

ST. MARY'S UNIVERSITY COLLEGE

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

THE IMPACT OF PACKING DESIGN ON A SALE

VOLUME IN THE CASE OF ABYSSINIA NATURAL SPRING WATER

BY:

HIYAB ZEMUY

JUNE, 2013

SMUC

ADDIS ABABA

**THE IMPACT OF PACKING DESIGN ON A SALE
VOLUME IN THE CASE OF ABYSSINIA NATURAL SPRING WATER**

BY:

HIYAB ZEMUY

**A SENIOR ESSAY SUBMITTED TO THE
DEPARTMENT OF MARKETING MANAGEMENT**

BUSINESS FACULTY

ST. MARY'S UNIVERSITY COLLEGE

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
BACHELOR OF ARTS IN MARKETING MANAGEMENT**

JUNE, 2013

SMUC

ADDIS ABABA

ST. MARY'S UNIVERSITY COLLEGE

THE IMPACT OF PACKING DESIGN ON A SALE

VOLUME IN THE CASE OF ABYSSINIA NATURAL SPRING WATER

BY:

HIYAB ZEMUY

A SENIOR ESSAY SUBMITTED TO THE

DEPARTMENT OF MARKETING MANAGEMENT

APPROVED BY THE COMMITTEE OF EXAMINERS

Department Head

Signature

Advisor

Signature

Internal Examiner

Signature

External Examiner

Signature

Table of Content

	page
Acknowledgement	i
Table of content	ii
list of Table	iv
Chapter One	
Introduction	
1.1. Background of the Study	1
1.2. Statement of the Problem	2
1.3 Basic Research Questions	2
1.4. Objective of the Study	3
1.4.1. General Objective	3
1.4.2. Specific Objective	3
1.5. Significance of the Study	3
1.6. Scope of the Study	4
1.7 Research Design and Methodology	4
1.7.1 Research Design.....	4
1.7.2 Population and Sampling Technique	4
1.7.3 Sampling Size	4
1.7.4 Types of Data to Be Collected	5
1.7.5 Method of Data Collection	5
1.7.6 Data Analysis Method	5
1.8 Limitation.....	5
1.9 Organization of the Paper	6
Chapter Two	
Literature Review	
2.1 Packaging.....	7
2.1.1 Packaging Type	7
2.1.2 Beautiful and Expressive Packaging Design.....	7
2.2 The Bottled Water Industry	8

2.2.1 Multiple Packaging	8
2.3 Elements of Packaging Design	9
2.4 Effects of Package and Design on Products	11
2.5 Empirical Research for Preparing Design	14

Chapter Three

Data Presentation, Analysis And Interpretation

Description of the Characteristics Of The Respondents

3.1. General characteristics of the respondents	19
3.2. Analysis of the major finding	28

Chapter Four

4. Summary, Conclusion and Recommendation

4.1. Summary of the Major Findings	30
4.2. Conclusion	32
4.3. Recommendations	31

Bibliography

Appendix A

Appendix B

List of Table

	Page
Table 1. Below Shows the General Characteristics of the Respondents.....	20
Table 2. (A) Respondents Perception on Abyssinia Natural Water Product Expectation	21
(B) Respondents Satisfaction and Customer of the Company In The Future	22
Table 3. Respondents view regarding Identification and Efficiency in building the package design in the mind of customers.	23
Table 4. Respondents on Abyssinia Natural Water Quality of the Product.....	24
Table 5 Expectation of customers	25
Table 6. Respondents View Regarding Attractiveness of Abyssinia Natural Water Package Design In Attracting New Buyers.....	26
Table 7. Respondent’s view of the powerful Abyssinia Natural Water package design to initiate buyer to buy the product.	27

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Packaging is the activities of designing and producing packaging a five P's, along with price, products, promotion and place. Most marketers, however, treat packaging as an element of product strategy and it has become patent marketing tool. Well-designed packagers can create convenience and promotional value. Packaging must perform many of the sales tasks like attract attention, describe the product's features, create consumer confidence and make a favorable overall impression. Consumers are willing to pay a little more for the conveniences, appearance, dependability, and pre loge of better packages. Therefore, innovative packaging can bring large benefits to consumer and profits to producers (Philip kotler, 2006, 419)

The packaging and labels can be used by marketers to encourage potential buyers to purchase the product. Package graphic design and physical design have been important and constantly evaluating phenomenon for several decades. Marketing communication and graphic design are applied to the surface of the package and the point of sales display. Packaging contains, protects, preserves, transport informs, and sells. In many countries it is fully integrated in to government, business, institutional and personal use. (VegaraMensur, 2003; 10)

In recent years many companies are entering in to the production of bottled or packaging water, Abyssinia natural spring is the most purified water introduced in Ethiopian market. Abyssinia natural spring started work in March 2004 around Entoto Mountain and bottled at the source.

The human body requires drinking two litters of water per day. People are increasingly looking towards bottled water due to many reasons. Thus, consumption of bottled water has been increased to misspend, the study is to assess the impact of package design on sales volume of Abyssinia natural spring. (Under Wood and Klien; 2002, 28)

1.2. Statement of the problem

Packaging is more than just a name and symbol. Packaging represent consumers perception and feeling about a product it performs once and evaluating that the product appearance in the final analysis. Packaging exists in the minds of consumer. Thus, the real value of effective packaging is its power of capture consumer preference and loyalty. Packaging varying the amount of power and value they have in the market place (kotler, 2006; 249)

Production and consumption of bottled water has been rising and many competitive firms are same type and easily substitutable products. So competition gritting lough, packaging activity becomes very important for the firms the company must told a distinctive place in the mind of the customer it is favorable thing to be known and recognized by the customers in order to maximize the sales and the market share of the company. (Vegara Mensur, 2003; 10)

As per the interview conducted with sales department head of Abyssinia natural spring bottling company, the sales volume is not much favorable as compared to the awareness of its packaging and brand image. As a result this can affect the sales of market share of the company. The company frequently advertising is being carried out since its inception however, the company doesn't measure the relative strength of the company with its competitors. In light of these, the student has investigated the related issue by focusing on the following basic research questions. (Vegara Mensur, 2003; 13)

1.3 Basic Research Questions

In light of the above mentioned problems the student researcher has tried to give answers to the following questions;

1. How strong does the package design of Abyssinia natural spring water attracts its customers?
2. What is the company practice in order to build and sustain effective package to increase sales volume?
3. What competitive advantage does the company have over its competitors?

1.4. Objective of the study

1.4.1. General objective

As a general objective, the research has attempted to look in to the impact of package design on sales volume in case of Abyssinia natural spring.

1.4.2. Specific objective

1. To analyze the package design strength of attraction in the minds of customer.
2. To measure what contribution the package gives in the building and the sustain in the minds of customers to increase sales volume
3. To identify the company's competitive advantage

1.5. Significance of the study

Under taking this kind of research is very important for business entity. It will help to make an informed decision on the company packaging activity. In general the main benefit that could be done down from this study includes the following:-

- this study has firsthand benefit to the company through identifying practice of packaging and its related problems with sales volume
- second, this study may also give hint and information for other researcher in a related study
- Finally, as the student researcher is a beginner in conducting research it gives an opportunity to practice and implement those lessons on the classroom.

1.6. Scope of the study

The scope of this study covers the packed water industry in the market area of Addis Ababa the time under consideration is delimited to the period between 2002-2004 EC. because fierce competition has used in the packed water industry during this period. This study has tried to assess only the impact of package design on sales volume of Abyssinia spring water.

1.7 Research Design and Methodology

1.7.1 Research Design

There are several ways of studying and tackling problem while conducting research. Application of appropriate research design leads the researcher to the right finding and in achieving the objective of the study. In this study cause and effect research method has been used because, this research is to show the effect of packaging in, increasing the total sales volume of the company.

1.7.2 Population and Sampling Technique

The student researcher has used the customer of the company as a population and also sales department officer of Abyssinia Natural Spring water has been used as a population. However the number of distributor is difficult to specify. To this and their study were made on customer and total sampling of customer taken by using non-probability sampling. The number of customer is difficult to specify and this on customer and total sampling customer has taken by using non-probability technique, convenience (accidental) sampling has selected for these customers available in a certain specific time and place.

1.7.3 Sampling size

The student researcher has used the model provided by Malhotra(2006;326) as a general rule and sample size of 200(two hundred)respondent customers as representative sample. The student researcher has used judgmental sampling technique for the sales department officers. Depending on their responsibilities and willingness to respond to the various questions.

These techniques enable to collect the required data with in the available time.

1.7.4 Types of data to be collected

The student researcher has used both types of data namely primary and secondary data

1.7.5 Method of data collection

Primary data has been collected through structured interview from sales department head of the company and questionnaires' has been distributed to customers and distributors.

The secondary data has been collected from the company manual, books, literature and internet.

1.7.6 Data analysis method

The information obtained from interview has been conducted with the sales department head and evaluated by using qualitative method and has been presented in the form of paragraph. The data which has been collected from questionnaires has been evaluated by using quantitative techniques and has been presented in the form of tabulation and percentage.

1.8 Limitation

The student researcher had experienced certain limitation which conducting the study. Among others, the following are the major limitations encountered by the student researcher.

- Some respondents were not able to complete the questionnaires
- The time schedule outlined to collect the questionnaires was not met because of respondents.
- Available of information from the company's side.

1.9 Organization of the paper

In this research to keep and grasp the flow of understanding of the study is divided to four chapters

- The first chapter includes introduction, back ground of the study, objective of the study, significance of the study, and scope of the study, methodology of the study and data analysis method.
- The second chapter deals with the review of the literature
- The third chapter also deals with the data presentation, analysis, interpretation and the finding.
- The last or the fourth chapter focuses on the conclusion, recommendation about the research.

CHAPTER TWO

Literature Review

The aim of this section is review some of the important literatures related to the study.

2.1 Packaging

According to vagara Mansur (2003, 10) packaging is the science, are and technology of enclosing or protecting product for distribution, storage sale and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing informs and sells. In many countries it is fully integrated into government, business, intuitional and personal use.

According to Underwood and Klein (2002, 29) the purpose of packaging and package labels:-

- Physical protection-the objects enclosed in the package may require protection from among other things, mechanical shock, vibration, electrostatic discharge compression and temperature
- Information Transmission-packages and labels communicate how to use transport, recycle, dispose of the package or the product and how differentiate the product from competitors,
- Marketing-the packaging and labels can be used by marketers to encourage potential buyers to purchase the product, package graphic, design distribution, storage design and physical design have been important and constantly evolving phenomenon for several decades. Marketing communication and graphic design are applied to the surface and(in many case0 the point of sale display.
- Convince-package can have features that add convenience in distribution, handling, stacking, display sale opening, use dispensing, reuse, recycling and case disposal.

2.1.1 Packaging Type

Packaging may be looked at being of different types. For example a transport package or distribution on 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 toward a consumer or house hold. Packaging may be described in relation to the type of product being packaged; Medical device packaging built chemical packaging, military package, and pharmaceutical package. Therefore it is sometime convenient to categorize packages by layer or function “primary” “secondary”,etc.

- Primary package is the materials that fist envelopes the product and hold it. This usually is the smallest unit of distribution or use is the package which is indirect with the contents
- Secondary package is outside the primary package, perhaps used to group primary package, together
- Tertiary package is used for bulk handling, warehouse storage and transport shipping

These broad categories can be somewhat arbitrary, for example, depending on the use, a shrink wrap can primary package when applied directly to the product, secondary package when combining smaller package, and tertiary package on some distribution package(Alice houw, 2003;45)

2.1.2 Beautiful and expressive packaging design

Packaging design-has the primary goal to attract customer’s attention. For this purpose, package design cannot simply inform the customers, but also provoke feeling and communicate emotions. An effective package looks attractive, impressive with its creativity and is just nice to have on the shelf (Jose Raphal, 1998; 87).

Thus package performs an important role in marketing communication and could be treated as one of the most important factors influencing consumer’s purchase of package, its elements and their impact on consumer’s buying behavior became relevant issue. He basing on theoretical analysis of package elements and their impact on consumer’s purchase decision empirical (reveal the elements having the ultimate effect on consumer choice) (will, Farley and Armstrong, 2007; 125)

2.2 THE BOTTLED WATER INDUSTRY

Bottled water is the fastest-growing beverage category in the world 'it has expanded from a top water substitute into the beverage arena "The bottled water industry is extremely prosperous involving companies with different histories and approaches to water. Which are major companies and brands in this sector.

2.2.1 Multiple Packaging

Packaging used for water can have a very different shapes and color and are made of different materials. For a long time; bottle water was only available in glass, a very good but heavy material. At the end of 1960s, bottlers started to use packaging made of PVC (vinyl polychlorure). In the 1980s, a new kind of plastic started being used .PET (polyethene terephthalate) (Miquel 1999;114).

We can estimate that ruly 4.5 million tons of plastic are used worldwide to make bottles of water. Indeed plastic bottles are more expensive than the liquid they contain. Their price can fluctuate according to oil prices. In Germany though, water is almost exclusively bottled in addition German's prefer (and mostly produce) aerated waters even if special PET bottles can resist gas pressure they tend to be more porous than glass. (Miquel, 1999, 115)

Packaging is an essential part of bottle water marketing strategies. The packaging makes the brand, the brand makes the packaging. A product must have visibility to sell; Shape and color of its packaging. Some brands have reshaped their bottles in order to make them look like the marketing message. They are supposed to carry a certain message. Evian bottles, for instance, have high mountain figures not the label but also on the plastic itself. Bottles of water are becoming esthetic that can be collected. (Miquel, 1999; 115).

2.3 ELEMENTS OF PACKAGING DESIGN

Packaging design is one of the more common forms of design. It's something we all seen every day, but we notice some designs more than others. These are the designs that pull us in and make us learn more about or possibly even buy the product. Here are some elements of success in packaging design:-

1. Keep it cost effective

Obviously, one of the biggest challenges in packaging design from now on is going to be keeping your design cost effective. Companies are looking to save money by making packaging smaller. Packaging has to be small but to still contain all the necessary information. Try keeping out items that are necessary and only use components that add to the design.

2. Make it noticeable

A customer is most likely to buy a product with a flashy packaging that grabs them. A good package will represent products worth buying. You have only a few seconds to grab a consumer's attention. A way to do that is though vibrant colors that attract consumer's eyes. Adding a lot of color scheme works better for a more fun product, while a more basic color scheme works better for a more serious product. Your color will be determined by the target audience too.

3. Keep it relevant to the product

A good package design needs to convey the feeling of the product. The packaging needs to visually relate to both the product and brand in the same way. Use appropriate colors and fonts which give off a sense of what the product is. You have to be creative while staying inside the realm of the product and brand. Another good idea is to use the actual shape of the package to convey the message. Shape the package in creative ways so it tells consumers something about the product.

4. Readability

Don't cram all the information into the design to create a confusing mess. Use smart spacing, font, and color contrast and font size to create a clean and smooth layout. Make more important information, such as the product name more noticeable than less important items.

One mistake made in package design is not making the name of the product or brand visible. This doesn't mean that the name has to be spelled out in huge letters that consume the whole package. But it must be there somewhere. Try to bring the name away from the rest of the design in some way. For example; use a different color that stands out and attracts the eye of the consumer.

5. Remember your audience

It is important to look at your audience. Put yourself in the consumers mind and try to think of what they will be looking for based on who they are. Consider your audiences age, gender and interest. The way a consumer think affects how they look at the product and therefore the package,(Adriana Noton,2006;4)

2.4 EFFECTS OF PACKAGE AND DESIGN ON PRODUCTS

If a consumer knows what he or she is looking for and enters your store or visits your website knowing you have it you will likely make a sale. For the other hundred or so people you hope will purchase your product, this is not the case. For example, if customers are looking for a digital camera online they won't spend much time seeking a reputable store. The store that is able to effectively present its products will almost always make the sale. This is because customers trust quality packaging and design more than they trust low prices. Companies that sell products in a traditional store already make use of sophisticated packaging techniques; packaging and design is their interface with their customers. The way your product is packaged can have a huge impact on your customers. In a store this includes the shape, size and color of the packaging any text that is included on the box. Your entire website becomes your online store. From your initial home page, right down to your order form. If a customer does not like a single element of your page chances are he or she will buy the product elsewhere. S Customers are attracted to various different packaging variations. Consequently, knowing the psychological effects of packaging on your market can greatly enhance your sales. Some markets respond

better to certain colors. Larger packaging usually sells better than smaller packaging, depending on the price.

Silver and metal tones are incredibly effective when selling technology products color is, of course the most important factor in product packaging and design. The packaging of their brand is so familiar and comforting to them among the other multicolored products that they fail to notice any other brands. (Buble,2002;48)

According to the findings by Buble, packaging research, if you sell your product through retail distribution channels, the appearance of that product on the shelf is critical to its sales success. A great package with nice design helps you sell your product to retailers and customers alike, conversely, a poor package that works its hardest to sell the product inside, here are some

- Select a name that helps you sell
- Design for key channel partners.
- Evaluate the competition
- Set strategic packaging objectives
- Allocate the time and money to do it right

Accordingly it is concluded: packaging materials such as glass are often made in developing countries but materials such as plastic film are more commonly imported from multinational packaging many features. Most multinationals have retail agent suited in developing countries and contact address can be deal business directories. (Buble,2002: 49)

2.5 Empirical Research for Preparing Design

There are six variables that must be taken into consideration by producer and designer when creating efficient packaging from size, color, graphics, material and favor. Similarly, Kotare distinguishes six elements that according to him must be evaluated when employing packaging decision size, form, material, color, text, and brand. The research result of Rita shows the impact of package elements on consumers purchase decisions can be stronger. He concludes that package could be treated as one of most valuable tool in today's marketing communication necessitating more detail analysis of its elements and an impact of those elements on consumer buying behavior. The impact of package and its elements on its consumers purchase decision can be

revealed by analyzing an important of its separate elements for consumers choice.(kother,2003:306)

Bed Neth Sharma studied new consumer products branding, packaging and labeling in Nepal. This paper focuses on existing of branding, packaging and labeling of new products in consumer product manufacturing units.

Majority of the consumers products 84.37 %(27 out 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. (Bed Neth Sharme, 2008:16)

The power of packaging the people belonged to Age 20-30 years old university graduates were taken for research. 20 respondents were asked to rank 5 water bottles in terms of their overall appeal. Following this, they were given questionnaire and asked to rate each of the bottles on 20 statements related their packaging. For the remaining 20 respondents, the order of the process was switched: they rated bottles first and then ranked them.

The statements ranged from functional attributes (e.g. Easy to drink from, light, size) to more emotive, non-functional attributes (e.g. I like colors, high quality). For both groups there was a clear winner and a clear loser in term of rankings.

However, although the top brand chosen was consistent in both groups, the worst brand differed. The group that ranked the bottles first showed more variance in terms of their responses (variance 1.33) than the second, group who rated the attributes first (variance 0.89).

This packaging plays an important role in the marketing context. His research results that right packaging can help brand carve a unique position in the market place and in the minds on consumers. (Alice, 2006; 62).

The paper presents a study of a case with these two characteristics: Danish consumer's choice presents a study of a case with these two characteristics: Danish consumer's choice of environment friendly packaging. With regard to this case, the evidence supports the claim. A majority of Danish consumers have developed personal norms about choosing environment friendly packaging and the personal norm is a significant predictor of their (self-reported)

propensity to choose environment friendly packaging in the super market.(John the Gerson, 2009;98).

A great research on the influence of label on wine consumption, its effects on young consumer's perception of authenticity and purchasing behavior the main objective of the paper is to identify the effects of authenticity on purchase behavior. They used a repertory guide (RG) approaches as a methodological. Frame work in order to know which pattern of features is better at inducing purchase.

All the relationships between authenticity provided by the label of bottles and consumer behavior attributes (Performance risk perceived and purchase intentions) have all been tested by using linear regressions. This study was intended to provide a more complete understanding of the influence of the authenticity perceive from the label or bottled wine. As an attempt to extend the research on the influence label bottled wine can have on consumer decisions of buying, the current it is clear from these findings is the major role played by labels. (Renaud Lunardo, 20; 120)

The influence of Geo-Labeling on consumer behavior. The main objective of this study was to assess the relative important of the labeling in packaging compared to other product attributes (like brand, price, etc.) for consumers buying decisions.

The Methodological approach that they chose was discrete choice analysis, which is particularly powerful. For this kind of analysis.

Further this study attempts to analyze it the importance of the labeling and packaging differs between product groups. They surveyed a total of 302 customers; Two thirds of the interviews were conducted in the German-speaking. The variables chose within this study are, present mood, time, buying purpose with regard to sustainability marketing, Time. The most important result of analysis is the significant willingness to pay for packaging energy efficient product.(L.Renaud,2007;121)

Consumer buying behavior and perception toward retail and brand bay products. A two stage research methodology consisting of both qualitative and quantitative research techniques was adopted. The population was defined as 'Parents of children under the age f five who use baby

care products'. Both the qualitative and quantitative research showed the respondents adopted similar risk reduction strategies in their purchase of baby care products. This research investigated consumer perceptions and buying behavior of a baby care products. The results of the primary research indicated that consumers need to feel confident with the product in terms of reliability and performance and packaging.(Adeline Brood and Henery Morgan,2007;33)

Material are the most important visual elements for purchasing both milk(size and material 3.80) and washing powder(resp:3.87 and 3.41); where as in the case form, color and graphic could be treated as un important elements of packaging. When analyzing importance of verbal elements, it could be stated that product information (4.24 for milk and 4.06 for washing powder) and country-of-origin (resp:4.22 and 3.88) are the most important elements. Further moreits toed, that producer and brand couldn't be underestimated too, because the importance of both of these elements is treated by customers above the average. Comparing the impact of visual and verbal elements of packaging on consumers purchase decision it could be stated that verbal elements are more important the visual ones, when purchasing both milk and washing powder.(Rita Kuvy Kaite, Aiste Doveline 2, Laura Navickiene,2009;13).

According to the research model developed the impact packages elements on consumers purchase decision depending on time pressure; consumers involvement level and individual characteristic were analyzed. H Ahasanul measured the factors influencing buying behavior of piracy impact to Malaysian. A structured questionnaire was used to collect data where by it was served as primary data to answer the research questions and objective planning to find out the factors that plays a vita role about consumers perception toward pirated products. It can be identified that the dependent variable is consumer perception on piracy. Where else the independent variable would divide to social influence, personality/believe, culture and the economy.

These are the factors that could influence consumers perception on piracy there by supporting out dependent variable social influence would include susceptibility, which means an individual might purchase a pirated per duet merely because his/her friend or family member bough the product and introduced it to them,(kail,2009;62)

Packaging design seen as resource for the construction of brand identity. A thorough review of the literature on packaging design reveals that there are no meaningful guideline for developing holistic packaging design, shapes, finishes, sizes, images, Typography, colors, impressions, purchase intention and brand. This research was conducted by collecting information and data in three stages.

1. First, a review of the branding literature determined a list of strategically brand impressions for wine.
2. Second, appropriate wine packaging design elements were identified and a sample of real and representative designs was industry rated wine packaging designs on the previously identified design elements.

The present study explored the consumer behavior for food products in 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 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 healthy foods and are willing to learn out new dishes. They tend to learn cooking and eating new food items after relocation without discounting their traditional food items. There is also influence of children on the types of foods items that they eat.

This paper has shown that impulse buying is needed 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 effective way. (Ulrich R. Orth, 2009; 253)

Economical costs and environmental impact can be expressed in a single score, indicating the pack's 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 time-to-market in the CE industry demands that the test be relatively simple (Liang Lu, 2008; 39)

In this research, colors and shapes combinations in labels are considered as the extrinsic attributes used as signals of quality by consumer. Packaging as a strategic tool university of Halmstad school of business and engineering. Packaging is an important part of the product that act only serves a functional purpose, but also acts as a mean of communicative information of the products and bland character. Packaging must be functional; it must protect the products in good storage, in shipment and often in use. Besides, it has also the function that can give customers the ease of access and use on the purpose of convenience. After looking at kotler theory about packaging, we will turn to different theory relating to packaging design its important elements in order to help us to solve the first research question.(kotler,2003;162)

An explain along study into the impact of color and packaging as sample in the decision making process for a low involvement non-durable pelt. The consumer and the manager agreed that important factors when deciding which packet of potato crisps the purchase were the quality, the brand and the price of the product, with flavor also being an important factor for the consumers. The consumers used a constant sum scale (out of 100) to rate the six attributes of flavor, quality, brand, price, size and the color of the ravaging. Overall, the consumers indicated that the flavor of the product was easily the most important stimulus when selecting potato crisps with an average rating of 38 points. This was about twice as important as the brand (21 points), which was more important than the brand (14 points) and the price(13 points). While brand and price were of about equal importance, P.H.K (Judy Rex et.w.2003; 24).

The effect of the packaging design and the buying behavior of the customer are interrelated. The customers are attracted by the attractive design of the product especially on the products which are easy to handle and the customers are also influenced with the previous available identical products. so the company should packed the new product by considering the previous ones because when it is new type of design the customer takes time to get use to and to know about the new product. The company is also required to use more promotion to diversify the packaging to the customers.(Kail,2009;140)

The relationship between authenticity provided by the label of bottles and customer behavior attributes performance risk perceived and purchase intentions have all been tested by using line or regressions. This study was intended to provide a more complete understanding of the influence of the authenticity perceived from the label of bottled water. As an attempt to extend the research on the influence label bottled can have on consumer decision of buying, the current it is clear from these findings is the major role played by label.(Ibid)

The packaging strategy of the bottling can have the marketing assessment before applying it. the marketing research should consider the consumption behavior and the buying capacity of the customer. The buying capacity of the consumer includes the sized and quality and decoding of the packaging design and the price they pay for the consumption of the products interrelated to handle the market. And the packages produced after the accomplishment of these researches can handle the market for the time being, but after the time when the selling amount decreased the packaging design should be improved for the next time. (Ibid)

The customer's response to sponsorship leveraged packaging (SLP). Structural equation modeling (SEM) was used to analysis the data from the experiment. This program of research was to test a model that examines the structural relationships between SLP and consumer attitudes and purchase intentions toward, the sponsor's product as well as the factors that impact this relationship (ASSOC professor. Jane,2005;78)

Research suggests sponsorship leverage packaging may act in a similar way to celebrity endorsement on product packaging implying that FMCG brands may benefit from marketing strategies that communicate the sponsorship relationship on packaging. It is critical that brand managers identified the effect SLP has on consumer behavior and evaluate the degree to which it can enhance communication of the sponsorship relationship in the market place.(ASSOC professor. June,2005;78).

CHAPTER THREE

3. Data Presentation, Analysis and Interpretation

This section includes the analysis, interpretation and discussion of the data obtained from sample respondents chosen from different places and societies in Addis Ababa. Data gathered from customers of Abyssinia Natural Spring Water and data were obtained through questionnaires. The questionnaires were distributed to customers of Abyssinia Natural Spring Water. Out of the customers of Abyssinia Natural Spring Water in Addis Ababa, 200 customers were selected as sample respondents using convenience (Accidental) sample technique. Two hundred copies of questionnaires were distributed to customers, however, 185, (92.5%) of them cooperate in filling out the questionnaires and returning the questionnaires while 15(7.5%) were not able to give their response.

1. Description of the Characteristics of the Respondents

Table 1. Below Shows the General Characteristics Of The Respondents

No	Item	Respondents	
		Amount	Percent %
1	Gender		
	Male	84	45.9
	Female	101	54.1
	Total	185	100
2	Age Group		
	Below 20 years	37	20
	21-30 years	72	38.9
	31-40 years	60	32.4
	41-50 years	18	4.4
	Above 51 years	18	4.3
	Total	185	100
3	Type of occupation		
	Governmental	50	27.02
	Private	80	43.24
	Student	23	12.43
	Unemployed	12	6.48
	Others	20	10.81
	Total	185	100

As it is shown on item -1- of the table 1, 84 (42.9%) of respondents are male and 101(54.1%) of respondents are female 37(20%) of respondents are below 20 years,72(38,9%) of respondents are between 21-30 years,60(32.4) of respondent are between this age group 31-40 years, 8(4.4) of respondents are above 51 years. From this we can say that, the majority of the respondent's gender was female. And also the majority of the respondents are in the group between 31-40 years and 21-30 years respectively.

In addition to this 50(27.02%) of respondents are governmental employees, 80(43.24) of respondents are working private company. And they have their own business.23 (12.43%) of respondents are students, 12(6.48%) of respondents are unemployed. Also 20(10.81%) of respondents response others type of occupations. The above table shows that, the majority of the respondents can afford to buy and drink mineral water. Moreover, from the above table we infer that people who in private organization are heavy uses of the company product.

2. (A) Respondents Perception on Abyssinia Natural Water Product Expectation

No	Items	Customers respondents	
		Amount	Percent %
1	How do you rate your expectation for Abyssinia water product?		
	Very high	15	8.10
	High	27	14.59
	Medium	82	44.32
	Low	30	16.21
	Very low	14	7.6
	Total	185	100

The above table 2 implies that the customers expectation for Abyssinia Natural Water. As the table show 15(8.10%) of respondents have very high expectation for the company,27(14.59%) of respondents said that high expectation.82(44.32%) of respondents who have medium expectation for Abyssinia Natural bottling company,30(16.21%) and 14(7.6%) of respondents who have low expectation and very low expectation for Abyssinia Natural Water bottling company

respectively. The above table implies that majority of the respondents have medium expectation for Abyssinia water product.

2. (B) Respondents Satisfaction And Customer Of The Company In The Future

No	Item	Customer response	
		Amount	Percent %
1	Where you satisfied after the use of the product.		
	Yes	97	52.43
	No	9	4.86
	I don't know	79	42.70
	Total	185	100
2	Based on your present experience do you want to be customer of the company in the future		
	Yes	97	52.43
	No	9	4.86
	I don't know	79	42.70
	Total	185	100

Table 2. (B) Shows that the satisfaction of customers and based on their present experience, they want to be customer of the company in the future.

In addition to this, on item 1 of table 3.1.2(B), 97(2.43%) of respondents said that, they are satisfied after the use of the product, 9(4.86%) of respondents said that they are not satisfied after the use of the product and the rest 79(42.70%) of respondents said that 'I don't know'. The above table shows that the majority of the respondents were satisfied after the use of the product. Item 2 of table 2.(B), 97(52.43%) of respondents said that they want to be customers in the future,9(4.86%) of respondents said that they don't want to be customers of the company and the rest 79(42.70%) of respondents said that they don't know, moreover, for open ended questions forwarded to customer response, based on your present experience do you want to be customer of the company in the future? Some of the respondents replied,' No' or 'I don't know', and they give these reasons like now a day's there is competition on this sector, therefore the company must work hard on this and, other also said that the company work hard on quality, but using latest technology to be competitor with these companies in the future.

Table 3 Respondents view regarding Identification and Efficiency in building the package design in the mind of customers.

No	Item	Customers Response Amount	Percent %
1	Did you identify the package of Abyssinia natural water from different company products?		
	Yes, I can	153	82.71
	No, I can't	32	17.29
	Total	185	100
2	When you see the package of Abyssinia Natural water, what comes in your mind?		
	High quality	30	16.21
	Low price	-	-
	Fashion	144	7.83
	Others	11	5.96
Total		185	100

Item 1 of table 3 which shows how package design of Abyssinia Natural Water identified by the respondents, 153 (82.71) of respondents are clearly identify the package of Abyssinia Natural Water and 32 (17.29) of respondents said that they can't identify the package of Abyssinia Natural Water. This implies that most of respondents said they recognize the package of Abyssinia Natural Water.

As table 3.shown that 30(16.21%) of respondents said that when they see the package of Abyssinia Natural Water high quality comes in their mind. None of respondents said that when they see the package of Abyssinia Natural Water, they think the stronger product and also none of respondents said that when they see the package of Abyssinia Natural Water, they think low price,144 (77.83%) of respondents said that when they think of the package of Abyssinia Natural Water, fashion comes to their mind and 11 (5.96%) of respondents said others. This shows that most of respondents said that Abyssinia Natural Water have fashioned product than other competition company's

Table 4 .Respondents On Abyssinia Natural Water Quality Of The Product

No	Item	Customers Response	
		Amount	Percent%
1	How do you evaluate the quality of Abyssinia Natural Water compared with competitors?		
	Very good	11	5.94
	Good	116	62.70
	Medium	58	31.36
	Poor	-	-
	Very poor	-	-
	Total	185	100

As we can be seen from the above result 11 (5.94%) of respondent said that Abyssinia Natural Water have very good quality of product than competitors.116 (62.70%) of the respondents said that Abyssinia Natural Water have 'Good' quality of product than competitors and the rest 58 (31.36%) of respondents said that Abyssinia Natural Water have medium quality of product than

competitors, When the respondents were questioned after their experience with the quality of the product. As it is seen on the table 3.1.4, None of respondents said that Abyssinia have Poor or Very Poor quality of product. This implies that majority of the respondents evaluate the quality of Abyssinia Natural Water as good than that of competitors.

Table 5 Expectation of customers

No	Item	Customer Amount	Responds percent %
1	Were you satisfied after the use of the product?		
	Yes	153	82.71
	No	32	17.29
	Total	185	100
2	Based on your present experience do you want to be customer of the company in the future?		
	Yes	158	85.40
	No	27	14.60
	Total	185	100

As can be seen in the above table, 153(82.71%) of respondents respond for were you satisfied after the use of the product, they answer were 'Yes' and also 32 (17.29%) respond 'No' for the question were you satisfied after the use of the product. This implies that majority of the company customers were satisfied.

As can be seen in the above table item -2- 158 (85.405%) of respondents respond based on their present experience they want to be customers of the company in the future and 27 (14.60%) respond based on their present experience they did not want to be customers of the company in the future.

Table 6. Respondents View Regarding Attractiveness Of Abyssinia Natural Water Package Design In Attracting New Buyers

No	Item	Customers Response	
		Amount	Percent%
1	How often do you evaluate the power design in attracting new buyers		
	Very high	13	7.02
	High	49	26.48
	Medium	46	24.86
	Low	50	27.02
	Very low	27	14.60
	Total	185	100

As we can see from the table 3.1.6, 13(7.02%) of respondents said that the power of Abyssinia Natural Water package design in attracting new buyers, they evaluate ‘Very high’, 49(26.48%) of respondents said that Abyssinia Natural Water package design have attractiveness for new buyers. 46(24.86%) of respondents said that medium evaluation for Abyssinia Natural Water package design have attractiveness. 50(27.02) of respondents evaluate that how attractiveness of the package design for new buyers and the rest 27(14.60%) of the respondents said that the package design is very low attractiveness for new buyers. This shows that the majority respondent considered that low attractiveness of Abyssinia Natural Water package design that has impact over the company sales volume.

Table 7. Respondent's view of the powerful Abyssinia Natural Water package design to initiate buyer to buy the product.

No	Item	Customer Response	
1	Is the package design of Abyssinia Natural Water is powerful to initiate you to buy the product?	Amount	Percent%
	Strong Agree	18	9.72
	Agree	19	10.27
	Moderately Agree	75	40.54
	I don't Agree	59	31.89
	Difficult to decide	14	3.78
	Total	185	100

As shown in the above table 7, 18(9.72%)of respondent said that Abyssinia Natural Water package design is powerful to initiate to purchase the product, they strongly agree. 19(10.27%) of respondents who agree with the above idea. 75(40.54%) of respondents said that moderately agree by the power of Abyssinia Natural Water package design to initiate to purchase the product, 59(31.89%) of respondents who don't agree with this and the rest of 14(3.78%) of respondents said that difficult to decide. The implication that the respondents said that moderately agree by the powerfulness of the package design that initiate to buy the product in high amount.

Chapter Four

4. Summary, Conclusion and Recommendation

From the analysis and interpretation made in the previous Chapter the following summary, conclusions and recommendation are drawn up.

1. Summary of the Major Findings

- *Generally the customer's respondents are diversified in Gender, Age and type of occupation. Thus based on the findings the majority of them 54.1% were females most of them are between the age group 21-30 years (38.9%) and 31-40 years (32.4%). And also private and government employee which are 80 (43.23%) and 50 (27.02%) are customers of the company.
- According to the customers expectation towards Abyssinia Water product before start using, most of respondent. 82 (44.32%) out of total population said that medium expectations for these brand that means lower expectations.
- According to satisfaction after the use of the product, the majority 97 (52.43%) said that "I don't know".
- Regarding the present experience 97 (52.43%) of respondent, which means the majority wants to be loyal customer of the company in the future.
- With respect customers' ability of differentiate the company package from others most of 153 (82.71%) of respondents replied they identify the package of Abyssinia from other products.
- With respect the package of Abyssinia Natural Water, 144 (77.83%) of respondents said fashion comes in our mind.
- Regarding the uniqueness of the package design among other company products 158 (85.40%) of respondents said Yes Abyssinia Natural Water is unique.
- In relation to the power of Abyssinia Natural Water, package design in attracting new buyers, 50 (27.02%) and 59 (31.89%) of the respondents said lower attractive of new buyers and lower initiation to buy the product respectively.

4.2. CONCLUSION

In regarding to this study student researcher concluded that the impact of packaging of Abyssinia water on the sales volume, despite of the fact that there are some aspects of the packaging practice of the company that are not take in to account for the effectiveness and efficiency of the sales volume.

Therefore these are stated follows.

- the customers of Abyssinia water didn't have any expectation before starting the use of the products
- after the using of Abyssinia water the customers didn't know their satisfaction
- the existing customers of the company want to continue with the company.
- The packaging of Abyssinia didn't easily differentiate with the others company products.
- the customers of Abyssinia water when they think of the products by the fashion of the packaging
- the packaging design of Abyssinia water was unique among other company products
- The packaging of Abyssinia water had a problem of attracting prospect customers.
- the customers of Abyssinia water have initiation to buy the product

2. Recommendations

As we can see the above result specific recommendation gives by the standard researcher as follow.

- The company has to work hard to meet customer expectation with real performance.
- Perception about products changes when more information is available, so the companies have to see the advertise more about this product. Allocating a good amount of promotional expenses, try to involve in public welfare activities or country development projects, sponsoring special programs in public medias to which people are attracted to acquire public attention and create high market share.
- The company must work on differentiation of their package from the other competitors. The company must do letting customers know the quality, strength, low price and fashion difference of their product from the other known products and keeping their package and brand image constant.
- Abyssinia Natural Water must increase the amount and kinds of promotional expenditures to retain number of customers and to build the brand more than present (recent) one, especially on internal market (in the given country).
- By using a lot of methods or technologies they have to do better in the packaging design of the product than their competitors and attract new customers to increase sales volume of the company and also to increase market share.

APPENDIX
ST. MARY'S UNIVERSITY COLLEGE
FACULTY OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT

Questionnaires

This questionnaire is prepared by graduating student of St. Mary's university college in filled marketing management. The purpose of the questionnaire is to assess the impact of packaging in sales volume in case of Abyssinia water.

Your answers have great impact on the research. Thaw you in advance for your cooperation.

Generalinstructions

- Not necessary to write your name
- If the questions has an alternative answer put 'x' or '/' on the space provided beside your answer.

Part I GeneralCharacteristics of the Respondents.

1. Sex

A. Male

B. Female

2. Age

A. Below 20 year

B. 21-30 year

D. 41-50

C. 31-40 year

E 51 and above

3. Occupation

A. Employee

C. Un employed

B. Student

D. Other (please specify)

Part II Questions Directly Related with the Study

4. Before you start using Abyssinia water how your expectation?

A. Very high

D. Low

B. High

E. Very low

C. Medium

5. Were you satisfied after the use of the product?

A. Yes

B. No

C. I don't know

6. Based on your present experience do you want to be customer of the company in the future?

A. Yes

B. No

C. I don't know

7. For question number 6 if your answer is 'No' please indicate your reason/s?

8. Can you identify the package Abyssinia water from different company's products?

A. Yes, I can

B. No, I can

C. I don't know

9. When you see the package of Abyssinia water what comes in to your mind?

A. High quality

D. Fashion

B. Strength

E. Other (please specify)

C. Low price

10. How do you evaluate the quality of Abyssinia water compared with competitors?

A. Very good

D. Bad

B. Good

E. Very bad

C. Medium

11. Do you think Abyssinia water is unique package design among other products?

A. yes

B. no

C. I don't know

12. If your answer is yes for question number 11 please mention how unique the package of Abyssinia is from other products?

13. How do you evaluate the package in attracting new customers?

A. very high

D. low

B. high

E. very low

C. medium

14. Is the package design of Abyssinia powerful to initiate to buy the product?

A. strongly agrees

D. I don't agree

B. agree

E. difficult to decide

15. If you have any suggestion write shortly below

Interview Questions

1. What packaging activities does the company use in order to differentiate its brand from the competitors?
2. What are the problems that the company is facing with regard to packaging?
3. To what extent does the packaging practice affect the company's sales volume?
4. How does the company allocate budget for packaging product?
5. What are the problems that the company has on customer satisfaction regarding branding?
6. What is the level of competition with regard to packaging?
7. What are the effects of packaging on branding in the case of the company?