment (which may or may not include a headspace) is inside the package and is in direct contact with the food, and the external environment is outside the package and depends on the storage and distribution conditions. The operations are the manufacturing, distribution, and disposal of the food package. in designing the food packaging system, these physical components and operations must be considered to prevent

over packaging and under packaging, which result in higher costs, lower quality and in some cases, health risks (Hui, Isabel, Miang, Murrell, and Wai-Kit, 2004).

Consumers will not purchase an item if it is even perceived to be unsafe. Certainly no food processor in this room would attempt to offer for sale anything which was unsafe, but if the package even suggests less than perfect regard for safety, the consumer is turned off. Simple things like collapsed panels, dents, wrinkled foil seals and tamper bands broken during application, for instance, all give the appearance of potentially unsafe contents while, in fact, the contents are perfectly acceptable by any measure of food safety (Plastics Instit, 1991). As Bruce, Gray, and Joseph, (1987) added, Packaging materials are used extensively to protect and preserve food products in the storage and distribution environments. The ability of these materials to perform effectively depends, in part, upon the transmission (i.e. diffusion) of gases, vapors and other low molecular weight species through the materials. Knowledge of the transmission rates of permeates such as oxygen, water vapor and aroma constituents through packaging materials, coupled with an understanding of product demands, is essential for the maintenance of product quality and safety during distribution and storage.

Package windows can provide visual display of the package food contents inside. These can lead to cues that alter consumer expectations about what to expect from the food consumption experience. The package design can also lead to functionality in the preparation of the food flavor consumption. This includes closures, hand grips of value to facilitate opening and using packages. Microwave cooking technology requires the package to not only hold the food, but also to help in cooking the food. This interaction not only impacts how the food is formulated, but also how the consumer cooks the product (David, 2012).

2.2 Empirical Framework

2.2.1 Consumer brand Preference in relation to Package

One of the main themes that has emerged from behavioral decision research during the past three decades is the view that people's preferences are often constructed in the process of elicitation (Sarah and Paul, 2006). Preferences are a common feature of everyday decision making. They are, therefore, an essential ingredient in many reasoning tools. Preferences are often used in

collective decision making when multiple agents need to choose one out of a set of possible decisions; each agent expresses its preferences over the possible decisions, and a centralized system aggregates such preferences to determine the “willing” decision (Rossi, Brent, and Walsh, 2011)

Consumers of all ages are continually faced with the task of differentiating and choosing among products and brands. Indeed, these two processes form the basis for most consumer buying decisions (Kenneth, 1986). Warren, (1968), stated that in the selling environment of a modern super-market, in competition with as many as 7,000 other items, the potential contribution of a superior package to profitability is simply too great to be ignored. Even a non-functional change in package design, such as a more appealing illustration, can double sales-just as a wrong move can cut a brand's market share to less than half it's standing immediately prior to the change. Ampuero and Vila (2006), in their research titled “Consumer perceptions of product packaging” concluded that color, typography, graphic forms, and illustrations of the product package has huge influence on the customers mind in relation to their preference not forgetting their background like culture, social class, status and other issues. Another study conducted by Silayoi and Speece (2007) a research titled “the importance of packaging attributes: a conjoint analysis approach” result showed that packaging technology (which conveys a message of convenience and ease of use in this study) plays the most important role in consumer likelihood to buy which attribute is 32 percent. Other attributes which is not far fated result indicates Packaging shape had a slight edge (19 percent), followed by product information (17 percent), color and graphics (16 percent), and, finally, layout of graphics and information (15 percent). Wang, (2013) found out in the research conducted that visual packaging design has a direct impact on consumers brand preference. He also found out that Perceived food product quality also indirectly and positively affects brand preferences through product value.

Other than packaging, consumers brand preference could be affected by different elements. This elements includes; Cultural factors (social class which will be identified by income, educational level, wealth, and occupation, lifestyles), Social factors such as family, friends, social organizations, and professional associations, Demographic factors (age life-cycle stage, occupation, economic circumstances, lifestyle, personality), Psychological factors (motivation, perception, learning, and beliefs and attitudes) (eg. Govindarajan, (2007), Embaye, (2010)).

2.3 Conceptual Framework

Orth and Malkewitz (2008) has identified packaging elements which they have adopted the procedure from Caldewey & House (2003), Caputo (2005), Mackay (2005). In the purpose of identifying packaging elements they invited nine professional from multiple firms and experience.

Khan (2006) explained rules that guides the search into areas of high probability known as **Heuristics** and classified into five namely; affect referral heuristics (consumer uses earlier experience and memory in brand evaluation), conjunctive heuristics (consumers set minimum cut off and the brand should fulfill that point not to be rejected, negative in nature), lexicographic heuristics (brand attribute that score highest in most important attribute will be chosen, positive in nature), linear compensatory heuristics (consumers permit the strength of one attribute to compensate the weakness of the other), and disjunctive heuristics (consumers set minimum cut off point on basis of weights and the brand must met the cut-off point on dominant attribute, used infrequently).

From the two major variables in the study, which is packaging (determined by its elements; the elements includes: Visual elements like color, shape, size, typography etc) and that of consumer brand preference, the student researcher classified it into dependent variable and independent variable. For this particular research study the elements of product package, which is presented in the study briefly, as independent variable and that of consumers' brand preference as dependent variable.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

To accomplish the objectives stated in chapter one and to seek answer to the research question the student researcher used descriptive types of research method. This research method help is typically concerned with determining the frequency with which an event occurs or the relationship between two variables. This type of design is typically guided by an initial relationship between two variables (Shukla, 2010). As Calmorin and Calmorin (2007) states descriptive researches are valuable in: providing facts on which scientific judgments may be based, providing essential knowledge about the nature of objects and persons, for closer observation into the practices, behavior, methods and procedures, playing a large part in the development of instruments for the measurement of many things, formulating of policies in the local, national or international level. Qualitative methods involve a researcher in describing kinds of characteristics of people and events without comparing events in terms of measurements or amounts whereas quantitative methods focus attention on measurements and amounts (more and less, larger and smaller, often and seldom, similar and different) of the characteristics displayed by the people and events that the researcher studies (Thomas, 2003). The student researcher has also applied both the quantitative and qualitative measurement methods. The qualitative measurement helps to interpret ideas which were gathered through open ended questions, this will help in addressing the respondents ideas which might be raised in the close ended questions so as to have a wider perspective of consumers interest, while the quantitative measurement method helps to interpret ideas which were gathered through close ended questions.

3.2 Population, Sample Size and Sampling Techniques

In addressing the research questions the student researcher has considered the final consumers as respondents in studying their brand preference with respect to the product package of mineral waters. Customers that visit the supermarkets to purchase bottled waters have been selected as respondents.

Concerning customers selection, convenience, non-probability sampling approach was used for the reason that their exact number and list is not available; this helped to choose samples based on the student researcher's and customer's conveniences in terms of time and space. For this reason the student researcher has chosen supermarkets that are found in the capital city of Ethiopia which have relatively the same status in terms of brand. It is identified in Addis Ababa there are about thirty eight supermarkets available for which the lists could be acquired from the yellow pages, however; the student researcher has selected ten supermarkets which some of the supermarkets have as much as seven branches while some others have one branch. To be specific Novis Supermarket, Shoa Supermarket, All-mart Supermarket, Abadir Supermarket, Popolary Supermarket, Hadia Supermarket, Friendship Supermarket, New York Supermarket, Fantu Supermarket and Ethio Supermarket were selected which totals to be twenty two in branch number. The bases for this supermarket selection was that; the supermarkets are believed to be known by many of the customers because the supermarkets has been operating in the city for longer period of time in relative terms, the second criteria being the location, which means the supermarkets are located in a populated area and the customers who shop in those supermarkets are believed to have a kind of similar behavior because more or less the price and the product the supermarkets handle is similar which makes the customers to have a certain behavioral similarity in between.

In determining the sample size of the respondents, equation was used from Cochran, (1963) which is stated as follows:

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

n_0 is the sample size, Z^2 is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$ equals the desired confidence level), e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is $1-p$.

With that respect, taking 95 % confidence level Z is termed to be 1.96, with a precision of $\pm 6\%$ and assuming $p=0.5$. Putting the figures in the equation the sample size is determined to be 266.

This means that two hundred sixty six (266) customer respondents have been taken as a reliable sample size. Of the twenty two branch supermarkets the student researcher has contacted twelve customers in each supermarket which added up to be two hundred sixty four and two respondents from the supermarkets that have higher branches so that the response will be reliable.

3.3 Types of Data Collected

The student researcher has used both primary and secondary data. The primary data was collected from final customers who enter to the supermarket to purchase mineral water. The secondary data was obtained from the documentations, relevant books, articles and journals. In this way the research can provide both previous works of others as a reference and direct response of the customers.

3.4 Method of Data Collection

To get first hand information which is important to the study, questionnaires were prepared and distributed among the respondents. The questionnaire includes both open ended and close ended questions which helped the student researcher to acquire adequate information in conducting the research.

For ethical purposes the student researcher has explained the purpose of the research to make the respondents feel confident enough in providing the necessary information. The questionnaires were distributed to the respondents through the supermarket clerks for respondents to fill it while they wait in line for payment.

3.5 Data Analysis Technique

Quantitative and qualitative data analysis techniques were used in this study. Quantitative data analysis technique specifically, descriptive data analysis technique which includes percentages, mean, standard deviation, and correlation was used. To summarize the findings, percentages were computed to get the total picture of the data that was collected from sample respondents. Then, the summarized data is presented in the form of tables at the end of the thesis. Qualitative

data analysis techniques specifically narrative was used to analyze the response obtained from open ended questions.

3.6. Reliability Test

As Andrew, Pedersen, and McEvoy, (2011) adopted from (Nunnally and Bernstein, 1994), a popular method for measuring the internal consistency reliability a group of items is cronbach's alpha coefficient, often referred to as simply cronbach's alpha or cronbach's α . In short, cronbach's alpha measures how well a set of variables or items measures a single, unidimensional latent construct. It is essentially a correlation between the item responses in a questionnaire; assuming the statistic is directed toward a group of items intended to measure the same construct, cronbach's alpha values will be high when the correlations between the respective questionnaire items are high. Cronbach's alpha values range from 0 to 1, and, in the social sciences, values at or above 0.7 are desirable, but values well above 0.9 may not be desirable as the scale is likely to be too narrow in focus.

No.	Items	Cronbach's alpha
1.	Factors affecting consumers choice	0.816
2.	Visual element of package	0.568
3.	Purchase decision	0.702
4.	Brand elements	0.526
5.	Total Variables	0.849

Chronbach alpha shows the reliability of the questionnaires as well as the variables, based on that, from the above table two of the variables (factors affecting consumer brand preference and purchase decision) have a value on the standard range, while the other two variables (visual element of package and brand element) have slight deviation from the standard range, however the whole questionnaires chronbach value is on the standard range as a result it can be concluded that the questionnaire is valid.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

This part of the research paper deals with analysis and interpretation of the collected data through questionnaires (open ended and close ended questions).

Questionnaires were distributed to final customers of mineral water those who enter to selected supermarkets for purchasing a product. Out of 266 copies of questionnaires distributed 253 (95 %) has been filled out thoroughly and returned, the rest could not be collected for different reasons.

The data, which was gathered through closed ended questions, was analyzed using the statistical tools which include percentages and frequency, mean, standard deviation, correlation, and model based analysis and the data, which was gathered through open ended questions, was narrated to support the findings of quantitative once.

4.1. Quantitative Analysis

4.1.1. General Profile of Respondents

From the data collected 133 (52.6 %) from the total of 253 respondents are males where as the rest 120 (47.4 %) respondents are females. Regarding the age structure of respondents 37 (14.6 %) are from 20-25 years of age, 57 (22.5 %) are in the age 26-30, respondents in age of 31-35 count to be 65 in number (25.7 %), 67 (26.5 %) of respondents found to be in the age of 36-40, the rest 27 (10.2 %) of the respondents are in the age of 41 and above.

Concerning the educational background of respondents, more than half (62.5 %) of respondents are diploma holders, in the second level certificate holders come in position accounts for 17 % from the whole respondents, the rest 20.6 % of respondents completed high school (10/12 complete) first degree and second degree.

The two categories of respondents which have higher number are retired respondents and employees in different institutions in different position which count to be 56.5 % and 22.9 %

respectively. Merchants account 15.8 % from the total respondents while the rest 4.8 % are students and work as a free lancer.

Most of the respondents 38.3 % have income ranging between 2351-3550 ETB, second to that not much apart from earn from 1400-2350, and 3551-5000 ETB which counts 25.7 % and 25.3 % respectively, lastly 10.7 % of respondents earn more than 5000 ETB.

4.1.2. Factors Affecting consumer choice of packaged water

Out of 253 respondents asked about their degree of agreements on whether families affect their purchase decision, 108 (42.7 %) of respondents strongly agreed, 43 (17 %) agreed that family influence their purchase decision meaning they prefer a brand that their family recommends, the rest 36.4 % of respondents doesn't take the recommendations of their family. Likewise out of the total respondents 94.9 % of them end up in purchasing products which their friends recommend and the rest are free from (in relative terms) peer pressure in purchasing the product. From this, marketers should work on studying not only the customer's behavior but they should also consider their family's buying behavior as well as their friends; from socio-cultural, economic, and other perspectives so as to attract more and more customers.

From the data obtained majority of the respondents (93.7 %) have good attitude towards a product brand that is consumed by celebrities, the celebrities could be football players, athletes, artistes, or any other one by which they consume the product in public or they talk about the good part of the product so that others follow the practice. Or the other scenario is that celebrities consume the product only if the product is good enough because of the status the celebrities have in the society. The rest of the respondents have negatively responded to the question. This implies to the marketer that they should think of a way to attract celebrities because customers believe that the product consumed by celebrities have higher quality thinking that celebrities care for their status and will not select a product that decreases their status in the society.

Regarding the social status expression of packages most of the respondents (94.1 %) believe that the products package they purchase shows or expresses their social status in the surrounding. This might be true because we humans create a connection for the shape, size, design, and texture of the product package with something that we know before in our life that we might be

aware of or something that is hidden in our mind. Either ways, the package in hand should be capable enough in convincing the customers and shining out their (customers) rank or status in the society so they can consume the product in open air which could be used as a free promotion. However, the other 6 % of the respondents don't agree that the products package doesn't show any of the status they have in the society. More or less in similar manner majority of the respondents (68 %) purchase products for the reason that the package reflects their value

From the total 253 responses 222 (87.8 %) gave positive response to that they have purchased mineral water if the package exhibits the current style or fashion, it could be with design, shape, size or any other form while the rest have negative response. Hand in hand, the same number of respondents agreed that they will purchase the brand that follows the fashion. Even though fashion changes from time to time and influenced by once culture and belief it is important to study what is new in the market and design the package accordingly.

4.1.3. Role of Packaging in providing Product Image

From the cumulative responses, primarily respondents have preferred the color of Yes brand with the percentage of 94.1, second is Aqu Addis with 59.5 %, lastly Origin wins the heart of customers with a percentage of 40.3. It is obvious that color is the most important element in selecting the package because customers observe the packages color at glance before they judge about the product design, shape, size or any other element. From the data it could be said that Yes mineral water have high chance to be selected by customers since it could be identified easily from the other two products. However, color by itself might not bring higher sales volume by enhancing the customer's choice for the product. Meaning that, additional elements should also be observed.

Shape and size is the other most important visual element of package which will enhance the package's competitiveness in the shelf. From the data obtained 88.2 % of respondents like Yes brands shape, while 47.8 % from the total respondents have liked Aqu Addis's shape which put it in the second place, where as 25.7 % of respondents have prefer origin's shape. As usual primarily respondents prefer Yes brand's package size with 92.1 % from the total, however the other two brands (aqu addis and origin) have almost similar package size preference of respondents to be specific 75.1 % of respondents prefer aqu addis which 69.9 % prefer origin.

4.1.4. Purchase Decision

From the data obtained one can clearly observe that color has huge influence on customer's psychology in point of purchase. The more attractive the color is the higher probability the package has to be purchased if not at least the customer will have the appetite to examine the product in detail which is better than not been seen at all. The mean value for the data is 4.1621, which means the average respondents are convinced that color is one of the important aspect in purchasing a certain mineral water product, with the standard deviation of 1.1925 and variance value of 1.422,

As it is indicated in the data attached in the appendices almost all (83.8 %) of respondents agreed that they would purchase if a package of the product is easy to carry. The convenience came if the shape allows such options otherwise it would be difficult to carry the product from place to place. The same is true for the size, which mean that, whenever the size increases the more difficult it is for handling purposes. Saying that the mean value obtained is 4.0909 with the standard deviation of 0.94051 and variance is 0.885. This indicates that the response provided by the respondents is somehow consistence in nature.

From the cumulative response of respondents for the three questions (to be specific for the questions which asks; if customers purchase a product because of the package than the test, if they fall in love the product easily, and if they can't resist to pass a product with the nicest package) the results shows positivity that the package of the mineral water has huge influence. To show the data results, 58.1 % has been convinced that if they see nicely packed mineral water they will purchase the product, the same percent has said they easily fall in love with the product if it have good package, and lastly 92.9 % of the respondents said they purchase products because of the package not because of the product test by itself. The mean values for the three responses were 3.5889, 3.4625, and 4.3439 with the standard deviation of 1.35584, 1.21970, and 0.80446 and variance value of 1.838, 1.488, and 0.647 respectively.

Specifically in the our culture (Ethiopian) in general, for the reason that we grow up in a society that appreciates children's not to participate in the family issues and think for others rather than for themselves, we give high concern when purchasing a certain item for our friends or relatives but when we purchase the same product item for our consumption we really don't bother that

much, of course this might be because of respect that we have for others or not. The data obtained strengthens the idea which is mentioned. The data obtained exhibits that 71.5 % of the respondents agree that package is important criteria when they purchase the product for someone they know however the rest really doesn't bother about the package in purchasing the product for the same reason. The data mean value is 4.0158 and the SD is 1.16486 which means that the data provided have somehow consistency among the questionnaires and the variance is 1.357.

From the data obtained out of 253 respondents 72.4 % agreed that new design will encourage them to purchase the product and 78.3 % of respondents argued it will be better if the exiting package of the mineral water has changed the product package so as to motivate customers to purchase more of that brand than its competitor's brand.

As it is obvious price is the most sensitive element, at least for most of the individuals, customers are willing to pay even if the products price is expensive if they are influenced by the product and the product package is the one that serves as eye breaker. The data obtained supports the argument because most of the respondents (75.5 %) have agreed that they will purchase the product if the package is good enough even if the price is expensive. The mean data is 3.7708 close to 4 which strengthen the data obtained and the SD and Variance is 1.14902 and 1.320 respectively by which relatively the responses are somehow consistence.

4.1.5. Relationship between the Package Elements and Brand Elements

As it is shown in the correlation table attached in the appendices, package color has huge effect in creating companies brand or the company's brand image is directly related to the company's package color. The Pearson Correlation magnitude is 0.153, 0.123, 0.151, and 0.050 with significance of 0.015, 0.050, 0.016, and 0.426. This implies that whenever a certain company is designing its package the company should consider the color of the package to reflect the content of that product which will express the company's brand in return that enhances the company's competitive advantage.

Even if it is not as strong as the package's color, package convenience has a positive relation in creating good brand image of the company this could be seen from the Pearson's Correlation value of 0.154 the relation between brand recognition and convenience, while the value between

package convenience and brand expression of the package is termed to be 0.010 which means that the relation between the variables are very low. And the relation in one of the variables, the magnitude is -0.006 which signifies poor relation among the variables, however because the magnitude is very low it is possible to withdraw the results, the relation with the fourth variable the magnitude shows strong relation by which the magnitude is 0.129. from the results one can say that in order the product to chosen by the customers and for the customers to purchase the product again and again package convenience is the important issue. This convenience could be aroused from the shape of the package or the size of the package.

Regarding the relation between new design of package and the brand elements in all regards, except one variable, has strong positive connection. This is said in the bases of the Pearson Correlation value which is presented as follows; the magnitude between new design and that of brand recognition is 0.135 with significance of 0.032, the second variable which is brand expression the magnitude is 0.130 with significance to 0.039, the relation between new design of package and brand transferability is stronger than the other two with Pearson magnitude of 0.175 which is significance to 0.005, however; the last variable exhibits negative magnitude even if its magnitude is very low which is -0.026 with significance of 0.682. This implies that there is high probability of being choosing a brand which have new designs now and then if not possible, once a while in the market. This will help the marketer to attract new customers and sustain the existing customers. Even if this paragraph shows to what extent design influence product brand, the idea is also supported in the previous paragraphs too emphasizing, the more the product design is fashionable the more likely customers to purchase the product.

The above argument can be strengthened more from the next correlation status. The correlation is made between necessity of package change and that of the brand variables; in this relation all the variables have strong magnitude which shows how related the variables are, the relations are expressed as follows. The Pearson correlation magnitude between the independent variable which is package change and the first dependent variable which is recognition is 0.223 while the relation with the second dependent variable which is expression found to be 0.241. The Pearson magnitude with transferability is 0.214 and with the last variable which is competition is 0.148. From this figure one can say that customers are interested in purchasing new products. May be this is a human nature that descended from our ancestors which they were curious about the

occurrences of an event, now a days it just get more advanced. As a result marketers along with designers and the necessary professionals should able to come up with a new way of designing a package that will attract consumers more and more.

Probably the most sensitive variable for customers, and probably one of the variables that give us with the highlights about the product quality is price. Most individuals associate price with high quality of product, or high fashionableness of the product, or newness of the product or some other good feature of the product, this can be seen from the correlation result of respondents. Except in the relation between recognition and price the others have high magnitude, the Pearson correlation magnitude between recognition and price is 0.049 which is lower than the rest of the variables but still good enough. The relation between price and the second variable which is expressive is stronger with the magnitude of 0.143, and the magnitude of 0.116 in relation between price and that of brand transferability. The relation with the last variable is that 0.217. This implies that price have high influence in the customers mind in dictating weather the product brand is with high quality which helps the brand to be disseminated in a form of word of mouth, however; too much higher price might cause customers to search for other competitors which could provide them with similar product or much more better product as a result marketers should put in to considerations different variables in setting the price. One of the variables might be competitors price range and the market type, meaning how many competitors are available in the market, if there is any substitute products in the market, demands and that of supplies, the economic situation of the nation, demographic nature of the customers and much more so as to retain the customers and maximize company's profit.

4.1.6. Relationship between other factors and Brand

As it is know the very important question the marketer should ask is; what do customers purchase, how do they purchase, when do they purchase, where do they purchase, how much do they purchase, and why do they purchase. Of this questions the first five are simple the very thoughts one is the last "why do they purchase". From the correlation table it is seen that other factors like; family, friend, celebrities, social status, self value... have much stronger influence in ones customer preference while purchasing a mineral water (the correlation result attached at the back of the thesis). This means that, companies, while designing their product package they

should put in to considerations this important variables because it might simplify and clearly explain why they (customers) have preferred one brand over other brands.

4.2. Qualitative Analysis

It is obvious that in the label of the product different elements will be incorporated of which name and logo of the manufacturing company, what nutritional value does that product acquires, how to store the product, how to use the product, how to dispose the product, and many more. This is possible if the package is used as a label as well, however, in a type of package like mineral waters this might not be possible because the label could be separated from the package but it doesn't mean that the package will not communicate a message for customers. From the respondents, the very important thing the package should convey is about the product quality, in a way that the package should influence customers to guess about the product taste. In this sense the company should be taking in to consideration certain things like customers culture, belief, attitude towards that object and more importantly the companies should consider the product itself because if the product is not functioning as the package is conveying it will, customers might not purchase that product ever again or they might disseminate negative word of mouth which is in the worst scenario.

There is a saying "eye is the get way to the heart" in this regard some of the respondents said that, the package should show the masculinity in terms of shape, size or design. Probably these respondents are heavy workers in a sense; they like to be seen as muscular, heavy, powerful, and energetic. Some other respondents like the package to be light in their eyes. These respondents might have the feminine type of character in which they don't like too much of jargons, probably they might not like to attract so many people to stare at them. In this interpretation it doesn't mean the first once are males and the second character is females, it just shows the characters of the respondents. Some other respondents like the package not to have too much of color (heavy, bold color) and they like it simple design not too much of textures in it. Probably this respondents like the package to remind them of the peaceful areas, quite moments, may be the relaxing modes.

Effective is a relative term, it depends on the viewer; it differs from person to person based on the different parameters of observation they have. From this regard respondents have provided

their point of view differently. Some say color is the important part of the package while others say shape and some others say it is the size that matters most. For those who said it is the color that is important their reason is that the color will call you from distance, it can be recognized easily and the color gets the power to let you think the package is smaller or bigger. The reason behind for those who said shape is the important part is that, the shape is the one that determines the comfort when handling the product, and using the product in the streets or in any where the customer prefers to consume the product. Some respondents said that the easiness to access the product should come first meaning that customers should be able to open and close the package as easily as possible to use the product in time of need. In addition to that the package should not allow any damage of the product from third party in any way, meaning the product should be kept as it was packed by the original company or manufacturer. If this is not the case, any damage that could be occurred to the product will directly damage the image of the company if the damage doesn't affect the health of customers but to the worst scenario the company will be forced to withdraw from the market legally if it causes any health damages, off course the company will pay for any costs that the customers has incurred.

4.3.Discussions

As a general rule package has high influence in consumer's psychology in their purchase decision to select/chose one brand from the other, before they have experienced what the main product tests, or feels. Compared to other researches made, this study have similar conclusions, even if other researches are made in different countries in different situations by different methods. For instance a research made by Silayoi and Speece which was published in 2007 showed that packaging shape has importance which is 19 % followed by product information 17 % and color and graphics have 16 %, Wang, (2013) found out that visual packaging design has a direct impact on consumers brand preference. Off course Govindaraja, (2007) and Embaye, (2010) indicated that Cultural Factors, Social Factors, Demographic Factors and Psychological Factors have huge importance in consumers brand preference. With this respect, mineral water products have high chance to be selected by consumers if the package can catch the eyes of consumers and more wines the heart of consumers and package is judged by the its elements which includes; shape, size, design, texture, typography, convenience, and other important elements.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

In this portion of the research study major findings will be summarized to get the whole picture, conclusions will be drawn out of the findings and finally recommendations will be given so as to take measures that might help to overcome the problems and attract much of the customers if not all.

5.1 Summary

More than half of respondents (59.7 %) said they purchase a product brand that their family approved of. And even in higher number, majority of respondents (94.9 %) are influenced by their friends in purchasing a certain product brand. Almost all of respondents (93.7 %) think product brand that is consumed by celebrities is very good because those individuals (celebrities) give priority for their own brand as a result they won't use a brand that might affect their names in the society. Regarding the social status expression of packages most of the respondents (94.1 %) believe that the products package they purchase shows or expresses their social status in the surrounding. And 68 % of respondents said they will purchase product that will express their value. 87.8 % of respondents have said that they would purchase a product if the package is fashionable in its design, size, shape, or texture and the same number of respondents (87.7 %) responded that they would purchase if the brand is fashionable; it might be in the sense of easy to memorize the brand and creates some meaning in the minds of the customers.

Majority of respondents (94.1 %) have chosen Yes mineral water's color 59.5 % of the respondents have selected Aqu Addis's color while 40.3 % preferred Origin's color. Regarding package shape 88.2 % of respondents like Yes brands shape, while 47.8 % preference Aqu Addis's shape of the list 25.7 % of respondents have prefer Origin's shape. With the same hierarchy Yes mineral water takes the first place in the package's size too, 92.1 % of respondents have liked the size of the brand, with not much significant difference Aqu Addis takes the second place, 75.1 % preferred the packages size, 69.9 % prefer origin. After applying the Fishben Model, the respondent's preference has been identified by combining the three elements of packages selected for the study, of the three packages Aqu Addis has been preferred by the

respondents and Yes is preferred second with not much significant difference and lastly Origin has been chosen by the respondents.

Regarding the relation between packages and that of brand is most of the time positive, and some of the elements have stronger relation than the other variables. This positivity shows how package influence customers in their purchase decision, especially in a place where customers have clear visual display like supermarkets. Other than the package elements; family, friends, celebrities and other variables have important value while customers are making decision to purchase a certain mineral water product.

Customers like to see about the product quality, taste, and other important things through the product package so as to feel it before they make a purchase. Based on their perception they have, respondents prefer a package to exhibit different touches; some wants easy and light in the eye type of package while others like quite the opposite. Color, shape, size, and ease of access is the most important things that customers consider in purchasing a mineral waters.

5.2 Conclusion

Based on the findings discussed above cumulative conclusion has been made

Consumers brand preference is not purely affected by the product package (shape, size, color, design, and fashion) and it is not purely influenced by consumer's family, friends, social status, and celebrities. Rather the consumer's preference is build up on different variables. However, it is clearly seen that product package has huge impact in making consumers to choice and purchase one brand over the other. It is also observed that package is the important criteria while purchases a product other than self (for friends, or relatives).

Package has a direct relation on consumers brand preference, off course in one of the variable it have negative magnitude even if it is very low. Other than product package different variables have very strong relation with higher magnitude. Some of the variables include family, friends, social status that the consumer have, and the value that consumer expects.

Consumers give due consideration for the package they purchase, they have concern if the package is attractive, they check if the package is ease to handle, if the package allows them to reuse the product meaning (easy to open and close the product in time of need), if the package is protective (will the package allow external materials to enter to the product or not).

It is said packages are a silent sales persons. This truth is reflected in the findings by which consumers guess about the product quality just by observing the package, the package also gives information about the products price (very attractive and a kind of luxuries looking package expected to have higher price and vice versa), and sometimes the package will tell customers who have produced the product. And it is observed from the findings that a package that say this is the product that most satisfy your need will be selected and purchased by consumers much often.

5.3 Recommendation

Companies should study not only the consumer's brand choice but also their family, friends, relatives in designing the product package. This is very important aspect especially in Ethiopia where the social connection among the individuals is very strong, have high communication which result in high information flow among the individuals. This social interaction creates a profitable environment as well as it might create a problem for the companies. If the package is liked by the customers they tell good things of the package for their relatives, but, if the package is disliked they transmit bad word of mouth for their relatives and may be for strangers too.

It is said package is a silent salesperson. So that the company's package should be communicative enough that could outweigh competing products. The package should be recognized in the first glance in the shelf so that there will be high probability of the product to be selected by customers. The companies should design a package which is unique from the competitor's package in a form of shape, size, color, or multipurpose package, so that it could shine out in the shelf and prioritized as the first in the minds of customers and even acknowledged by competitor's customers.

It would be better if the company logo and name is printed in the package itself rather than only on the label because in the product like mineral waters for some reason if the label is detached from the package itself there might not be a means to identify the owner of the product. This might not be a problem for loyal customers or for those who use the product much often but for those who doesn't consume the product now and then this is the problem. The other scenario is that if the package is changed after sometimes even the loyal customers might think the product is not the same company's product.

Follow up is a very important thing in marketing; as a result companies should create a follow up system after injecting the modified package because consumer's preference change from time to time with the change of environments i.e. technological changes, cultural shifts, economic situations, political issues and much more.

Companies should think of the packages capability to sustain the product inside for longer time, and the ease of transportability of the package along with the easiness of the package to consume and re-consume the product at the time of need.

All the mentioned suggestions could shine the products as well as the company's brand image but companies should take in to confederation the fact that exaggerated packages might cause dissatisfaction if the package doesn't much with the actual product to be consumed by consumers.

Bibliography

- Ambrose Gavin and Harris Paul. (2011). **Packaging the Brand: Exploring the Relationship Between Packaging Design and Brand Identity**, AVA Publishing, Singapore
- Arch G. Woodside ed. (2008). **Advances in Culture, Tourism and Hospitality Research**, Volume 2, first edition, Emerald Group Publishing, UK
- Baines Phill and Haslam Andrew. (2005). **Type and Typography**, second edition, Laurence King Publishing Ltd, London
- Breetz Christoph. (2014). **The impact of Product Packaging on Consumers' Value Perception: Does Packaging enable retailers to take premium pricing with their retailer brand premium tier in the food segment in germany?** GRIN Verlag
- Brody. (2000). **Development of Packaging for Food Products**, CRC Press, Inc.
- Bruce R. Harte, J. Ian Gray, Joseph Miltz ed. (1987). **Food Product-Package Compatibility**, Technomic Publishing Company, Inc., Lancaster, Pennsylvania, USA
- Cakim Idil M. (2010). **Implementing Word of Mouth Marketing: Online Strategies to Identify Influencers, Craft Stories, and Draw Customers**, John Wiley & Sons, New Jersey, USA
- Calver Giles. (2007). **What is Packaging Design?**, Rotovision
- Calmorin Laurentina P. and Calmorin Melchor A. (2007). **Research Methods and Thesis Writing**, second edition, Rex Bookstore, Inc, Manila
- C.M.D. Man, Adrian A. Jones. (2000). **Shelf Life Evaluation of Foods**, second edition, Aspen Publishers, Inc., Maryland, USA
- Cochran, W. G. (1963). **Sampling Techniques**, 2nd Ed., John Wiley and Sons, Inc. New York, USA
- Copley Paul. (2004). **Marketing Communications Management: Concepts and Theories, Cases and Practices**, Routledge, New York, USA

- D. Chandra Bose. (2010). **MODERN MARKETING: PRINCIPLES AND PRACTICE**, PHI learning private limited, New Delhi, India
- Damon P. S. Andrew, Paul Mark Pedersen, Chad D. McEvoy. (2011). **Research Methods and Design in Sport Management**, Human Kinetics, USA
- Dahlen Micael, Lange Fredrik, and Smith Terry. (2010). **Marketing Communications: A Brand Narrative Approach**, John Wiley & Sons, United Kingdom
- Darrell Griffin. (2011). **Business with a Purpose: starting, building, managing, and protecting your new business**, Easy Brain Labs Inc., United State of America
- David Lundahl. (2012). **Breakthrough Food Product Innovation Through Emotions Research**, Academic Press, London, Uk
- Davis and Baldwin. (2005). **More Than a Name: An Introduction to Branding**, AVA Publishing
- Deliza and MacFie. (2001). **Food, People and Society: A European Perspective of Consumers' Food Choices** Springer, New York, USA
- Denison Edward and Yu Ren Guang. (2001). **Packaging Prototypes 3: Thinking Green**, Rotovision,
- Du Puis Steven and Silva John. (2011). **Package Design Workbook: the Art and Science of Successful Packaging**, Rockport Publishers,
- Embaye Aron. (2010). **An Empirical Investigation into the Factors Influencing Consumer Perceptions of the No Name Brand Food Items: Special Focus - South Africa**, Herstellung: Diplomica, Verlag GmbH, Hamburg
- Francesca Rossi, Kristen Brent Venable, Toby Walsh. (2011). **A Short Introduction to Preferences: Between Artificial Intelligence and Social Choice**, Morgan & Claypool Publishers
- Franzen Giep and Moriarty Sandra. (2008). **The Science and Art of Branding**, M.E. Sharpe, New York, USA
- Gavin Ambrose, Paul Harris. (2011). **Packaging the Brand: The Relationship Between Packaging Design and Brand Identity**, AVA Publishing, Switzerland

- Gibbs Andrew. (2010). **Box Bottle Bag: the World's Best Package Designs from the Editors of theDieline.com**, Krause Publications, Ontario, Canada
- Giles Geoff A. ed. (2000). **Design and Technology of Packaging Decoration for the Consumer Market**. Sheffield Academic Press Ltd, Sheffield , England
- Goodwin Daniel and Young Dennis. (2011). **Protective Packaging for Distribution: Design and Development**, DEStech Publications, Inc, Pennsylvania, USA
- Gordon L. Robertson ed. (2010). **Food Packaging and Shelf Life: a Practical Guide**, CRC press, United States of America
- Govindarajan. (2007). **Marketing Management: concepts, cases, challenges, and trends**, second edition, Prentice Hall, India New Delhi
- Hahn. (2003). **Do-it-Yourself Advertising and Promotion: How to Produce Great Ads, Brochures, Catalogs, Direct Mail, Web Sites, and More!**, John Wiley & Sons
- Hawkins and Mothersbaugh. (2010). **Consumer Behavior: Building Marketing Strategy**, Eleventh Edition, McGraw-Hill/Irwin, New York, USA
- He Qing et.al. (2012). **Packaging Design Research and Analysis Based on Graphic Visual**, Volume 28, IACSIT Press, Singapore
- James Hammond. (2008). **Branding Your Business: Promoting Your Business, Attracting Customers and Standing Out in the Market Place**, Brand Halo Ltd. London, United Kingdom
- J. M. Vergnaud, Iosif-Daniel Rosca. (2006). **Assessing Food Safety of Polymer Packaging**, Smithers Rapra Limited, UK
- Jules Stuyck. (1983). **Product Differentiation in Terms of Packaging Presentation, Advertising, Trade Marks, ETC.: an Assessment of the Legal Situation Regarding Pharmaceuticals and Certain Other Consumer Goods**, Springer, Science + Business Media Dordrecht, Netherlands
- Kahle and Kim. (2006). **Creating Images and the Psychology of Marketing Communication**, Lawrence Erlbaum Associates, Inc, Mahwah, New Jersey

- Kenneth. (1986). **How and When do Brand Perceptions and Preferences First Form? A Cognitive Developmental Investigation**, Journal of Consumer Research, Vol. 13, No. 3
- Khan. (2006). **Consumer Behavior and Advertising Management**, New Age International, New Delhi, India
- Klimchuk and Krasovec. (2006). **Packaging Design: Successful Product Branding from Concept to Shelf**, John Wiley & Sons
- Kotler and Keller. (2012). **Marketing Management**, New Jersey :Pearson Education, Inc
- Lau and Wong. (2000). **Contamination in Food from Packaging Material**, Elsevier Science B.V.
- L.E. Wells et.al. (2007). **The Importance of Packaging Design for Own-Label Food Brands**, Emerald Group Publishing Limited
- Lee. (2008). **Designing a Nutritional Packaging System for end Stage Renal Isease Patients on Hemodialysis to Maintain their Diet and Health**, ProQuest
- Leonard. (1996). **Packaging:Specificcations, Purchasing, and Quality Control**, fourth edition, Marcel Dekker, Inc, USA, New York
- Marianne R. Klimchuk, Sandra A. Krasovec. (2012). **Packaging Design: Successful Product Branding From Concept to Shelf**, John Wiley & Sons, Inc., Hoboken, New Jersey
- Manzie. (2004). **Why Customers Come Back: How to Create Lasting Customer Loyalty**, Career Press, Inc.
- Mauer and Ozen. (2008). **Food Processing: Principles and Applications**, John Wiley & Sons ed. Smith and Hui
- Meyers and Gerstman. (2005). **The Visionary Package: using Packaging to Build Effective Brands**, Palgrave Macmillan
- Mona Doyle. (1996). **Packaging Strategy: Winning the Consumer**, Technomic publishing company, Lancaster, Pennsylvania, USA

- Morris. (2011). **Food and Package Engineering**, John Wiley & Sons
- Natarajan et.al. (2009). **Fundamentals of Packaging Technology**, PHI Learning Pvt. Ltd.
- Paine and Pain. (1992). **Handbook of Food Packaging**, Springer
- Plastics Instit. (1991). **Plastics in Food Packaging Conference**, Techomic Publishing Company, Inc., Lancaster, Pennsylvania, USA
- Pongrácz. (2007). **Environmentally Conscious Materials and Chemicals Processing**, John Wiley & Sons, Kutz (ed.)
- Pride and Ferrell. (2012). **Marketing**, Cengage Learning
- Richard Coles and Mark J. Kirwan ed. (2011). **Food and Beverage Packaging Technology**, Second Edition, John Wiley & Sons, Southern Gate, Chichester, UK
- Richard Rosenbaum-Elliott, Larry Percy, Simon Pervan. (2011). **Strategic Brand Management**, second edition, oxford university press Inc., New York, USA
- Risch. (2009). **Food Packaging History and Innovations**
- Robertson. (2013). **Food Packaging: Principles and Practice**, CRC Press
- Ronald D. Michman, Edward M. Mazze, Alan James Greco. (2003). **Lifestyle Marketing: Reaching the New American Consumer**, Greenwood Publishing Group, USA
- Sarah Lichtenstein and Paul Slovic. (2006). **The Construction of Preference**, Cambridge University Press, New York, USA
- Selke. (1997). **Understanding Plastics Packaging Technology**, Hanser Verlag
- Silayoi and Speece. (2007). **The importance of packaging attributes: a conjoint analysis approach**, European Journal of Marketing, Vol. 41 Iss: 11,
- Shukla. (2010). **Essentials of Marketing Research: part I: Approach, Research Design & Sampling**, first edition
- Solomon, Bamossy, Askegaard, and Hogg. (2006). **Consumer Behaviour: A European Perspective**, third edition, Prentice Hall, England, Europe

Steve Taylor ed. (2004). **Advances in Food and Nutrition Research**, Volume 48, Elsevier Academic Press, London, UK

Thomas. (2003). **Blending Qualitative and Quantitative Research Methods in Theses and Dissertations**, Corwin press, Inc. California

U.C. Mathur. (2007). **Product and Brand Management**, first edition, New Delhi, India

Wang and Chou. (2010). **The Comprehension Modes of Visual Elements: How People Know about the Contents by Product Packaging**, Volume (1): Issue (1), IJBRM

Y. H. Hui, Isabel Guerrero Legarretta, Miang Hoong Lim, K.D. Murrell, Wai-Kit Nip ed. (2004). **Handbook of Frozen Foods**, Marcel Dekker, Inc., New York, USA

Appendices

St. Mary's University

School of Graduates

MBA Program

Questionnaire to be filled by Customers

This questionnaire is prepared by graduate student of St. Mary's University in the field of MBA Program for the partial fulfillment of a master's thesis. This questionnaire is prepared to assess the relationship between packaging and that of consumers brand preference the case of bottled mineral waters and its purpose is purely academic.

The validity of your response has high contribution for success of my study due to this reason I would like to ask with due respect to give the right response. All information you provide to this study will be kept strictly confidential.

Thank You for your sincerely cooperation!

Instruction

- Give your response by placing "X" sign in the box.
- No need to write your name.

I. General Questions

1.1. Gender Male Female

1.2. Age

20-25 26-30 31-35 36-40 41-45 46-50 >50

1.3. Educational Background

10/12 Completed Certificate Diploma 1st Degree Master and above

1.4. Occupation

Student Employee Retired Merchant Other _____

1.5. Income

1400-2350 2351-3550 3551-5000 >5000

II. Questions Directly Related to the Study

Rank the following from 1-5, 1 being not very important to 5 being very important

Item	Weight
Color	
Shape	
Size	

Rank the questions based on the following alternatives

Strongly Agree = 5; Agree = 4; Neutral = 3; Disagree = 2; Strongly Disagree = 1

Factors affecting consumers choice						
Item no.	Description	1	2	3	4	5
1.	I buy mineral waters brands because family recommends it					
2.	I would like to use mineral waters that my friends recommend					
3.	Mineral waters endorsed by celebrity are more likely to be trusted.					
4.	Package design shows my social status					
5.	I purchase the product because packaging reflects my value					
6.	I purchase mineral waters that the package is fashionable					
7.	I purchase mineral water product that the brand is fashionable					
Package's Visual Element						
		Yes	Aqu Addis	Origin		
8.	Color of package attracts me to purchase mineral water					
9.	The shape of mineral water product makes me buy the product					
10.	The package's size of the mineral water product makes me to buy the product					

Purchase Decision						
		1	2	3	4	5
11.	Color of package gain my attention at the point of purchase					
12.	I buy the product that package is convenient for me to carry					
13.	I buy mineral water product because of package rather than the test					
14.	I am a person who usually fall in love at sight with the products in the shops					
15.	It is hard for me not to buy the nice packaging products					
16.	Package design is the important criteria when I decide to buy mineral water for others					
17.	New design of package encourages me to buy products although there is the same quality and quantity					
18.	It will be more interesting if the existing mineral water products change the package					
19.	I will buy mineral water product that the package is nice even though price is expensive					
Brand elements						
		Yes	Aqu Addis	Origin		
20.	The brand is easily recognized from the package					
21.	The brand is expressed by the package					
22.	The brand is transferable through the package					
23.	The brand is competitive					

24. What message must the product package design convey?

25. What look and feel would you like to be incorporated in the mineral water product package?

26. What elements of product package do you feel will be most effective and why?

ቅድስት ማርያም ዩኒቨርሲቲ

የድህረምረቃ ትምህርት ቤት

ቢዝነስ አድሚኒስትሬሽን ፕሮግራም

በደንበኞች የምሞላ መጠይቅ

ይህ መጠይቅ የተዘጋጀው በቅድስት ማርያም ዩኒቨርሲቲ ቢዝነስ አድሚኒስትሬሽን ፕሮግራም ተመራቂ ተማሪ የመመረቂያ ጥናት መረጃ ለመሰብሰብ ሲሆን የመጠይቁ ዓላማ የታሸጉ የመዐድን ዉሀ ማሸጊያውን ይመለከታል። ጥናቱ ሙሉ በ ሙሉ ትምህርታዊ ነው።

የእርስዎ መልካም ፍቃደኝነት በጥናቱ ከፍተኛ ዓስተዋጽዖ እንዳለው በመገንዘብ መጠይቁን በትግስት እንዲሞሉ በትህትና እጠይቃለሁ። የሚሰጡት መረጃ በጥንቃቄ ይጠበቃል። ውድ ጊዜዎን ሠውተው ይህንን መጠይቅ ለመሙላት ፍቃደኛ ስለሆኑ በቅድሚያ ክልብ አመሠግናለሁ።

ማሳሰቢያ

- ይህንን መጠይቅ በሚሞሉበት ጊዜ ስምዎትን እና ልዩ መለያዎችን መጥቀስ አይጠበቅብዎትም።
- መልስ በሚሠጡበት ጊዜ ሣጥኑ ውስጥ “X” ምልክት ያስቀምጡ።

ክፍል I ጠቅላላ መረጃ

1.1 ያታ ወንድ ሴት

1.2 እድሜ

ከ20እስከ25 ከ26እስከ30 ከ31እስከ35 ከ36እስከ40 ከ39እስከ44 44 በላይ

1.3 የትምህርት ደረጃ

10/12^ኛ ክፍል ያጠናቀቀ ሰርተፍኬት ዲፕሎማ የመጀመሪያ ዲግሪ ድህረ ምረቃ

2. የስራ ሁኔታ

ተማሪ ሰራተኛ ጡረታ የወጣ/የወጣች ነጋዴ ሌላ ካለ_____

3 የወር ገቢዎ

1400-2350 2351-3550 3551-5000 >5000

ክፍል II የታሸጉ የመዐድን ዉሀ ማሸጊያ የሚገመገሙ ጥያቄዎች

የሚከተሉትን ከ 1 በጣም አላስፈላጊ እስከ 5 በጣም አስፈላጊ ባለው ይገምግሙ

ዝርዝር	የሚሰጡት ግምት
ቀለም	
ቅርፅ	
መጠን	

የሚከተሉትን መጠይቆች 1 እጅግን አልሰማም፤ 2 አልሰማም፤ 3 መሀከለኛ፤ 4 እስማማለሁ፤ 5 እጅግን እስማማለሁ ብለው ይገምግሙ

ተ.ቁ	ጥያቄዎች	1	2	3	4	5
የተጠቃሚዎችን ምርጫ የሚወስኑ ጉዳዮችን ይመለከታል						
1.	የታሸጉ ውሀዎችን የምገዛው በቤተሰብ ጥቆማ ነው					
2.	ጎደኞች የሚጠቀሙትን የታሸጉ ውሀዎች እጠቀማለሁ					
3.	ታዋቂ ሰዎች የሚጠቀሙት የታየታሸገ ውሀ ታማኝነት አለው					
4.	የማሽኒያ ዲዛይን መሀበረሰቡ ለኔ ያለውን ግምት ያሳየኛል					
5.	የምገዛው ምርት ማሽኒያው የኔን ማንነት የሚያሳይ ነው					
6.	ማሽኒያው ዘመናዊ የሆነውን የማዕድን ውሀ እጠቀማለሁ					
7.	መለያው ዘመናዊ የሆነውን የማዕድን ውሀ እጠቀማለሁ					
የማሽኒያውን የአይታ ክፍል ይመለከታል						
		ዩስ የታሸገ ውሀ	አኮ አዲስ የታሸገ ውሀ	አርጅን የታሸገ ውሀ		
8.	የማሽኒያው ቀለም የማዕድን ውሀውን እንድንገዛ ይገፋፋኛል					
9.	የማሽኒያው ቅርፅ የማዕድን ውሀውን እንድንገዛ ይገፋፋኛል					
10.	የማሽኒያው መጠን የማዕድን ውሀውን እንድንገዛ ይገፋፋኛል					
የግዥ ውሳኔን ይመለከታል						
11.	በግዥ ወቅት የማሽኒያው ቀለም ይስበኛል					
12.	የማሽኒያው ለመያዝ አመቺነት የማዕድን ውሀውን እንድንገዛ ይገፋፋኛል					
13.	ከጠዕም ይልቅ ማሽኒያው የግዥ ምክንያቱ ነው					
14.	በሱቆች ውስጥ የተደረገውን ዕቃዎች መግዛት ያስደስተኛል					
15.	የተሸለ ማሽኒያ ያላቸውን ዕቃዎች አለመግዛት አያስችለኝም					
16.	ለሌሎች የማዕድን ውሀ ስገዛ ማሽኒያ አስፈላጊ ነገር ነው					
17.	ምንም እንኳን አንድ አይነት ጥራት እና ብዛት ያላቸው ምርት ቢኖሩም ለየት ያለ ማሽኒያ ያለው ምርት ለመግዛት ይገፋፋኛል					
18.	በገበያ ላይ ያሉት የማዕድን ውሀ ማሽኒያቸውን ቢቀይሩ የተሸለ ይሆናል					
19.	ምንም እንኳን ዋጋው ቢጨምርም ጥሩ ማሽኒያ ያለውን የማዕድን ውሀ እገዛለሁ					
ድርጅቱን የመለያ ክፍልን ይመለከታል						
		ዩስ የታሸገ ውሀ	አኮ አዲስ የታሸገ ውሀ	አርጅን የታሸገ ውሀ		
20.	ማሽኒያውን አይቶ ምርቱን በቀላሉ መለየት ይቻላል					
21.	የአምራቹን መለያ በቀላሉ በማሽኒያው ይገለጻል					
22.	የአምራቹ መለያ በማሽኒያው ይተላለፋል					
23.	የአምራቹ መለያ በገበያ ላይ ተወዳዳሪ ነው					

24. የማሽኒያው ዲዛይን ምን አይነት መልዕክት ማስተላለፍ አለበት ብለው ያስባሉ

25. በማዕድን ውሀው ማሽኒያ ላይ ምን አይነት እይታ እና ስሜት እንዲካተት ይፈልጋሉ

26. የትኛው የማሽኒያው ክፍል ውጤታማ ይሆናል ብለው ያስባሉ? ለምን?

Frequency Table
Table 2. General Information

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	133	52.6	52.6	52.6
	Female	120	47.4	47.4	100.0
	Total	253	100.0	100.0	

		age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	37	14.6	14.6	14.6
	26-30	57	22.5	22.5	37.2
	31-35	65	25.7	25.7	62.8
	36-40	67	26.5	26.5	89.3
	41-45	14	5.5	5.5	94.9
	46-50	8	3.2	3.2	98.0
	>50	5	2.0	2.0	100.0
	Total	253	100.0	100.0	

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10/12 complete	27	10.7	10.7	10.7
	certificate	43	17.0	17.0	27.7
	diploma	158	62.5	62.5	90.1
	1st degree	23	9.1	9.1	99.2
	masters and above	2	.8	.8	100.0
	Total	253	100.0	100.0	

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	10	4.0	4.0	4.0
	employee	58	22.9	22.9	26.9
	retired	143	56.5	56.5	83.4
	merchant	40	15.8	15.8	99.2
	other	2	.8	.8	100.0
	Total	253	100.0	100.0	

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1400-2350	65	25.7	25.7	25.7
	2351-3550	97	38.3	38.3	64.0
	3551-5000	64	25.3	25.3	89.3
	>5000	27	10.7	10.7	100.0
	Total	253	100.0	100.0	

Table 3. Factors affecting preference

		Family recommends			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	21	8.3	8.3	8.3
	disagree	71	28.1	28.1	36.4
	neutral	10	4.0	4.0	40.3
	agree	43	17.0	17.0	57.3
	strongly agree	108	42.7	42.7	100.0
	Total	253	100.0	100.0	

		Friends recommend			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	1.6	1.6	1.6
	disagree	7	2.8	2.8	4.3
	neutral	2	.8	.8	5.1
	agree	84	33.2	33.2	38.3
	strongly agree	156	61.7	61.7	100.0
	Total	253	100.0	100.0	

Celebrity endorsed					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	7	2.8	2.8	2.8
	disagree	6	2.4	2.4	5.1
	neutral	3	1.2	1.2	6.3
	agree	114	45.1	45.1	51.4
	strongly agree	123	48.6	48.6	100.0
	Total	253	100.0	100.0	

Social status					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	5	2.0	2.0	2.0
	disagree	9	3.6	3.6	5.5
	neutral	1	.4	.4	5.9
	agree	6	2.4	2.4	8.3
	strongly agree	232	91.7	91.7	100.0
	Total	253	100.0	100.0	

value					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	11	4.3	4.3	4.3
	disagree	23	9.1	9.1	13.4
	neutral	47	18.6	18.6	32.0
	agree	78	30.8	30.8	62.8
	strongly agree	94	37.2	37.2	100.0
	Total	253	100.0	100.0	

Package fashionable					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	19	7.5	7.5	7.5
	disagree	6	2.4	2.4	9.9
	neutral	6	2.4	2.4	12.3
	agree	89	35.2	35.2	47.4
	strongly agree	133	52.6	52.6	100.0
	Total	253	100.0	100.0	

Brand fashionable					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	19	7.5	7.5	7.5
	disagree	6	2.4	2.4	9.9
	neutral	6	2.4	2.4	12.3
	agree	89	35.2	35.2	47.4
	strongly agree	133	52.6	52.6	100.0
	Total	253	100.0	100.0	

Table 4. Visual element

Color yes					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	8	3.2	3.2	3.2
	disagree	3	1.2	1.2	4.3
	neutral	4	1.6	1.6	5.9
	agree	82	32.4	32.4	38.3
	strongly agree	156	61.7	61.7	100.0
	Total	253	100.0	100.0	

Color aqu Addis					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	19	7.5	7.5	7.5
	disagree	16	6.3	6.3	13.8
	neutral	67	26.5	26.5	40.3
	agree	94	37.2	37.2	77.5
	strongly agree	57	22.5	22.5	100.0
	Total	253	100.0	100.0	

Color origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
strongly disagree	107	42.3	42.3	42.3
disagree	20	7.9	7.9	50.2
neutral	24	9.5	9.5	59.7
agree	41	16.2	16.2	75.9
strongly agree	61	24.1	24.1	100.0
Total	253	100.0	100.0	

Attractive shape yes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
strongly disagree	7	2.8	2.8	2.8
disagree	2	.8	.8	3.6
neutral	21	8.3	8.3	11.9
agree	91	36.0	36.0	47.8
strongly agree	132	52.2	52.2	100.0
Total	253	100.0	100.0	

Attractive shape aqua Addis

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
strongly disagree	6	2.4	2.4	2.4
disagree	72	28.5	28.5	30.8
neutral	54	21.3	21.3	52.2
agree	63	24.9	24.9	77.1
strongly agree	58	22.9	22.9	100.0
Total	253	100.0	100.0	

Attractive shape origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
strongly disagree	63	24.9	24.9	24.9
disagree	101	39.9	39.9	64.8
neutral	24	9.5	9.5	74.3
agree	30	11.9	11.9	86.2
strongly agree	35	13.8	13.8	100.0
Total	253	100.0	100.0	

Package size yes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
strongly disagree	3	1.2	1.2	1.2
disagree	2	.8	.8	2.0
neutral	15	5.9	5.9	7.9
agree	104	41.1	41.1	49.0
strongly agree	129	51.0	51.0	100.0
Total	253	100.0	100.0	

Package size aqua Addis

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
strongly disagree	8	3.2	3.2	3.2
disagree	27	10.7	10.7	13.8
neutral	28	11.1	11.1	24.9
agree	76	30.0	30.0	54.9
strongly agree	114	45.1	45.1	100.0
Total	253	100.0	100.0	

Package size origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
strongly disagree	12	4.7	4.7	4.7
disagree	14	5.5	5.5	10.3
neutral	50	19.8	19.8	30.0
agree	60	23.7	23.7	53.8
strongly agree	117	46.2	46.2	100.0
Total	253	100.0	100.0	

Table 5. Purchase Decision

		Point of purchase			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	21	8.3	8.3	8.3
	disagree	10	4.0	4.0	12.3
	neutral	6	2.4	2.4	14.6
	agree	86	34.0	34.0	48.6
	strongly agree	130	51.4	51.4	100.0
	Total	253	100.0	100.0	

		carry			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	3.2	3.2	3.2
	disagree	10	4.0	4.0	7.1
	neutral	23	9.1	9.1	16.2
	agree	122	48.2	48.2	64.4
	strongly agree	90	35.6	35.6	100.0
	Total	253	100.0	100.0	

		Rather than test			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	5	2.0	2.0	2.0
	disagree	5	2.0	2.0	4.0
	neutral	8	3.2	3.2	7.1
	agree	115	45.5	45.5	52.6
	strongly agree	120	47.4	47.4	100.0
	Total	253	100.0	100.0	

		Important criteria			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	11	4.3	4.3	4.3
	disagree	21	8.3	8.3	12.6
	neutral	40	15.8	15.8	28.5
	agree	62	24.5	24.5	53.0
	strongly agree	119	47.0	47.0	100.0
	Total	253	100.0	100.0	

		Fall in love			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	14	5.5	5.5	5.5
	disagree	58	22.9	22.9	28.5
	neutral	34	13.4	13.4	41.9
	agree	91	36.0	36.0	77.9
	strongly agree	56	22.1	22.1	100.0
	Total	253	100.0	100.0	

		Hard for me			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	3.6	3.6	3.6
	disagree	77	30.4	30.4	34.0
	neutral	20	7.9	7.9	41.9
	agree	50	19.8	19.8	61.7
	strongly agree	97	38.3	38.3	100.0
	Total	253	100.0	100.0	

		New design			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	11	4.3	4.3	4.3
	disagree	45	17.8	17.8	22.1
	neutral	14	5.5	5.5	27.7
	agree	89	35.2	35.2	62.8
	strongly agree	94	37.2	37.2	100.0
	Total	253	100.0	100.0	

More interesting					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	11	4.3	4.3	4.3
	disagree	22	8.7	8.7	13.0
	neutral	22	8.7	8.7	21.7
	agree	64	25.3	25.3	47.0
	strongly agree	134	53.0	53.0	100.0
	Total	253	100.0	100.0	

Price is expensive					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	10	4.0	4.0	4.0
	disagree	45	17.8	17.8	21.7
	neutral	7	2.8	2.8	24.5
	agree	122	48.2	48.2	72.7
	strongly agree	69	27.3	27.3	100.0
	Total	253	100.0	100.0	

Table 6. Brand Element

Recognizable yes					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	disagree	1	.4	.4	.4
	neutral	17	6.7	6.7	7.1
	agree	132	52.2	52.2	59.3
	strongly agree	103	40.7	40.7	100.0
	Total	253	100.0	100.0	

Recognizable aqua Addis					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	3	1.2	1.2	1.2
	disagree	3	1.2	1.2	2.4
	neutral	18	7.1	7.1	9.5
	agree	48	19.0	19.0	28.5
	strongly agree	181	71.5	71.5	100.0
	Total	253	100.0	100.0	

Recognizable origin					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	2	.8	.8	.8
	disagree	3	1.2	1.2	2.0
	neutral	20	7.9	7.9	9.9
	agree	128	50.6	50.6	60.5
	strongly agree	100	39.5	39.5	100.0
	Total	253	100.0	100.0	

Expressed yes					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	16	6.3	6.3	6.3
	disagree	3	1.2	1.2	7.5
	neutral	37	14.6	14.6	22.1
	agree	89	35.2	35.2	57.3
	strongly agree	108	42.7	42.7	100.0
	Total	253	100.0	100.0	

Expressed aqua Addis					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	strongly disagree	2	.8	.8	.8
	disagree	14	5.5	5.5	6.3
	neutral	1	.4	.4	6.7
	agree	114	45.1	45.1	51.8
	strongly agree	122	48.2	48.2	100.0
	Total	253	100.0	100.0	

Expressed origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	43	17.0	17.0	17.0
disagree	123	48.6	48.6	65.6
neutral	20	7.9	7.9	73.5
agree	46	18.2	18.2	91.7
strongly agree	21	8.3	8.3	100.0
Total	253	100.0	100.0	

Transferable yes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	14	5.5	5.5	5.5
disagree	10	4.0	4.0	9.5
neutral	37	14.6	14.6	24.1
agree	89	35.2	35.2	59.3
strongly agree	103	40.7	40.7	100.0
Total	253	100.0	100.0	

Transferable aqua Addis

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	1	.4	.4	.4
disagree	23	9.1	9.1	9.5
neutral	1	.4	.4	9.9
agree	114	45.1	45.1	54.9
strongly agree	114	45.1	45.1	100.0
Total	253	100.0	100.0	

Transferable origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	40	15.8	15.8	15.8
disagree	124	49.0	49.0	64.8
neutral	17	6.7	6.7	71.5
agree	51	20.2	20.2	91.7
strongly agree	21	8.3	8.3	100.0
Total	253	100.0	100.0	

Competitive yes

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	8	3.2	3.2	3.2
disagree	10	4.0	4.0	7.1
neutral	18	7.1	7.1	14.2
agree	104	41.1	41.1	55.3
strongly agree	113	44.7	44.7	100.0
Total	253	100.0	100.0	

Competitive aqua Addis

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	3	1.2	1.2	1.2
disagree	6	2.4	2.4	3.6
neutral	7	2.8	2.8	6.3
agree	169	66.8	66.8	73.1
strongly agree	68	26.9	26.9	100.0
Total	253	100.0	100.0	

Competitive origin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	49	19.4	19.4	19.4
disagree	110	43.5	43.5	62.8
neutral	38	15.0	15.0	77.9
agree	47	18.6	18.6	96.4
strongly agree	9	3.6	3.6	100.0
Total	253	100.0	100.0	

Table 7. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Family recommends	253	1.00	5.00	3.5771	1.47162	2.166
Friends recommend	253	1.00	5.00	4.5059	.78992	.624
Celebrity endorsed	253	1.00	5.00	4.3439	.85236	.727
Social status	253	1.00	5.00	4.7826	.79443	.631
value	253	1.00	5.00	3.8735	1.14079	1.301
Package fashionable	253	1.00	5.00	4.2292	1.12811	1.273
Brand fashionable	253	1.00	5.00	4.2292	1.12811	1.273
Color yes	253	1.00	5.00	4.4822	.85721	.735
Color aqu addis	253	1.00	5.00	3.6087	1.12733	1.271
Color origin	253	1.00	5.00	2.7194	1.68216	2.830
Attractive shape yes	253	1.00	5.00	4.3399	.87914	.773
Attractive shape aqu addis	253	1.00	5.00	3.3755	1.18745	1.410
Attractive shape origin	253	1.00	5.00	2.4980	1.34997	1.822
Package size yes	253	1.00	5.00	4.3992	.74183	.550
Package size aqu addis	253	1.00	5.00	4.0316	1.12994	1.277
Package size origin	253	1.00	5.00	4.0119	1.14602	1.313
Design motivates yes	253	1.00	5.00	4.1581	1.08685	1.181
Design motivates aqu addis	253	1.00	5.00	3.3755	1.46022	2.132
Design motivates origin	253	1.00	5.00	2.6285	1.47071	2.163
Fashionable yes	253	1.00	5.00	4.1344	1.11880	1.252
Fashionable aqu addis	253	1.00	5.00	3.7036	1.28910	1.662
Fashionable origin	253	1.00	6.00	3.2016	1.24836	1.558
Point of purchase	253	1.00	5.00	4.1621	1.19250	1.422
carry	253	1.00	5.00	4.0909	.94051	.885
Rather than test	253	1.00	5.00	4.3439	.80446	.647
Important criteria	253	1.00	5.00	4.0158	1.16486	1.357
Fall in love	253	1.00	5.00	3.4625	1.21970	1.488
Hard for me	253	1.00	5.00	3.5889	1.35584	1.838
New design	253	1.00	5.00	3.8300	1.22748	1.507
More interesting	253	1.00	5.00	4.1383	1.15840	1.342
Price is expensive	253	1.00	5.00	3.7708	1.14902	1.320
Recognizable yes	253	2.00	5.00	4.3320	.61757	.381
Recognizable aqu addis	253	1.00	5.00	4.5850	.77517	.601
Recognizable origin	253	1.00	5.00	4.2688	.72299	.523
Expressed yes	253	1.00	5.00	4.0672	1.09083	1.190
Expressed aqu addis	253	1.00	5.00	4.3439	.81427	.663
Expressed origin	253	1.00	5.00	2.5217	1.20701	1.457
Transferable yes	253	1.00	5.00	4.0158	1.10183	1.214
Transferable aqu addis	253	1.00	5.00	4.2530	.89045	.793
Transferable origin	253	1.00	5.00	2.5613	1.21221	1.469
Competitive yes	253	1.00	5.00	4.2016	.96098	.923
Competitive aqu addis	253	1.00	5.00	4.1581	.68913	.475
Competitive origin	253	1.00	5.00	2.4348	1.10585	1.223
Valid N (listwise)	253					

Table 8. Correlation Table (package elements and brand elements)

		Mean recognizable	Mean express	Mean transferable	Mean competitive
Point of purchase	Pearson Correlation	.153	.123	.151	.050
	Sig. (2-tailed)	.015	.050	.016	.426
	N	253	253	253	253
carry	Pearson Correlation	.154	.010	-.006	.129
	Sig. (2-tailed)	.014	.872	.923	.041
	N	253	253	253	253
Rather than test	Pearson Correlation	-.057	.201	.232	-.012
	Sig. (2-tailed)	.370	.001	.000	.850
	N	253	253	253	253
Important criteria	Pearson Correlation	.126	.052	.053	.040
	Sig. (2-tailed)	.045	.411	.403	.531
	N	253	253	253	253
Fall in love	Pearson Correlation	.035	-.039	-.013	.118
	Sig. (2-tailed)	.581	.537	.834	.061
	N	253	253	253	253
Hard for me	Pearson Correlation	.174	.003	.009	.075
	Sig. (2-tailed)	.005	.965	.887	.236
	N	253	253	253	253
New design	Pearson Correlation	.135	.130	.175	-.026
	Sig. (2-tailed)	.032	.039	.005	.682
	N	253	253	253	253
More interesting	Pearson Correlation	.223	.241	.214	.148
	Sig. (2-tailed)	.000	.000	.001	.019
	N	253	253	253	253
Price is expensive	Pearson Correlation	.049	.143	.116	.217
	Sig. (2-tailed)	.435	.023	.066	.001
	N	253	253	253	253

Table 9. Correlation Table (other factors and brand elements)

		Family recommends	Friends recommend	Celebrity endorsed	Social status	value	Package fashionable	Brand fashionable
Mean recognizable	Pearson Correlation	.211 ^{**}	.099	.135	.205 ^{**}	.206 ^{**}	.199 ^{**}	.199 ^{**}
	Sig. (2-tailed)	.001	.114	.031	.001	.001	.001	.001
	N	253	253	253	253	253	253	253
Mean express	Pearson Correlation	.246 ^{**}	.177 ^{**}	.294 ^{**}	.153	.279 ^{**}	.122	.122
	Sig. (2-tailed)	.000	.005	.000	.015	.000	.053	.053
	N	253	253	253	253	253	253	253
Mean transferable	Pearson Correlation	.197 ^{**}	.182 ^{**}	.292 ^{**}	.174 ^{**}	.258 ^{**}	.128 [*]	.128 [*]
	Sig. (2-tailed)	.002	.004	.000	.006	.000	.041	.041
	N	253	253	253	253	253	253	253
Mean competitive	Pearson Correlation	.098	.045	.085	-.084	.138 [*]	.030	.030
	Sig. (2-tailed)	.121	.481	.176	.184	.028	.631	.631
	N	253	253	253	253	253	253	253