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St. Mary's University, Ethiopia

**THE ASSESSMENT OF PACKAGING ATTRIBUTES ON CONSUMER  
BUYING DECISION: IN CASE OF CEREAL FOOD PRODUCTS IN  
ETHIOPIA**

A thesis submitted in partial fulfillment of requirement for master's degree in marketing  
management

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**May, 2017**

**Addis Ababa, Ethiopia**

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## APPROVAL SHEET OF BOARD OF EXAMINERS

This is to certify that the thesis prepared by Feven G/meskel, entitled: **THE ASSESSMENT OF PACKAGING ATTRIBUTES ON CONSUMER BUYING DECISION: IN CASE OF CEREAL FOOD IN ETHIOPIA**, submitted in partial fulfillment of the requirements for the degree of Master of Business Administration in Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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# ADVISORS APPROVAL SHEET

This thesis has been submitted to St. Mary's university, School of Graduate Studies for examination with my approval as a university advisor.

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Advisor Signature

St. Mary's university, Addis Ababa

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June, 2017

## Declaration

I, the undersigned, declare that this study entitled: **THE ASSESSMENT OF PACKAGING ATTRIBUTES ON CONSUMER BUYING DECISION: IN CASE OF CEREAL FOOD IN ETHIOPIA** is my original work and has not been presented for a master's degree in this or in any other university, and that all sources of materials used for the study have been duly acknowledged.

**Feven G/meskel G/aregawi**

Signature \_\_\_\_\_

Date \_\_\_\_\_

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## **Abstract**

*The objective of this study is to determine the attributes of packaging that play an important role on consumers buying decision. The purpose of this research is to find out the main important factors related with the packaging attributes and practicality that help consumers in their buying decision process. Companies in order to create the right packaging for their products, they must understand the consumer buying process and understanding the role and the impact of packaging as a variable that can influence the purchase decision. Therefore, by understanding, what factors influence the buying decision and what packaging attributes are most important that will help companies making the right decisions about packaging of their products. The research identified main variable of the study consumer buying decision and some independent variables like packaging color, printed information, packaging material, font, printed information and innovation. The primary research data was collected through a structured questionnaire and SPSS software was used for analysis purposes. Therefore, the study tries to find out the most important factors that have an impact and influences consumer's purchase decision.*

*Key Terms Defined: Packaging attributes, Consumer buying decision*

# 1. CHAPTER-ONE: INTRODUCTION

## 1.1 Background of the Study

During the last decades in food, consumption has been observed several trends that have to do with changes in social and economic environment as well as in lifestyle. The working patterns, the increased employment of women, the lack of time, the income growth and several other factors led to the trend for fast food, convenience foods and food out of home (Petzoldt, Joiko&Menrad 2008). But the same time for many decades now, the citizens of Western developed countries have moved away from primary production and they procure the necessary food from supermarkets grocery stores and various kinds of large and small food stores, in small or large cities where they live. Thus, urbanization has resulted in increased consumption of packaged and processed food; consumers are now seeking their food in packages on the shelves of food stores. Packaged foods have the largest market share of food in developed countries and there is a trend for big increase in their market share in developing countries as the income of consumers increases (USDA 2011).

Packaged food is an indispensable component in the modern lifestyle due to the greater demand for convenient, portable, easy-to-prepare meal solutions that lessen the hassles of grocery shopping and preparing a meal. However, various local food products (such as cookies, popcorn, Kollo etc.) in Ethiopia lack adequate packaging. In such situation, innovation in packaging becomes a fundamental strategy for competitive success and survival within a competitive market. An innovative packaging design can change product perception and create a new market position (Rundh, 2005). A good packaging design is regarded as an essential part of successful business practice. The reason many companies invest massive amount of money on packaging is because they are well aware that a stunning packaging will draw consumer's attention and is capable of turning the buyer on or off.

Marketers of food companies are asked to overcome this competition using every possible marketing tool and trying to create the best possible marketing mix. Among other means to

communicate, this message is the food package itself. Packaging is a communication device providing details about the product, including price, contents, ingredients and nutritional value as well as cooking instructions and recommended use by dates (Ahmed, Ahmed & Salman 2005).

The aim of the of the communication functions of packing is to inform the consumers about the product it contains and assist them in making their decisions carefully. An example of such significant information is food labeling. The trend towards healthier eating has highlighted the importance of labeling, which allows consumers the opportunity to cautiously consider alternatives and make informed food choices. Package layout is important for information presentation. However, packaging information can create confusion by conveying either too much information or misleading and inaccurate information (Silayoi & Speece 2007). To maximize the information carried on products, manufacturers often use very small fonts and very dense writing styles. This reduces readability and sometimes causes confusion. To overcome this problem food industry and the regulation authorities have suggested that nutritional information panels should be laid out in the same way for all food products so that they are easy to understand quickly.

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

Marketers have also another strong tool they can use in their effort to pass their product as a healthy one. This is the package design itself. Packaging has recognized as the silent salesperson and has been the focus of much recent regulation. For the most part, however, this regulation ignores the nonverbal package label components. The verbal elements of a package are accurate reflections of the product's characteristics. Package, graphics,

however, can be used to strengthen or weaken the marketer's explicit verbal claims or to generate inferences that could conflict with the verbal information (Bone & France 2001). Package design attributes like color, shape, pictures carry a message about the product as well. Maybe this nonverbal message is an undercover one but not less important. Thus it is critical for food companies and their marketers who try to place a food product as a healthy one to be able to manipulate the package design attributes in a creative manner that can support the "healthy" message. They have to design food packages in a way that these products to be attractive for consumers who seek healthy food products. Given the consumer and legislative pressure on companies to rethink their approach to packaging, identifying the important packaging attributes in the packaged food market, particularly from the consumer's perspective is important.

## 1.2 Statement of the problem

A good packaging design is regarded as an essential part of successful business practice. The reason many companies invest massive amount of money on packaging is because they are well aware that a stunning packaging will draw consumer's attention and is capable of turning the buyer on or off. Apart from influencing consumer purchase decision, food package may also create expectations in the consumer (Ares & Deliza 2010b; Deliza & MacFie 1996). If the hedonic expectations created by the package are high, the consumer may be interested in the product and choose to buy it.

Marketers of food companies are asked to overcome this competition using every possible marketing tool and trying to create the best possible marketing mix. Among other means to communicate this message is the food package itself. Packing is a communication device providing details about the product, including price, contents, ingredients and nutritional value as well as cooking instructions and recommended use by dates (Ahmed, Ahmed & Salman 2005).

This study is motivated because of the absence of studies in the area of assessment of packaging attributes on Consumer Buying Decision on cereal food in Ethiopia. Moreover, it is important to notice that the Ethiopian environment is different from the developed countries environment where the usage of packaging foods habits. Therefore, it is better to see the impact of our countries context to enrich and extend the understanding the attribution of packaging on consumer behavior issues related to in Ethiopian context.

The researcher analyzed by utilizing an analytical framework from the extant literature and empirical evidence from other countries context. The researcher draws inferences regarding to demonstrate the functions and attributes of packaging and identify whether those attributes affects Consumer Buying Decision of their brand preference, perception of quality & value in the case of cereal foods in Ethiopia by using questionnaires distributed to the selected sub city of Addis Ababa using convenience sampling method.

### **1.3 Research Questions**

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

- Is there a significant relationship between packaging color and consumer buying decision?
- Is there a significant relationship background image of the package and consumer buying decision?
- Is there a significant relationship between packaging material and consumer buying decision?
- Is there a significant relationship between font size and consumer buying decision?
- Is there a significant relationship between printed information and consumer buying decision?
- Is there a significant relationship between innovation and consumer buying decision?

### **1.4 Objective of the study**

#### **1.4.1 General Objective**

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

#### **1.4.2 Specific Objective**

The specific objective of the study is:

- To identify if packaging color has significant effect on consumer buying decision
- To determine if background image of the packaging has significant effect on consumer buying decision
- To identify if packaging material has significant effect on consumer buying decision
- To detect if font size of the packaging has significant effect on consumer buying decision

- To examine if printed information of the packaging has significant effect on consumer buying decision
- To identify Innovation on the packaging has significant effect on consumer buying decision

## **1.5 Hypothesis of the Research**

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

H1: Packaging color has significant effect on Consumer Buying Decision

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

H3: Packaging material has significant effect on Consumer Buying Decision

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

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

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

## **1.6 Significance of the study**

To achieve the communication goals effectively and to optimize the potential of the packaging in a buying place, marketers must recognize important attributes of a packaging and their relationship with consumer's expectation to integrate these perceptual attributes into their packaging design. The significant of this research since majority of the previous packaging studies were not locally-based and not to be expected to reflect the same situation settings as in Ethiopia, the results of this study will provide a new insight to the local marketers towards important packaging attributes and offers directions for understanding their relationship with consumers' product and brand evaluation and most importantly to help food industry, food marketers and food package designers to understand consumers' preferences about the design of food packages.



The research was significant in various respects. Firstly, the study draws some conclusions and identifies for all practitioners and academicians by providing useful information about the assessment of packaging attributes on Consumer Buying Decision of cereal food. It is useful for organization's management by providing information about the important packaging attributes and offers directions for understanding their relationship with consumers' product and brand evaluation and most importantly to help food industry, food marketers and food package designers to understand consumers' preferences about the design of food packages.

Additionally, it will help as a source of reference and a stepping-stone for those researchers who want to make further study on the area afterwards the study could be used as an initiation for those who are interested to conduct a detailed and comprehensive study.

## **1.7 Scope of the study**

- Geographical

For the purposes of this study an experiment was taken place in Addis Ababa, Bole sub-city region in seven different supermarkets with particular food products (cereals). All participants were recruited at the selected supermarkets based on their willingness to participate and whether they are responsible for the food shopping of their household or with the help of another member of their household.

- Theoretical

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

- Methodological

The study used quantitative research approach and both primary and secondary data. Survey research method has been chosen where the questionnaire used to collect the information. It also employed a structured survey and used formal lists of

questions asked of all respondents in the same way.

## **1.8 Limitation of the study**

For the purposes of this study, an experiment took place with particular food products (cereals). The products packages which been shown to the participants, were selected with the limited skills of the author with limited time & budget, other products and different food products may lead more or less in different results. In addition, the sample of the study comes from the urban population of Addis Ababa. Addis Ababa is a big city with its particular social, economic and cultural characteristics. Therefore, the results cannot be over-generalized.

Although this research was prepared carefully, the period is not sufficient for the researcher to observe large respondents from different areas of city; research focused mainly on one sub city (Bole sub city). It would be best if it were done in a longer period on large geographical area and with fewer burdens of other subject's projects. Willingness of the respondents to fill the questionnaires and not enough literature or locally done reviews neither on packaging materials nor on packaging attributes is also the major limitation of the study. Some other limitations to research also include:

- 1) Lack of cooperation by some respondents to the questionnaire
- 2) Lack of knowledge of some respondents to the questionnaire

## **1.9 Organization of the Paper**

This study was organized into five chapters. The first chapter states the general introduction of the study. Chapter 2 presents the literature review regarding the research area both empirical and the theoretical foundations for the research. The third chapter outlines the research methodology. The research results are presented in chapter four. The last chapter draws conclusions and implications and wind up the report by highlighting future research areas.

## 2. CHAPTER-TWO: LITERATURE REVIEW

### 2.1 Theoretical Review

Theoretical framework focuses on the relationship between the dependent and independent variables. The distinction between dependent and independent variables is as important in a comparative study as in a regression analysis. Dependent variable in case of a comparative study is the one, which we aim to predict, and independent variables here are the ones who are used to predict the dependent variable.

#### a) What is packaging?

The definitions of 'packaging' vary and range from being simple and functionally focused to more extensive, holistic interpretations. Packaging can be defined quite simply as an extrinsic element of the product (Olson and Jacoby (1972)) - an attribute that is related to the product but does not form part of the physical product itself. "Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labeling and materials used" (Arens, 1996).

#### b) Objectives of packaging

Packaging and package labeling have several objectives:

- Physical Protection– Protection of the objects enclosed in the package from shock, vibration, compression, temperature, etc.
- Barrier Protection - A barrier from oxygen, water vapor, dust, etc.
- Containment or Agglomeration - Small objects are typically grouped together in one package for transport and handling efficiency. Alternatively, bulk Commodities (such as salt) can be divided into packages that are a more suitable Size for individual households.
- Information transmission - Information on how to use, transport, recycle, or Dispose of the package or product is often contained on the package or label
- Reducing theft -Packaging that cannot be re-closed or gets physically damaged (Shows signs of opening) is helpful in the prevention of theft. Packages also provide opportunities to include anti-theft devices.

- Convenience - features which add convenience in distribution, handling, display, Sale, opening, reclosing, use, and re-use.
- Marketing - Packaging can be used by marketers to encourage Potential buyers to purchase the product. Packaging may be looked at as several different types. For example a transport package or distribution package can be the shipping container used to ship, store, and handle the product or inner packages. Some identify a consumer package as one, which is directed toward a consumer or household.

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

Consumers today are faced with an ever-increase in number of products. According to Belch & Belch (1999), the average American supermarket holds approximately 20,000 products that are competing to attract the consumers' attention. Keller (2008) expresses a similar opinion when he states that consumers are faced with more than 20,000 choices within a 30-minute shopping session. With so many options available just before a purchase decision is made, the product packaging is one of the best marketing tools companies can use to sell products.

However, in order to create the 'right' packaging for a product, marketers must understand the consumer buying process and where packaging becomes a variable that can influence the purchase decision. They must also understand what factors can influence buying behavior and what packaging elements are most important to compel the consumer to purchase their product over another.

## **DEPENDENT VARIABLE**

## **WHAT IS CONSUMER BUYING DECISION?**

The buying behavior of a consumer is the decision processes as well as the actions the consumer takes in buying and using products. Whether or not the consumer realizes it, there is far more that goes into the buying process than simply driving to the store and picking

something off the shelf. There are mental and social processes that consumers go through that proceed the actual act of purchasing.

The topic of consumer behavior has been massively studied and, with the many changes in the market, continues to be studied by marketers and researchers. The areas of particular interest include the reasons behind the decision to purchase, the factors that influence purchasing patterns, and the ways in which cultural shifts are causing buying behavior to change.

Kotler and Keller (2012) point out that understanding how the consumer chooses products and consumers can provide manufacturers with a competitive advantage over competitors. Companies can use this information strategically in order to offer the right products and services at the right time to the right audiences.

Six stages of the consumer buying process

- PROBLEM RECOGNITION

In this initial stage, consumers are made aware of a need or desire. It's important to note the difference between desires, where the consumer simply wants something, versus an actual condition, such as experiencing hunger. Marketers can use advertising and newsletters to share information on products and services that can stimulate this stage.

- INFORMATION SEARCH

This can be a two-part process. Initially the consumer will do an internal search of his own memory. If he does not know anything about the product or if he desires more information, he may then proceed with an external search. Often the external search begins with word of mouth by speaking to friends and family members. Social media has made this process even easier, since consumers can perform a large survey of "friends" or "followers" to procure feedback on a product.

Mobile-assisted shopping, also known as "show rooming," is also becoming increasingly common. With the rapid increase in smart phone use, consumers can now browse store aisles while having immediate access to the internet to find product information and compare pricing, even buy online.

- EVALUATION OF ALTERNATIVES

As with the information search, the internet and search engines have made evaluating alternatives easier than ever before. In this stage customers evaluate different brands and products on the basis of which best meets the consumer's needs. During this stage the consumer also establishes what other factors, like price and quantity, are important.

- PURCHASE DECISION

Some researchers combine the purchase decision and purchase into one stage of the purchase process. However, the two are not necessarily one and the same. Even after making the decision to purchase, the consumer can still be thrown off course by other factors before purchasing. For example, the quality of a shopping experience may impede the shopper's ability to successfully make a purchase. The availability of a promotion or lack thereof or a poor return policy are also factors that can dissuade a consumer from following with the purchase decision. If the consumer is in a retail environment with similar products side-by-side with the product they intent to purchase, eye-catching packaging and labels paired with a better price could easily sway the decision.

- PURCHASE

The final step in the process is the purchase, which may or may not differ from the purchase decision.

### **Four types of Consumer Buying Decision**

The types of consumer buying behavior are determined by the level of involvement in the purchase decision, which is directly influenced by the level of need and the intensity of interest in a particular product. High involvement purchases include pricier items like cars, property, high priced goods, and products that are highly visible to others. Consumers are also more involved in purchases that involve greater risk, whether it is personal, social or economic risk.

1. ROUTINE RESPONSE BEHAVIOR

This type of buying behavior is used for the frequently purchased items like groceries. Consumers have low involvement with these low-cost items and do not search extensively for information. They are purchased almost automatically, which is why this type of

consumer buying behavior is also known as programmed response behavior or habitual buying behavior.

## 2. LIMITED DECISION MAKING

This type of buying behavior occurs for products bought only occasionally, such as clothing. The consumer may or may not have to do an external information search. For some purchases, this behavior could potentially require a moderate amount of time to gather information.

## 3. EXTENSIVE DECISION MAKING

This type of buying behavior is also known as the complex buying produces, because the consumer is highly involved in the buying process and spends significant time collecting information about the product. In this case, the consumer is typically unfamiliar with the product and it is an expensive and/or risky purchase. Some examples include homes, cars, computers, or even education. In this case the consumer goes through all six stages of the buying process.

## 4. IMPULSE BUYING

This type of buying behavior is typically for low-cost items and does not involve any conscious planning. Eye-catching packaging in a retail store will often compel a shopper to make an impulse purchase in order to try the product. Interestingly enough, the impulse buying process is not as simple as it sounds. There are multiple dimensions within the impulse buying behavior pattern:

- 4.1 The spontaneous urge to buy: In most cases, this is when the person experiences an unexpected desire to buy in response to an advertisement.
- 4.2 Power and compulsion: occurs when, after encountering the product, the consumer feels an urgent desire to purchase.
- 4.3 Excitement: occurs when the consumer encounters a product that evokes feelings of happiness or excitement.
- 4.4 Synchronicity: when the consumer feels instant compatibility with a product, as if it was a miracle that he or she was at the right place and right time to have encountered the product.
- 4.5 Product animation: where each product has its own mysterious appeal.

4.6 Hedonic elements: occurs when purchasing the product produces positive or negative emotions, such as satisfaction or guilt.

4.7 Conflict: refers to the emotional conflict within the buyer as a result of unplanned purchases.

4.8 Disregard for consequence: on this occasion, the strong urge to purchase causes consumers to disregard the consequences.

## **INDEPENDENT VARIABLE**

### **PACKAGING AS AN INFLUENCING FACTOR**

It is estimated that 60-70% of all buying decisions are made while the customer is in the store. While the marketing messaging in advertisements and on social media may have created the need or want, the packaging is the final point of communication between a brand and consumer in the retail environment. For this reason, the packaging is one of the most important points of interaction between the brand and consumer.

Since packaging directly correlates to the quality of the product and since it affects whether or not a product is noticed on the store shelf, it can impact the purchase for all four of the types of consumer buying behavior previously described. As such, it needs to be fully utilized for communicating the brand message through design and messaging.

According to a study published by researchers at the University of Miami and California Institute of Technology, packaging has a proven and important influence on the consumer purchasing decision in a retail environment. Researchers proved that aesthetic aspects like color, brightness and typography influences where the shopper's eyes land on the shelves. The consumer takes more time to look closely at these products and the packaging, which, in turn, directly influences whether or not he buys the product or selects another brand.

According to MilicaMormann, one of the authors of the study, "the big idea here is that perceptual processes happen in the brain in parallel with economic value computations and thus influence how economic decisions are made."



## **PACKAGING ATTRIBUTES**

1. Packaging color
2. Background Image
3. Packaging Material
4. Font Style
5. Printed Information
6. Innovation

According to Nilson and Ostrom (2005), the product packaging design includes the brand name, color, typography and images, all of which influence how quickly and easily a product catches the eye.

The visual elements of packaging have a stronger influence on the purchasing when consumers have low involvement in the purchase, in other words, when the product is of low risk and less expensive. They also have a strong impact on impulse purchases.

It's important to note that because of the number of people in and out of stores every day, packaging has a far better reach than advertising and that it can be used to set a brand apart from its competitors. It also reinforces the purchase decision every time a product is used, not just at the point of purchase.

### **1. Packaging color-**

Color plays an important role in a potential customer's decision making process, certain colors set different moods and can help to draw attention. One good example of successful use of color psychology is in the Apple iPod advertisements; they use simple tri tone color schemes of black, white and a bright background color. The bright background color is to give the advertisement a fun feel and the contrasting white on black is to focus attention.

Brands can use color in their packaging and product labels to set certain moods and draw the eye, as it has the ability to evoke different emotions or send messages about the brand. Blue, for example, can be used to evoke feelings of trust. On the other hand, brands can use

bright colors like yellow and orange to help the product stand out and show that the company and products are fun.

## **2. Background-image**

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

## **3. Packaging Material**

Any material used especially to protect something- packing, wadding. Consumer can change its decision regarding Packaging material. High quality Packaging attract consumer then low quality Packaging.

The first packages used the natural materials available at the time: Baskets of reeds, wineskins (Bota bags), wooden boxes, pottery vases, ceramic amphorae, wooden barrels, woven bags, etc. Processed materials were used to form packages as they were developed: for example, early glass and bronze vessels. The study of old packages is an important aspect of archaeology. Iron and tin plated steel were used to make cans in the early 19th century. Paperboard cartons and corrugated fiberboard boxes were first introduced in the late 19th century.

Packaging advancements in the early 20th century included Bakelite closures on bottles, transparent cellophane over wraps and panels on cartons, increased processing efficiency and improved food safety. As additional materials such as aluminum and several types of plastic were developed, they were incorporated into packages to improve performance and functionality. So packaging material have strong have with buying behavior.

When choosing between multiple products, particularly when the consumer is more involved in the process, he will often choose the higher priced item because the higher price implies higher quality. The same is true of packaging material. High quality packaging and

labels will influence the consumer to purchase more often than low quality packaging and labels.

#### **4. Font Style**

The font style of Packaging grabs customer attraction. The up gradation of IT technology have support this feature. The successful companies have best practices of the font styles. They hire specialist in composing which create mind blowing and attractive font styles. The attractive package has innovative font style. So we can say that there is relation between font style and buying behavior

#### **5. Printed Information**

Container or wrapper of the product is serves a number of purposes like protection and description of the contents, theft deterrence, and product promotion.

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

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

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

## 6. Innovation

Innovative packaging may actually add value to the product if it meets a consumer need such as portion control, recyclability, tamper proofing, child-proofing, easy-open, easy-store, easy-carry, and non-breakability. Manufacturers today strive to have packaging that maintains the key equities of the brand, has stand out appeal on the retailer's shelf, and is sustainable but with lower production costs. The customer can adopt product on the basis of its innovative packaging, which shows the relation between buying behavior and innovation of packaging.

An innovatively designed wrapper or container can have a large impact on whether or not a product is noticed on store shelves. Packaging features include environmentally friendly packaging, portion controlled packaging, tamper-proofing, child-proofing, easy-carry, or packaging that is not easily breakable.

In view of Rice (1997) a good package should be characterized by the following:

1. **Attractiveness:** the package should be attractive and fascinating to draw customer's attention. Attractive packaging stimulates, thus packaging can dramatically influence customers' minds hence some end up demanding the product due to its attractive package.
2. **Economical:** A good package should be economical. Costly package increases the price of the purchased component
3. **Protective:** A product should be packaged neatly so that quality, quantity and color of the components does not decline thus it should be insulated from damage by rain, dust or insects. Proper package should ensure no damage or spillage during transportation.
4. **Communicative:** A good package should provide information about quantity and brand utility of the merchandise
5. **Convenient:** The package should allow free and easy movement of the product from one place to another. The shape and package size should also be compatible with retailers and wholesalers for shop or for consumers to keep at home. The package should preferably be re-usable.

6. A good packaging should reflect the conditions in which the product should be sold.
7. Packaging needs to highlight compelling and believable claims on product differences.

## **2.2 Empirical Review**

Packages are found to attract attention (Underwood et al., 2001; Garber et al., 2000; Goldberg et al., 1999; Schoormans & Robben, 1997). In fact, Goldberg et al. (1999) found that by dismissing such non-verbal signs as colors, the attention to verbal signs can be increased. Pictures on packages are emphasized to attract attention, particularly when consumers are not very familiar with the brands (Underwood et al., 2001). Furthermore, packages are claimed to attract attention when their appearances are not typical within a product class (Garber et al., 2000; Schoormans & Robben 1997). In other words, past research has discovered that deviating packages attract attention. Other studies show that deviating package colors and shapes attract attention (Garber et al., 2000; Schoormans & Robben 1997). Underwood et al. (2001), on the other hand, found that pictures on packages attract attention particularly in cases when consumers are less familiar with a brand. Studies that have focused on other single signs than pictures on packages have found that such single package signs as colors (Gordon et al., 1994), brand names (Rigaux-Bricmont, 1981), and materials (McDaniel & Baker, 1977) convey brand meaning.

Different researchers emphasized different functions of packaging and some of their studies related either to logistic or marketing functions (Prendergast and Pitt, 1996). For logistics, according to Prendergast and Pitt (1996) the packaging allows the product to be contained, apportioned, unitized and communicated.

Hellström and Nilsson (2011) stated that packaging is not only a means of logistically ensuring safe and efficient delivery to the consumer at minimum cost, but is also one of the most important marketing tools for communicating the brand message to the consumer. From a marketing perspective, product packaging is an extrinsic cue (Chung et al., 2006), and consumers are first exposed to the product packaging, and then experience the product (Orth and Marchi, 2007). Product packaging is therefore a means for the manufacturer to communicate subliminally with the consumer (Thalhammer, 2007) for product evaluation

(Chung et al., 2006), brand differentiation and identity, and consumer brand influence (Underwood, 2003). Because product packaging reaches most buyers at the crucial purchase-decision moment (Ampuero and Vila, 2006), researchers have further suggested that product packaging is one marketing communication tool that continues to grow in importance (Wells et al., 2007; Insch and Florek, 2009) by clearly indicating that there is a strong association regarding packaging and brand preference, with over 73% of consumers interviewed stating that they rely on packaging to aid their decision-making process at the point of purchase.

### 2.2.1 Research Articles in Different Countries

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

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

- KritiBardhan Gupta (2009) has study on Consumer Behavior for Food Products in **India**. Primary data was collected from 326 respondents in Uttar Pradesh and National Capital Region The relative importance of various food purchasing criteria was estimated for four different food categories, food and vegetables; milk and milk products; food grains and pulses; and processed foods on 1-5 scale, The present study explored the consumer behavior for food products in India from different perspectives. People accepted the fact that their food habits get affected with the shifting to a new region but many basic buying and consumption behavior do not change. Some of the changes in buying and consumption behavior of relocated people, which were observed after their settlement to a new region, were not significantly different from the level of changes in behavior of non-moving people. However, compared to the last 10 years, people have started preferring more

healthier foods and are willing to try out new dishes. They tend to learn cooking and eating new food items after relocation without discontinuing their traditional food items. There is also influence of children on the type of food items that they eat. This paper has shown that impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective, it is very costly to apply sales packaging (with additional material use and transport volume) to products that do not need them, or to apply them in an ineffective way. Economical costs and environmental impact can be expressed in a single score, indicating the packs performance. To allow proper management of the pack design the sales performance should be expressed in as simple a way as possible, preferably also a single score. As calculating, the sales performance is impossible a test will need to be used. The pressure from time-to-market in the CE industry, demands that the test be relatively simple.

- H Ahasanul ,(K Ali 2009) measured the Factors Influencing Buying Behavior of Piracy Impact to **Malaysian**. A structured questionnaire was used to collect data whereby it was served as primary data to answer the research questions and objectives planning to find out the factors that plays a vital role about consumers perception towards pirated products. It can be identified that the dependent variable is consumer perception on piracy. Where else the independent variables would be divided to social influence, personality/believe, culture, and the economy. These are the factors that could influence consumers' perception on piracy thereby supporting out dependent variable. Social influence would include susceptibility, which means an individual might purchase a pirated product merely because his/ her friend or family members bought the product and introduced it to them.
- Bed Nath Sharma Dec. 2008 studied New Consumer Products Branding, Packaging and Labeling in **Nepal**. This paper focuses on existing practice of branding, packaging and labeling of new products in consumer product manufacturing units. The study method was Descriptive presentation of facts collected through

questionnaire survey concerned with different section of consumer new products (soap, biscuit, noodles, cigarettes and The study further investigates the new consumer product packaging and labeling status in manufacturing units. They are aware about the value of packaging and labeling. Majority of the consumer products 84.37% (27 out of 32 responses) are using product label as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

- S Nuntasaree and Dr. E Barry (2008) published a paper with subject of a model of male and consumer behavior in buying skin care products in **Thailand**. The conceptual model of male consumer behavior in buying skin care products beliefs in product attributes Quality, Price, Brand, Packaging, Advertising, Promotion, Salesperson, Distribution. This study used a quantitative research method. A convenience sample with a shopping mall-intercept technique was employed for the sampling method. The closed-ended questionnaire developed from standard questions of relevant literature was chosen as a research instrument. The Statistical Package for the Social Sciences program (SPSS) SPSS version 17 was used in this study with a 0.05 level of significance for all of the statistical assessments. The data set was screened and examined for incorrect data entry, missing values, normality and outliers.

### 2.3 Research gap

Previous researches show that there is no agreement on overall classification of packaging material and package elements. There is also disagreement regarding the methods of package impact on consumer's buying behavior decision. Several researchers attempt to examine all potential elements of packaging and their effect on consumer's buying decision (Butkeviciene, Stravinskiene, & Rutelione, 2008), however others focus on distinct elements of packaging and their influence on consumer purchasing behavior (Ampuero & Vila, 2006; Madden, Hewett, & Roth, M, 2000; Underwood, Klein, & Burke, 2001; Bloch, 1995).

Furthermore, some researchers explore the assessment of packaging and its features on consumer's whole purchase decision (Underwood, Klein, & Burke, 2001), whereas, some



others – on each step of consumer's decision making process (Butkeviciene, Stravinskiene, & Rutelione, 2008).

Brand image and advertisement have strong positive influence and significant relationship with Consumer's buying behavior. People perceive the brand image with positive attitude. Study depicted that teenagers in Gujranwala are more conscious about their social status so they prefer branded products and advertisement effect on their Consumer Buying Behaviour positively (Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman, and Ahmed, 2013).

The purpose of this research is constructed on hypothetical analysis of packaging components and their influence on consumer's buying behavior decision. This empirical study uncovers the features, which are having the eventual influence on consumer's choice, when multiple and different choices are available.

## 2.4 Conceptual framework

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

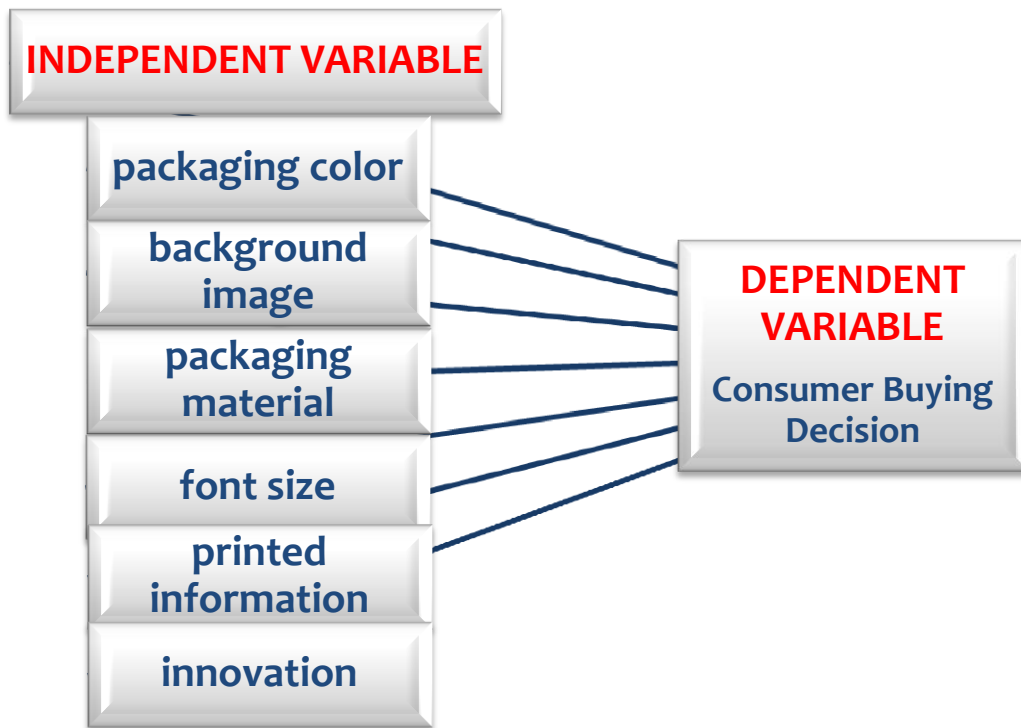


Figure 1 Conceptual framework

## **3. CHAPTER-THREE: RESEARCH METHODOLOGY**

### **3.1 Research Approach**

To achieve the aforementioned objectives, the study was adopted quantitative research approach. Quantitative method is a study involving analysis of data and information that are descriptive in nature and qualified (Sekaran, 2001). A quantitative approach was used because this study primarily uses postpositive claims for developing knowledge. According to Bhattacharjee (2012), postpositive claims take a position that one can make reasonable inferences about a phenomenon by combining empirical observations with logical reasoning and employs strategies such as surveys, and collected data on predetermined instruments that yield statistics data.

For this study, survey research method has chosen where the questionnaire used to collect the information. This study employed a structured survey i.e., used formal lists of questions asked of all respondents in the same way. The reliability of a survey results depends on whether the sample of people from which the information has been collected is free from bias and sufficiently large.

### **3.2 Population sample & Participants**

The research focuses on cereal packaging and Consumer Buying Decision. Consequently, the population for the research consists of all consumers who use packed cereal products in selected supermarket. Simple random sampling was used to choose from the 10 (sub city found in Addis Ababa Ethiopia, Bole sub city was chosen. Convenience sampling, a type of Non-probability sampling method was chosen for participating customers of the seven selected supermarkets (Ethio Supermarket, Friendship Supermarket, Shewa Supermarket and Zambil super market, Novice super market, Fantu super market & Sun City super market). . Sample determination used for this study was based on the method developed by Carvalho (1984). From each supermarket on average 71-customer visit the supermarket

every day at rush hour times. The total sample size was comprised of 140 respondents 20 questioner for each supermarket.

**Table 1. Sample Size Determination**

<b>Population Size</b>	<b>Small</b>	<b>Medium</b>	<b>Large</b>
51-90	5	13	20
91-150	8	20	32
151-280	13	32	50
281-500	20	50	80
501-1200	32	80	125
1201-3200	50	125	200
3021-10,000	80	200	315
1001-35,000	125	315	500
35001-150,000	200	500	800

**Source:** *Carvalho (1984)*

For this study, survey research method has chosen where the questionnaire used to collect the information. This study employed a structured survey i.e., used formal lists of questions asked of all respondents in the same way. The reliability of a survey results depends on whether the sample of people from which the information collected is free from bias and sufficiently large.

Since the research begins with ideas about the possible causes of a social phenomenon i.e. a hypothesis about cereal packaging and consumer buying decision, the research was explanatory nature. The research conducted at a certain point in time, making it cross-sectional research. The research topical scope was a case study, focusing on the case of cereal packaging.

### **3.3 Data Type & Measurement Scale**

To gather relevant and accurate data for the research, two types of data collection methods were employed primary and secondary sources:

- Primary data
  - Questionnaires: structured questionnaires developed and forwarded to the customers of the supermarkets. The questionnaires gathered information on the cereal packaging attributes and the Consumer Buying Decision.
- Secondary data
  - Books
  - Journals and articles from the internet

### **3.4 Data Collection Instrument**

The main research instruments used in gathering the necessary information from the sources of data used was questionnaire method. A semi-structured questionnaire designed for data collection through customers of the selected supermarkets. The questionnaire is divided into two (3) sections,

- Section A- designated to obtained general information relating to personal data of the respondents.
- Section B- consist of 30 questions designed to obtain information as relating to relationship that exist between different characteristics of packaging and determinants of consumer's purchase intention.
- Section c- consists of 6 questions designed to assess the consumer buying decision on packaging.

### **3.5 Data analysis method**

Data for the main study was collected during April 2017 using simple random sampling techniques. A total of 30 self-administered questionnaires were distributed to consumers in shopping areas in Addis Ababa, Bole Sub City. The respondents were asked to indicate their

level of agreement or disagreement with a series of statements based on a five-point Likert scale, ranging from one (strongly disagree) to five (strongly agree). The unit of analysis involved individual consumers. The collected questionnaires were analyzed using SPSS version 17.

So the measures used in the research framework such as packaging color, background image, font size, printed Information, and innovation were taken as the research constructs. Each construct has two or three components or indicators. A five-point Likert-type scale (1 = strongly disagree to 5 = strongly agree) was employed to measure variable items for the research questionnaire.

### **3.6 Hypotheses Development**

According to Frank (1979) a hypothesis is the tentative statement of fact that is yet to be verified by the researcher. In this study in order to address the third research question, which is about factors that could explain IFRS adoption, one dependent variable against five independent variables were investigated. Variables examined and their measurements are formulated from the existing literature (e.g. Sharif (2010), Jermakawicz (2007), Chamisa (2000)) with some adjustments to suit this study. The dependent variable is the Consumer Buying Decision , while the independent variables of Packaging attributes like Packaging color, Packaging Image, Packaging Material, Font Style of Packaging, Printed Information and Innovation.

## 4. CHAPTER-FOUR: RESULTS AND DISCUSSION

As indicated in the previous chapter, this part of the paper analyzed the assessment of packaging attributes on Consumer Buying Decision on cereal food in A.A, Ethiopia. To this end, the results obtained from the survey analyzed through SPSS out puts Mean, Standard deviation, also frequency, and percentage.

The questionnaire data was distributed and returned in seven super markets customers namely: Shoa Supermarket, Friendship Supermarket, Fantu Supermarket, Novies Supermarket, Suncity Supermarket, Zembil Supermarket and Ethio Supermarket.

**Table 2. Questionnaires Collected**

Questionnaire	Number questionnaires	Percentage%
Returned questionnaires	140	100%
Unreturned questionnaires	-	0
Total	140	100%

Source: Questionnaire of 2017

A total of 140 questionnaires which dealt with assess the packaging elements attributes on Consumer Buying Decision on cereal food in A.A, Ethiopia were distributed to a sample of supermarket customers.

## 4.1 Data Presentation and Analyses

Table 3 Respondents based on their demographic characteristics

Descriptive statistics			
		Frequency	Percent
Gender	Female	104	74%
	Male	36	26%
Age	18-25	28	20%
	26-35	67	48%
	36-45	33	24%
	Above 45	12	9%
Marital Status	Married	75	54%
	Unmarried	59	42%
	Divorce	6	4%
Academic level:	High school and below	4	3%
	Technical/vocational certificate (Diploma)	27	19%
	Bachelor's degree	76	54%
	Master's degree	32	23%
	Doctorate degree	1	1%

Source: Questionnaire of 2017 and SPSS result

The above table shows that, the gender compositions of the respondents 104 or 74% are female and the remaining 36 or 26% are male. The respondent age category between 18-25 years are 28 (20%), the age between are 26-35 years 67 (47%), the age between 36-45 years are 33 (24%), and the age above 45 years are 12 (9%).

The above table show that 75 or 54% respondent are married and 59 (42%) are unmarried. The rest 6 or 4% of them are divorced.



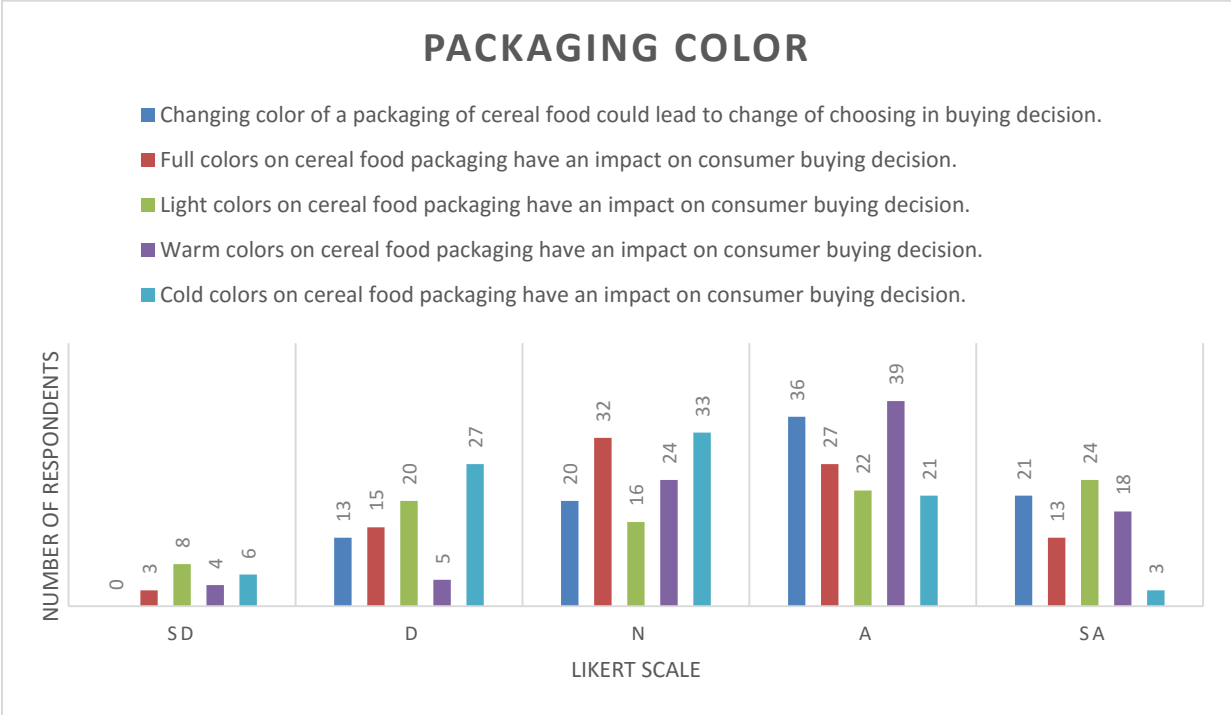
The educational level of respondents shows that 4 or 3% respondent have finished high school and 27 or 19% respondent have Diploma, 76 or 54% have bachelor’s degree, 32 or 23% of them hold master’s and there is only 1 (1%) respondents having doctorate degree.

To examine the validity of the respondents, validity-checking questions were asked. The validity-checking question asked whether the respondents have used packed cereal food frequently and Packaging of the cereal packaging food Products Influences Customer’s Purchase Intention. On this context, all of respondents fulfill the criteria.

The researcher also asked on the questionnaire to check the validity of the paper, which is to know the respondent understanding and full knowledge about the issues and to fill the questionnaire on how frequently they buy the products. Most of the respondent purchase packaged cereal food twice per month.

### 4.2 Packaging Color attributes on Consumer Buying Decision

The results of the questionnaire about the packaging color are as follows



Source: Questionnaire of 2017 and SPSS result

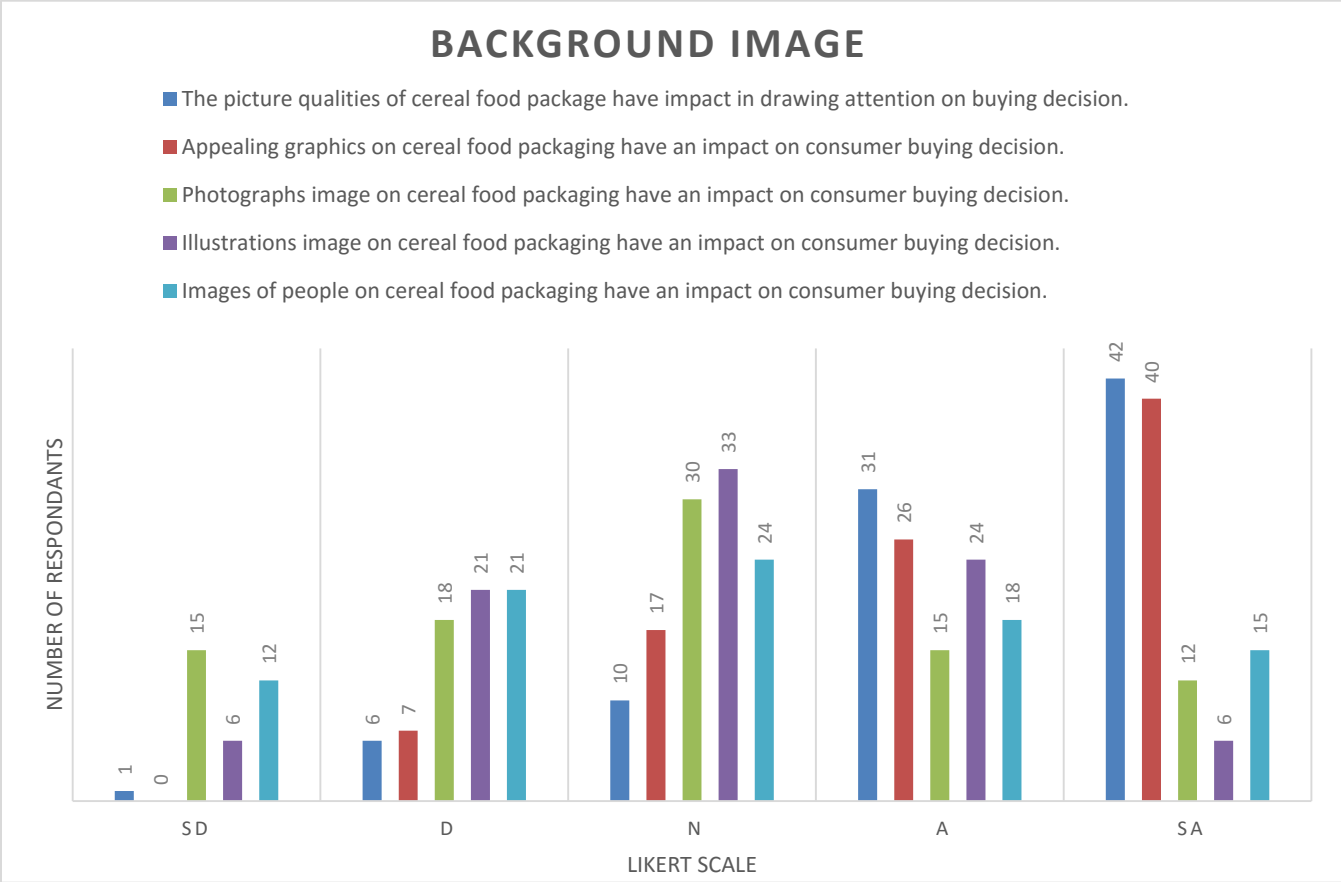
Figure 2 Packaging Color Frequency

In this section, five questions were included to assess the packaging color attributes on Consumer Buying Decision on cereal food. The questionnaire results related to the changing color of a packaging of cereal food could lead to change of choosing in buying decision and full, light, warm and cold color on cereal food packaging have an impact on consumer buying decision.

This indicates that, the color of packaging change could lead to change on the buyer's selection process and turn to other similar product. The color of packaging change could lead to change of buyer's selection process because of the manufacturing companies used color of packaging cereal food. This indicates that in the view of respondents, the full and light colors on cereal food packaging have impacts on consumer behavior during buying process. According to the respondents, light colors on cereal food packaging have more impact on consumer buying decision than warm, full and cold color. This shows that light color of cereal food packaging is most important to attract more consumers' buyer decision making. And also consumers are sensitive to packaging of cereal food color change.

### **4.3 Background Image of packaging attributes on Consumer Buying Decision**

The results of the questionnaire about the packaging image are as follows



*Source: Questionnaire of 2017 and SPSS result*

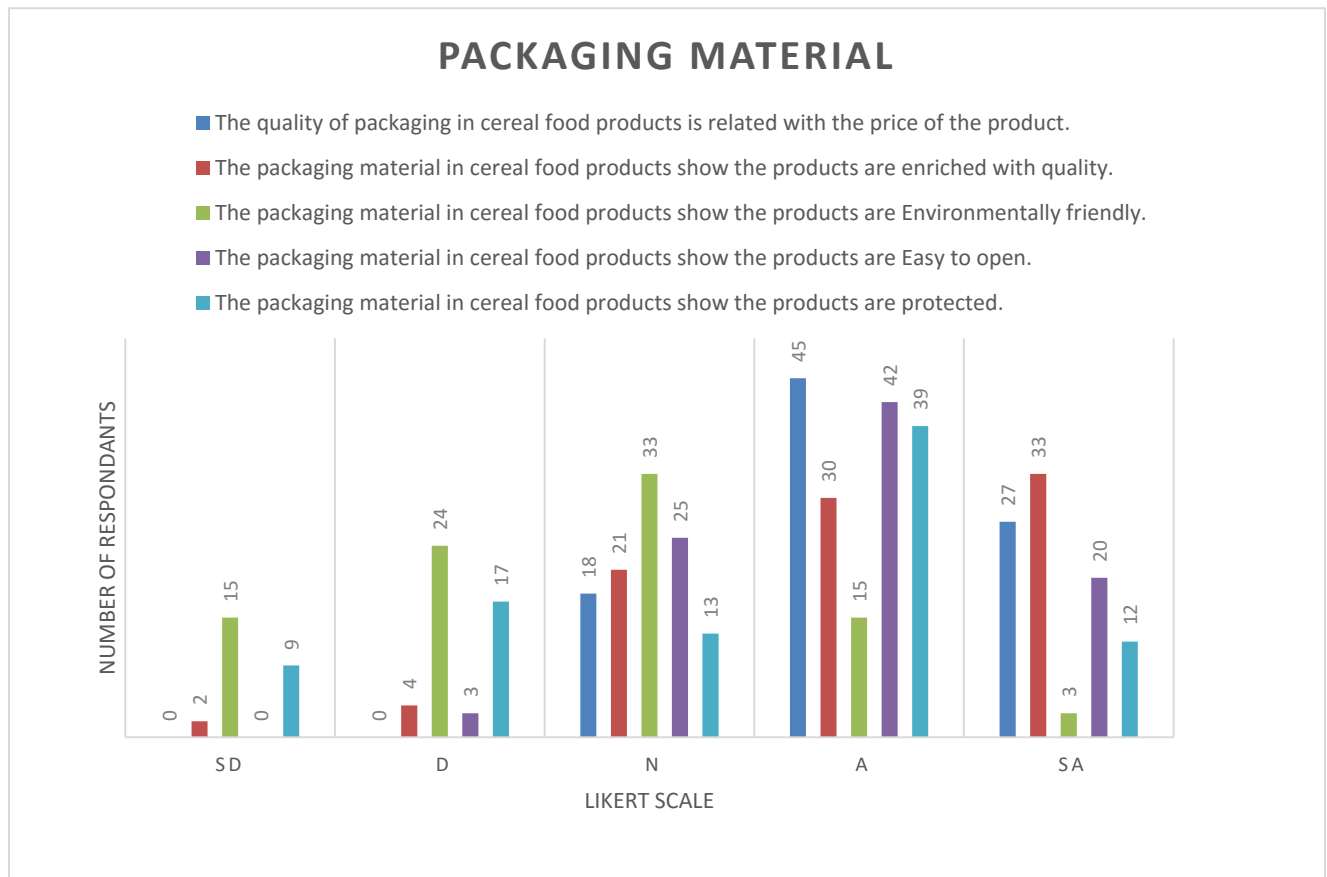
**Figure 3 Background Image of Packaging Frequency**

In this section, the questionnaire results related to the assessment of packaging image attributes on Consumer Buying Decision on cereal food is analyzed. The data related to quality packaging image impact which are the image on the package has influence on consumer behavior on buying activities, the appealing graphics, the photographs image, the illustrations image and images of people on cereal food packaging have an impact on consumer buying decision.

This show that, the image on the package has an impact on consumer behavior on buying activities, the standard of the picture quality of the product, the appealing graphics, photographs image, illustrations image on cereal food packaging draws attention of final customers and drawing attention on buying decision of consumers. However, the image of people on cereal food packaging do not have any influence on buying decision of consumers according to the respondents.

## 4.4 Packaging material attributes on Consumer Buying Decision

The results of the questionnaire about the packaging material are as follows



Source: Questionnaire of 2017 and SPSS result

**Figure 4 Packaging Material Frequency**

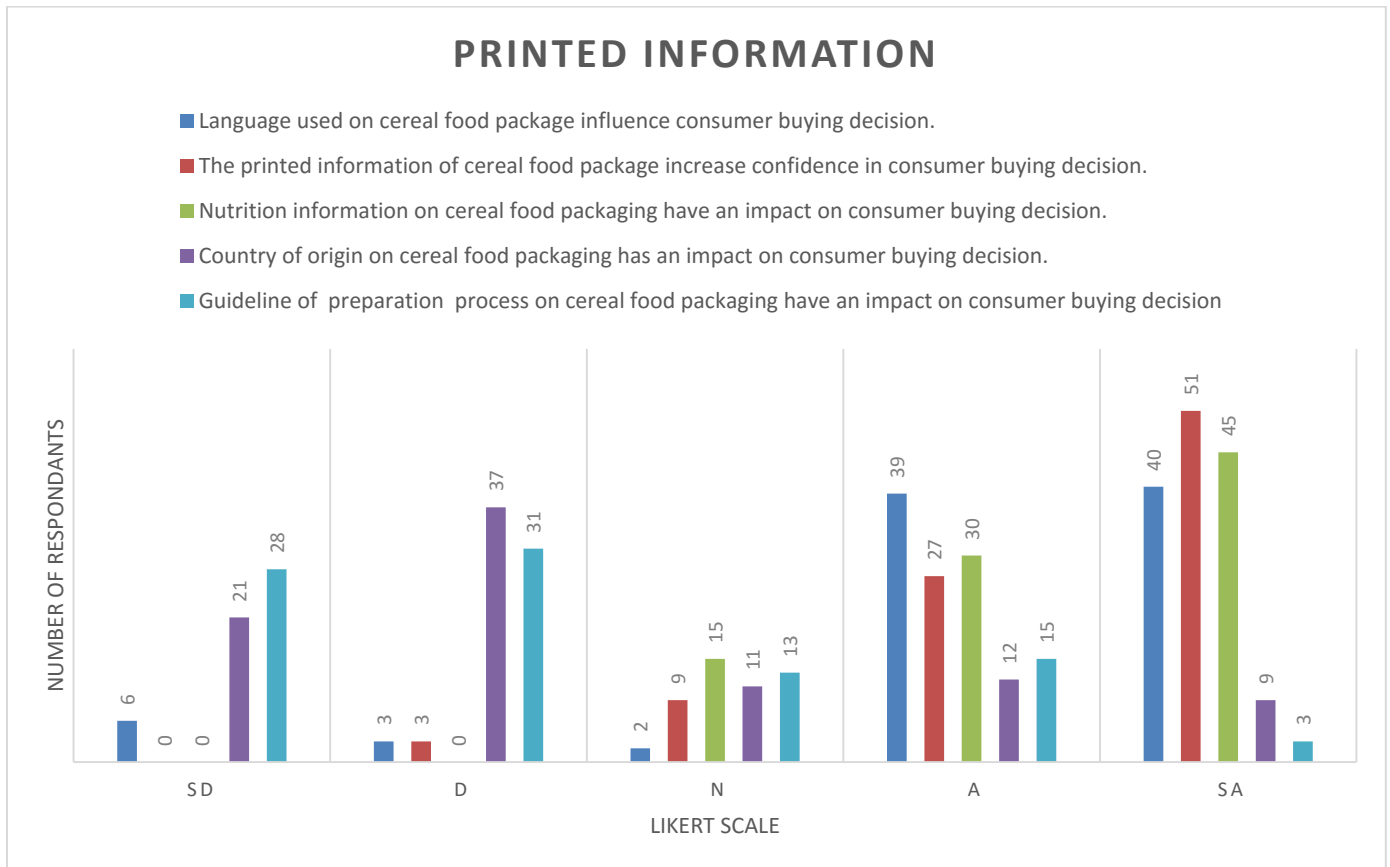
In this section, the questionnaire results related to the assessment of packaging material attributes on Consumer Buying Decision on cereal food is analyzed. The data related to packaging material impact, which are the quality of packaging, in cereal food products is related with the price of the product. The other questions were that the packaging material in cereal food products indicate the products are enriched with quality and the packaging material in cereal food products show the products are environmentally friendly. At last, the packaging material in cereal food products show the products are easy to open and the products are protected.

This indicate that, the quality package material cereal food has an impact on consumer behavior on buying activities and also the standard of the material quality of the product

related with the price of the product, show the products are enriched with quality. And also package material cereal food shows the products are environmentally friendly and the product are contained in safe protection.

## 4.5 Packaging information attributes on Consumer Buying Decision

The results of the questionnaire about the packaging printed information are as follows



Source: Questionnaire of 2017 and SPSS result

**Figure 5 Frequency of Printed Information**

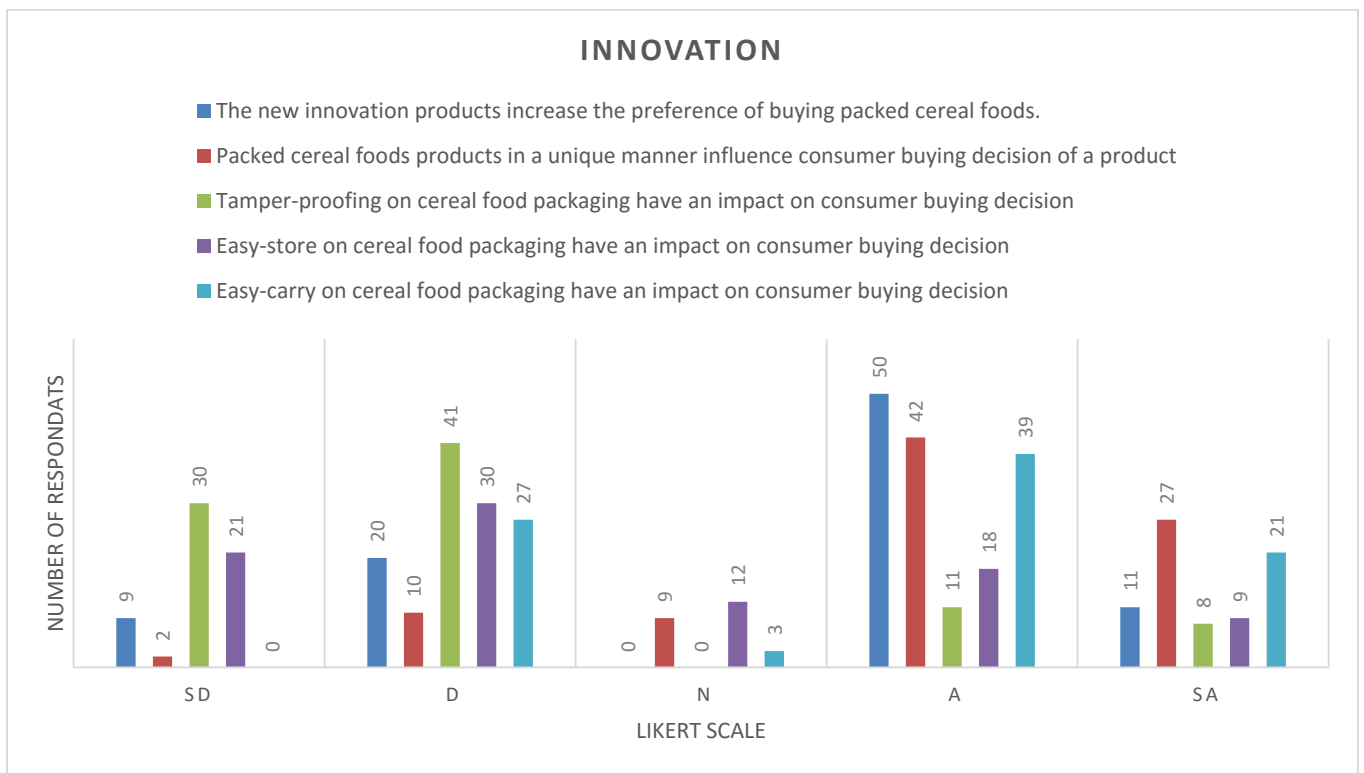
In this section, the questionnaire results related to the impact of the packaging printed information attributes on Consumer Buying Decision on cereal food is analyzed. The data related to the packaging printed information checks whether the language used on the packaging impact on consumer buying decision, the printed information of packaging

information increase confidence, Nutrition information description, country of origin of packaging and guideline of preparation process of packaging.

This indicate that the respondent answer of the packaging printed information has an impact on consumer behavior on buying activities, the printed information language of packaging of cereal food products have a high influence on understanding of consumer, the printed information of packaging of cereal food increases the confidence of the buyers because of the information provided about the nutrition content of cereal food and know the products origin and also the packaging information enhance transparency and reduce risk of consumers. On the other side, the guideline of preparation process on cereal food packaging did not have much influence on their consumer buying decision.

## 4.6 Packaging innovation attributes on Consumer Buying Decision

The results of the questionnaire about the packaging innovation are as follows



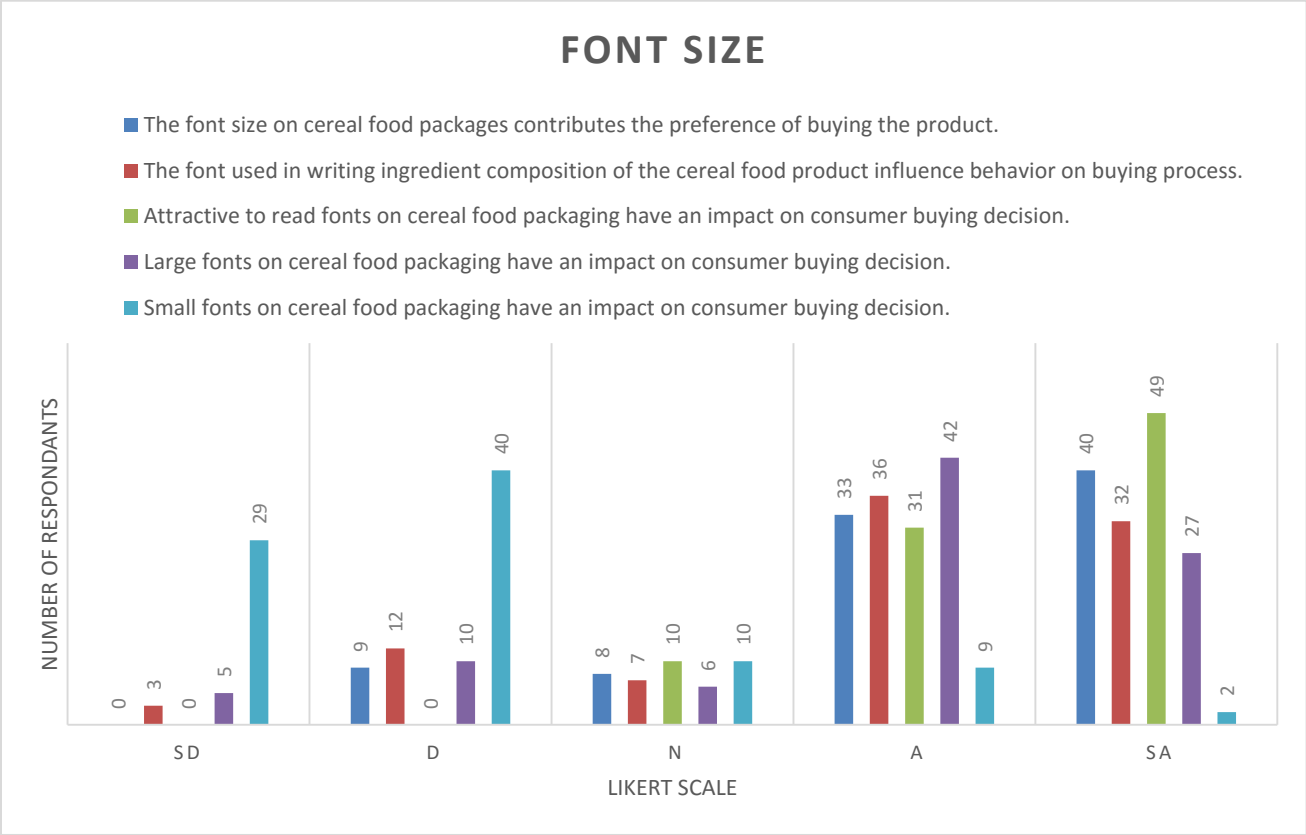
Source: Questionnaire of 2017 and SPSS result  
**Figure 6 Innovation Frequency**

In this section, the questionnaire results related to the impact of the packaging innovation information attributes on Consumer Buying Decision on cereal food is analyzed. The data related to the packaging innovation impact on the process of buying, the unique innovation packed cereal foods products, the tamper-proofing on cereal food packaging, the packaging innovation helps to easy-store and easy to carry type of innovation impact on consumer buying decision.

The respondent answer of the packaging new innovation of packaging are it increases the preference of buying process, customers are more attracted by the unique packaging manner of the products, the tamper-proofing on cereal food packaging are more chosen by the consumers, the new innovation of product packaging which are easy to store (nonperishable) and easy to carry for consumer are highly influence on the buying behavior of consumers.

#### **4.7 Packaging Font style attributes on Consumer Buying Decision**

The results of the questionnaire about the packaging font style are as follows



Source: Questionnaire of 2017 and SPSS result

**Figure 7 Font Size Frequency**

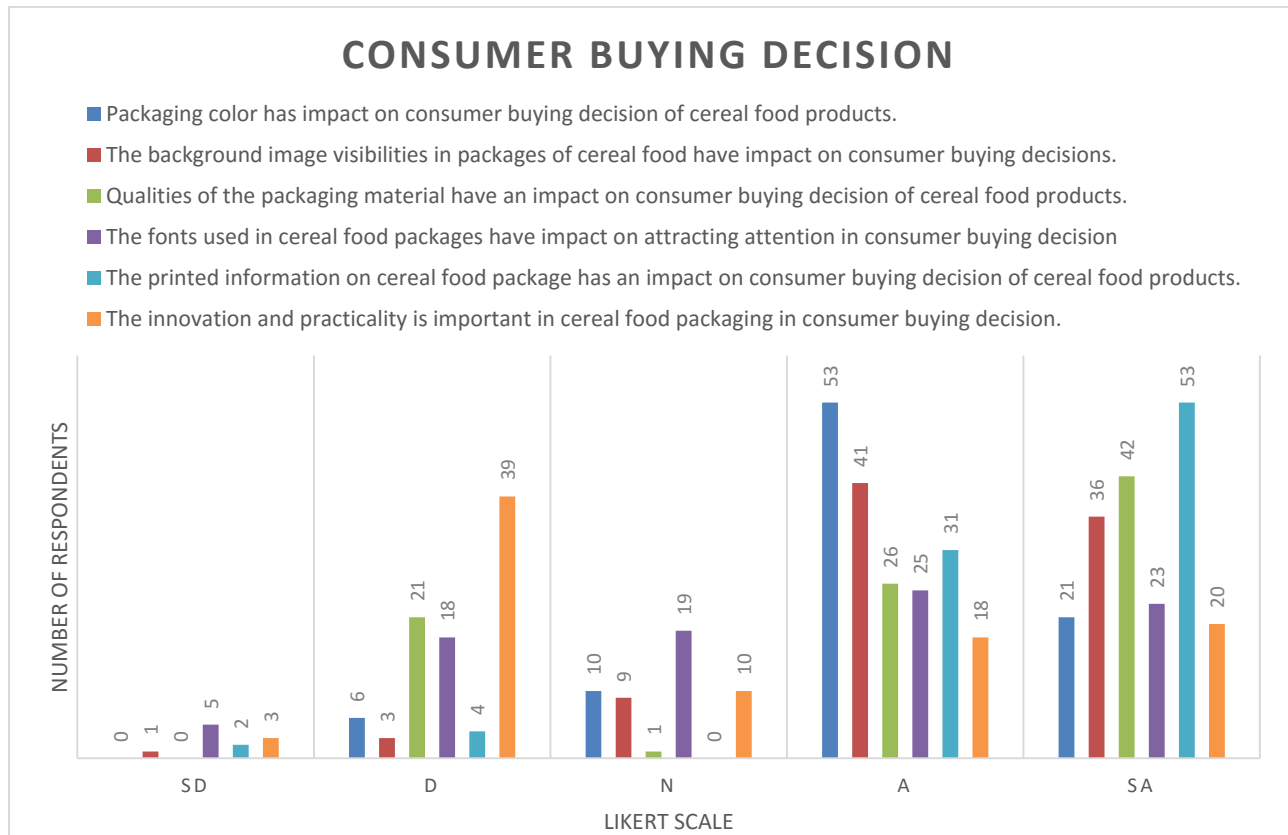
In this section, the questionnaire results related to the impact of the packaging font size attributes on Consumer Buying Decision on cereal food is analyzed. The data related to packaging font size on cereal food packages contributes to the preference of buying the product., the font used in writing ingredient composition of the cereal food product, attractiveness of font to read on packaging and the size of font which are large and small font impact on consumer buying decision.

This indicates that, the package font size has an impact on consumer behavior on buying activities. Customers are attracted by the font used of writing ingredient composition of the cereal food product. Customers are more preferred large font style to read the information of the products than the smallest one.



## 4.8 Consumer Buying Decision

The results of the questionnaire about the consumer buying decision are as follows



Source: Questionnaire of 2017 and SPSS result

**Figure 8 Consumer Buying Decision Frequency**

In this last section of the questionnaire results related to the general impact of the packaging attributes on Consumer Buying Decision on cereal food. The data collected are related to the packaging color, image visibility, quality material, font style used, printed information of packaging and innovation impact on Consumer Buying Decision.

## 4.9 Correlations

H1: there is relationship between buying decision and Packaging color.

**Table 4: Correlation of H1**

		Buying decision	Packaging Color
Buying decision	Pearson correlation	1	.591
	Sig. (2-tailed)		.000
	N	140	140
Packaging Color	Pearson correlation	.591	1
	Sig. (2-tailed)	.000	
	N	140	140

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

Table 4 represents the table of correlations. Where two variables – buying behavior and Packing color– are positively correlated ( $r = .591$ ,  $p = .000$ ). There is moderate relation between these two variables, which is significant. So Hypothesis is accepted.

We can say that the attractive packaging color can attract consumer. Consumer likes the colored packaging. It also implies that using attractive colors in packaging we can grab customer attention.

H2: there is relationship between Buying Behavior and Background image of Packaging.

**Table 5: Correlation of H2**

		Buying decision	Background Image
Buying decision	Pearson correlation	1	.554
	Sig. (2-tailed)		.000
	N	140	140
Background Image	Pearson correlation	.554	1
	Sig. (2-tailed)	.000	
	N	140	140

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

Table 5 represents the table of correlation. Where two variables- buying decision & background image are positively correlated ( $r = .554$ ,  $p = .000$ ). There is moderate relation between these two variables, which is significant.

So H2 is accepted. It means that the customer can adapt product on behalf of its packaging background. This result is also useful to marketer so that they create products with best possible background image.

H3: there is relationship between Buying decision and Packaging material.

**Table 6: Correlation of H3**

		Buying decision	Packaging material
Buying decision	Pearson correlation	1	.506
	Sig. (2-tailed)		.000
	N	140	140
Packaging material	Pearson correlation	.506	1
	Sig. (2-tailed)	.000	
	N	140	140

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

Table 5.18 represents the table of correlation. Where two variables buying decision and packaging material are positively correlated ( $r = .506$ ,  $p = .000$ ). There is moderate relation between these two variables which is significant. H3 cannot reject.

The result clears that the consumer also evaluates the product on behalf of its packaging quality. Consumers prefer the better quality of package.

H4: there is relationship between Buying decision and font style.

**Table 7: Correlation of H4**

		Buying decision	Font style
Buying decision	Pearson correlation	1	.574
	Sig. (2-tailed)		.000
	N	140	140
Font style	Pearson correlation	.574	1
	Sig. (2-tailed)	.000	
	N	140	140

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

The 5.19 represents the table of correlations. Where two variables buying decision and font style are positively correlated ( $r = .574$ ,  $p = .000$ ). There is moderate relation between these two variables, which is significant. So H4 is accepted.

The result identifies that customers also like the font style. A consumer wants to have large fonts.

H5: there is relationship between Buying decision and printed information.

**Table 8: Correlation of H5**

		Buying decision	Packaging material
Buying decision	Pearson correlation	1	.433
	Sig. (2-tailed)		.000
	N	140	140
Printed information	Pearson correlation	.433	1
	Sig. (2-tailed)	.000	
	N	140	140

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

Table 5.21 represents the table of correlations. Where two variables buying decision and printed information positively correlated ( $r = .433$ ,  $p = .000$ ). There is moderate relation between these two variables, which is significant. H5 is accepted.

H6: there is relationship between Buying decision and innovation.

**Table 9: Correlation of H6**

		Buying decision	Innovation
Buying decision	Pearson correlation	1	.545
	Sig. (2-tailed)		.000
	N	140	140
Innovation	Pearson correlation	.545	1
	Sig. (2-tailed)	.000	
	N	140	140

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

Table 5.22 represents the table of correlations. Where two variables buying decision and Printed Information positively correlated ( $r = .545$ ,  $p = .000$ ). There is moderate relation between these two variables, which is significant. Therefore, there is significant relationship between Buying Behavior and Packing Innovation.

## 4.10 Regression Analysis

**Table 10: Regression model summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729	.531	.507	.646

In above table the R is multiple correlation coefficient, its value is 0.729. While Adjusted R Square shows the ratio of interdependence. Value of adjusted R square is 0.507, which is multiply by 100. It that means 50.7% of the variance in the dependent variable can be predicted from Independent variable.

**Table 11: Regression ANOVA model**

Model	Sum of Squares	df	Mean Square	F	Sig.
<b>Regression</b>	64.787	7	9.255	22.191	.000a
<b>Residual</b>	57.139	137	.417		
<b>Total</b>	121.926	144			

The significant level in ANOVA table shows that the combination of variables significantly predicts the dependent variable

**Table 12: Regression coefficient model**

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	.274	.297		.925	.000
Packaging Color	.237	.079	.238	2.988	.003
Background image	.208	.074	.213	2.821	.004
Packaging material	.059	.079	.059	.748	.001
Font Style	.247	.084	.228	2.938	.004
Printed information	.070	.070	.075	.993	.002
Packaging Innovation	.171	.074	.177	2.294	.003

*Dependent Variable: Buying\_Decision*

## 4.11 Model for Role of Packaging on Buying Behavior

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on dependent variable. The specified regression equation takes the following form:

$$S = \alpha + \beta_1(PC) + \beta_2(BI) + \beta_3(PM) + \beta_4(FS) + \beta_5(PI) + \beta_6(INV)$$

Where

Packaging color = PC

Background Image = BI

Packaging Material = PM

Font Style = FS

Printed Information = PI

Innovation = INV

Therefore, equation comes as

$$\text{Consumer Buying Decision} = 0.274 + 0.237(PC) + 0.208 (BI) + 0.059(RM) + 0.247(FS) + 0.070(PI) + 0.171(INV)$$

The significant levels of packing color, background of packing, quality of packing, font style, printed information and innovative packing are 0.003, 0.005, 0.001, 0.004, 0.002, and 0.003 respectively. This test shows that the coefficients of the predictor are statistically significant at less than five percent level of significance.

## 5. CHAPTER-FIVE: CONCLUSION & RECOMMENDATION:

### 5.1 Conclusion

Nowadays the role of package has changed due to marketing environment and increasing changes in the consumer desires. Companies are interested in packaging as a tool to increase their sales and to reduce promotional costs.

The paper aims to contribute to the theoretical understanding of the impact of the packaging on buying decision of cereal foods in Ethiopia specially Addis Ababa Bole Sub City by examining the six major researches constructs; these are the effects of packing color, background image, font style, packaging material, printed information, and packing innovation on cereal food product.

- Packaging is use for marketing communication purposes and they are the important element in which influences the buying behavior of the individual. Through verbal and pictorial symbols, packaging can inform the potential buyers about the content of product, characteristics, proper usage, and country of origin, benefits and risks.
- Another finding that can be utilized by marketers is that people whose age is more than 30 pay more attention to verbal Information while purchasing the product. They are more interested in the content of the product than in appearance of the product.
- Background image, color and font style also play a part in influencing consumers. Font style however has the least effect as it only scored 3.1 on average. This corresponds with Deliya and Parmar (2012) study, which concluded that font style has the least effect as compared to all the package elements.
- The packaging color has the positive relation with the consumers, as consumers are attracted towards the light and warm colors. Even though full and cold colors on packaging have impacts on the Consumer Buying Decision, their influence is not as much as the light and warm colors.

- Packaging images also have a strong positive influence on the consumers buying behavior. Appealing graphics and images of people have higher impact than photograph images and illustrations.
- Packaging material has a positive relation with the consumer's buying behavior. Using better packaging materials influences the consumer to think that the product is enriched with quality, has healthier protection of the product and are easy to open.
- Most consumers associate that the quality of the packaging material with the effect towards the price of the product. The packaging of the products mostly shows environmental friendliness of the product.
- Appropriate use of fonts will contribute towards changing the consumer's preference of products. Fonts used to display the ingredients used to produce the cereal food have an influence on Consumer Buying Decision.
- Consumers prefer the use of larger fonts to the use of small fonts on packages. Consumers buying decision is also impacted by using fonts that are attractive to read.
- People want some innovative creations which attract them and shade a different light towards the brand. Unique packaging has a greater influence on Consumer Buying Decision.
- Tamper proofing is an innovative technique that will positively influence the Consumer Buying Decision. Easy to store and easy to carry innovative packaging designs will enhance the convenience of the consumer in buying and consuming the product. This will in turn increase the influence consumers buying decision.
- Information properly delivered on a packaging can have a powerful effect on consumer buying preference which in result increases the reliability of a product. Display of appropriate information about the product results in influencing consumer buying decisions.



- The language used to display the information on the packaging gives consumers the ability to understand the product. Nutritional information presented on the package have higher value to consumers and will affect their buying decision more than any other information displayed. Country of origin and guideline on the preparation process of the product has also positive impacts on the consumers buying decisions.
- Finally, consumers believe that among the attributes packaging the printed information on the package and the background image of the package will have the most influence on the consumers buying decisions. The packaging color and the quality of the packaging material an average influence compared to printed information and background image.
- Package could be treated as one of most valuable tool in today's marketing communications in cereal foods, necessitating more detail analysis of its elements and an impact of those elements on consumers buying behavior.
- Packaging material producers in Ethiopia face many issues. To mention few, the shortage materials needed to produce the required number of packaging needed by the market. These results in a compromise on the packaging material produced which affects the consumer buying decision.
- Another problem faced by the packaging material produces is the quality of materials imported. This difficulty results in producing material that are not competitive with their foreign counter parts. As a result, the consumer buying decision is highly affected by the poor quality of the packaging material.

## 5.2 Recommendation

- It is highly recommended to the research and product development units that they should give due attention to packaging. The use of poor packaging could result in causing of product failure in the market. It is necessary to set appropriate standards to packaging and to enforce the standards accordingly for better marketing and sales of a product.
- Researcher believes packages are communication strategy at the point of purchase and proper care given to the packaging attributes, like color, background image and the likes, will result in increased sales and revenue as they influence consumers buying decisions.
- It should be noted that packaging is not the only factor that influences the consumers buying decisions. Therefore, appropriate marketing techniques should be employed to increase the brand preference of the consumer towards the manufacturers produce.
- The researcher recommends an appropriate level of investment should be made to these attributes will result in a reasonable increment in the revenue of an enterprise, as they will influence the consumers buying decisions.
- It must be noted that enterprises must prioritize between packaging attributes as their effect on the Consumer Buying Decision is not the same. While some attributes like printed information have higher influence, others attributes like fonts may not have the as much influence as expected.
- The researcher believes that among the packaging attributes, background image of the packaging and printed information on the packaging will have the most influence on the consumers buying decisions.
- The researcher also recommends, even though not as influential as background image and printed information, due attention must be given to packaging color,

quality of packaging material, innovative packaging designs and fonts used on the package, respectively.

- The researcher advises that the packaging industry should be given due attention to increase the packaging production capacity of the country in order to reduce the foreign currency lost. The quality aspect of the imported materials for packaging should also be another priority area for the government.

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## Appendices

### Appendix (A) Questionnaire

St. Mary University collage  
Department of Marketing Management

Dear sir/madam

The aim of this questionnaire is to seek information regarding the assessment of packaging attributes on Consumer Buying Decision: In case of cereal food products. The questionnaire are developed and distributed to randomly selected customers of the supermarkets of rt. The information you provide in response to the items in the questionnaire was used as part of the data needed for a study on the assessment of packaging attributes on Consumer Buying Decision: In case of cereal food products.

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

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

Kind regards  
Feven G/Meskel

## Section 1: General Information

The following question lists different general questions, please kindly tick (✓) your answer in the appropriate numbers or circle the appropriate answer.

### 1. Gender:

- 1- female
- 2- Male

### 2. Age:

- 1- below 20
- 2- 21 to 30 years
- 3- 31 to 40 years
- 4- 40 to 50 years
- 5- Over 51 years

### 3. Marital status:

- 1- Single
- 2- Married
- 3- Divorced

### 4. Academic level:

- 1- High school and below
- 2- Technical/vocational certificate (Diploma)
- 3- Bachelor's degree
- 4- Master's degree
- 5- Other (specify) \_\_\_\_\_

### 5. Do you buy packed cereal food?

- 1- Yes
- 2- No



## Section 2: Determinants of Buying Decisions

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

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

		SD	D	N	A	SA
I)	Packaging color					
1	Changing color of a packaging of cereal food could lead to change of choosing in buying decision.					
2	Full colors on cereal food packaging have an impact on consumer buying decision.					
3	Light colors on cereal food packaging have an impact on consumer buying decision.					
4	Warm colors on cereal food packaging have an impact on consumer buying decision.					
5	Cold colors on cereal food packaging have an impact on consumer buying decision.					
		SD	D	N	A	SA
II)	Background image					
6	The picture qualities of cereal food package have impact in drawing attention on buying decision.					
7	Appealing graphics on cereal food packaging have an impact on consumer buying decision.					
8	Photographs image on cereal food packaging have an impact on consumer buying decision.					
9	Illustrations image on cereal food packaging have an impact on consumer buying decision.					
10	Images of people on cereal food packaging have an impact on consumer buying decision.					
		SD	D	N	A	SA
III)	Packaging Material					

11	The quality of packaging in cereal food products is related with the price of the product.					
12	The packaging material in cereal food products show the products are enriched with quality.					
13	The packaging material in cereal food products show the products are Environmentally friendly.					
14	The packaging material in cereal food products show the products are Easy to open.					
15	The packaging material in cereal food products show the products are protected.					
		SD	D	N	A	SA
IV)	Font size					
16	The font size on cereal food packages contributes the preference of buying the product.					
17	The font used in writing ingredient composition of the cereal food product influence behavior on buying decision.					
18	Attractive to read fonts on cereal food packaging have an impact on consumer buying decision.					
19	Large fonts on cereal food packaging have an impact on consumer buying decision.					
20	Small fonts on cereal food packaging have an impact on consumer buying decision.					
		SD	D	N	A	SA
V)	Printed information					
21	Language used on cereal food package influence consumer buying decision.					
22	The printed information of cereal food package increase confidence in consumer buying decision.					
23	Nutrition information on cereal food packaging have an impact on consumer buying decision.					
24	Country of origin on cereal food packaging has an impact on consumer buying decision.					
25	Guideline of preparation process on cereal food packaging have an impact on consumer buying decision.					
		SD	D	N	A	SA
VI)	Innovation					
26	The new innovation products increase the preference of buying packed cereal foods.					
27	Packed cereal foods products in a unique manner influence consumer buying decision of a product.					

28	Tamper-proofing on cereal food packaging have an impact on consumer buying decision.					
29	Easy-store on cereal food packaging has an impact on consumer buying decision.					
30	Easy-carry on cereal food packaging has an impact on consumer buying decision.					

### Section 3- Consumer Buying Decision

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

		SD	D	N	A	SA
1)	Consumer Buying decision					
1	Packaging color has impact on consumer buying decision of cereal food products.					
2	The background image visibilities in packages of cereal food have impact on consumer buying decisions.					
3	Qualities of the packaging material have an impact on consumer buying decision of cereal food products.					
4	The fonts used in cereal food packages have impact on attracting attention in consumer buying decision					
5	The printed information on cereal food package has an impact on consumer buying decision of cereal food products.					
6	The innovation and practicality is important in cereal food packaging in consumer buying decision.					