

**ASSESEMENT OF BRANDING AND PACKAGING EFFECT ON CONSUMER  
BUYING BEHAVIOUR (INCASE OF FIKER NATURAL SPRING WATER (AGENA TOWN))**



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**Approval**

This research paper has been submitted to Wolkite University, College of Business and Economics, Department of Marketing Management for the examination with my approval as advisor.

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### Abstract

*This study attempted to examine the role of branding and packaging on the customer buying behaviour in Fiker natural spring Water Company Plc. data were collected on customers' perception about branding and packaging through structured questioner. As a sample 50 participants were involved in this study. In the selection of the sample population, purposive sampling method was used. Percentage values were used for various analysis of this study. The finding of the study on the role of packaging and branding towards consumer buying behaviour showed that the package help consumer acquire information about the product and comparatively most of the customers evaluate the product according to printed information and distinctiveness and memorability of a brand. In addition to this based on the finding, the study presented same recommendation.*

# CHAPTER ONE

## INTRODUCTION

### **1.1 Background of the Study**

Branding and packaging play a significant role in the differentiation, presentation and protection of goods preservatives. Philip Kotler [2016]. It is also important of notice there is need to keep improving on the new branding and good quality to meet up with the modern business requirement. It is equally important to notice that the improvement level of product been mentioned should be a long way to meet up the consumer satisfaction.

Branding has helped many production industries in differentiating their product from many other products in the market. It gives a deep meaning to the product in order to convince the consumers. In the same or company give along duration to their product order it need or required by the final consumers.

In the ever-increasing competition of today's global market, the need for effective product branding is crucial. The product has come to play a more important role as a brand communication vehicle. Today, virtually all goods that are manufactured or processed require some in some phase of their production or distribution. This research will focus on the assessment of branding and packaging on Consumer buying behaviour in case of Fiker natural spring water in Agena Town.

### **1.2 Statement of the Problem**

The motive that had called for the research into the mineral water market has been that today in Ethiopia, to locally manufacture mineral water called Fiker water which were almost of similar mineral content and consumers were likely to switch from one brand to another easily and this had made the competition very intense. With the increase of competition due to improved brands and packaging, Consumers were faced with infinite choices to satisfy their needs and wants. Manufacturer must critically understand the concept of branding and packaging of these, organization of Fiker water to solves different types of crises summer revealed ineffectual communications with in the city of Fiker compounding's, public health and toxin decrease emergency with a public relation and disasters this all solves the problems by creating awareness for public Products and their influence upon Consumer buying decision in order to improved and

met Consumer's expectation. This paper seeks to assess how branding and packaging of the mineral water manufactured. Company and their consumers' decision to purchase the product

Therefore this research mentioned some problem on the effect of product branding and packaging on consumer buying behavior like lack of good branding and packaging strategy by the company ,inability to provide need based on problem solving service ,lack of timely response to client request and lack of follow up and etc.

These problem have a direct effect on the quality of the company service and therefore a formal and comprehensive investigation and researching the branding and packaging system of the company is a necessary prerequisite for its service quality improvement and profitability of the company.

### **1.3 Research Question**

In order to achieve the research purposes and look into the issues mentioned in the statement of the problem, the study poses the following main and specific research questions.

#### **1.3.1 Main Research Question**

The main research question of this study is what is the assesement of branding and packaging effect on consumer buying behaviour (incase of fiker natural spring water (agena town)

#### **1.3.2 Specific research Questions**

- 1.How are Consumers using branding and packaging determine their buying behaviour of product?
2. How can the nature of branding and packaging serve as a means of attracting to consumer purchase decision?
3. What important elements of packaging and branding were found in the product related to the Consumers buying behaviour?
4. How consumers prefer the package?
5. How were consumers satisfied with the brand and package of fike drink water company product?

### **1.4 Objectives of the Study**

#### **1.4.1 General objective of the study**

The main objective of this study was to {the assessment of branding and packaging on consumer buying behaviour} in Fiker natural spring water around agena town

#### **1.4.2 Specific objective of the study**

Objective of our research study was to assess how Consumers are using the brand and the package of the product.

- To identify how the nature of branding and packaging serve as a means of attracting to purchase decide.
- To assess how consumer are using brand and package of the product
- To identify important element of packaging and branding related to the Consumers buying behavior.
- To identify how consumers prefer the package
- To identify how Consumer were satisfied with the brand and package of Fiker natural spring water

#### **1.5 Scope of the Study**

The scope of this study was strictly limited only to Fiker Water Company by emphasizing the role of branding and packaging of product on consumers buying behaviour. The study covers the organization as a whole due to shortage of time and budget, the study al so delimited only to Fiker Natural Spring Water around agena town.

#### **1.6 Limitations of the Study**

In carrying out a study like this one was bound to face obstacle, of which the following were:

The research work was limited by time and financial constraints.

- Lack of finance: This was lack of adequate finance to cope with the running expenses and the high cost of materials the research work was also involve the marketing or operational excellence adopted by the case of Fiker water, however, they might feel very reluctant to release certain information like market data, profitability, strategies and so on which they see as the company's secret.
- Secondly, there is no much time involved in the gathering of data because it takes much longer for a contact to be made and for a questionnaire to be answered.
- Thirdly, the study was conducted on a limited sample and within the Fiker Company only. This fact naturally limits the extent to which the results of the study may be generalized to other contexts and environments.

#### **1.7 Significant of the Study**

This research work will significant because of the following,

To provide policy recommendations as a way forward in the branding and packaging of product in Fiker water product. Inform the appropriate authorities involved in the manufacturing industry about the need to brand and good packaging in the manufacturing industry properly. The study will also to help identify some of the impediments associated with the branding and packaging of product in Fiker Pure Water.

### **1.8 Organization of the Study**

The study was presented in separate five chapters. Chapter one discusses about the introduction, statement of the problem, objectives of study (specific and general objective) scope of the study and significant of the, study limitations of study. Chapter Two focuses on review of relevant related literature this chapter was present the theoretical framework and concepts surrounding topics like Branding, packaging, consumer behaviour, and buyer decision makes processes. Chapter three deals with methodology of the study and it talk about the method that we use in the research. Chapter four focuses on data analysis and presentation of findings and present the field work which encompasses the work results, analysis and discussion of the data. And the last chapter five talks about The Summary of findings, conclusion and recommendations.

## CHAPTER TWO

### LITERATURE REVIEW

#### **Introduction**

This chapter basically discusses relates with literature that is directly relates to the research proposal topic, Review of relates with literature is imperative (necessary) in order to provide a clear understanding of the overall background of the research studies done on this particular topic. Discussion in this chapter has cover topic relates to the effect of branding and packaging on consumer buying behaviour on the local Fiker Water P.L.C many companies have enjoyed the impact of branding in their day-to-day activities. So many products produced today get to the satisfaction of the costumers based on the information that displays on the brand.

Branding has helped many production industries in differentiating their product from many other products in the market. It gives a deep meaning to the product in order to convince the consumers. In the same or company give along duration to their product order it need or required by the final consumers. Today virtually all goods that are manufacture or processed require some in phase of their production. The motive that had called for the research into the mineral water market has been that today in Ethiopia, to locally manufacture mineral water called Fiker water which are almost of similar mineral content and consumers are likely to switch from one brand to another easily and this have made the competition very intense. With the increase of competition due to improved brands and packing.

#### **2.2 Concepts of Branding**

Products were what companies make, but customers buy brands. Therefore, marketers go for branding in order to distinguish their offerings from similar products and services provided by their competitors. Additionally, it carries an inherent assurance to the customers that the quality of a purchase will be similar to earlier purchases of the same brand. Branding is a process, a tool, as strategy and an orientation, to build long term relationship with the customers Used as a

differentiation strategy when the product cannot be easily distinguished in terms of tangible features. Kotler (2009)

### **2.3 Branding**

Branding is very general covering brand names, designs, trademarks, symbol etc. which may be used to distinguish one organization's product or service from another

Branding according to Kotler (2000) defined a branding "as name term, sign symbol, design or a combination of the, which is intended to identify the good and services of one seller or group of sellers and differentiate them those of competitors". Marketing must make many decisions about a product. Including choice, brand name, brand mark, symbol, design or combination of this that identifies the seller goods services and distinguishes them from competitor product. Brand, it is a symbol, name, phrase, design or any of the combination above. The use of brand is to bring ease to everyone in identifying a product and tell it's apart from its competitors. A product with brand name and logo is given its identity, value and meaning. According to PR asana Rosaline Fernandez (2009), to fully understand the potential of branding in terms of its growth in markets, marketers are more likely to identify the sources of brand meaning, understanding the meaning, and also to manage it in a fast-changing environment. The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers. Therefore, it makes sense to understand that branding is not about getting a particular target market to choose a product over the competition, but it is about getting a particular market prospect to see the product as the only one that provides a solution to their problem. The influence of brands on consumer buying behaviour is a very critical subject and is of great importance in marketing. Kotler (1999) expands the concept of identity by stating that a brand is capable of conveying up to six different levels of meanings and this is known as "Six Dimensions of the Brand".

- ❖ Attributes: A brand communicates certain attributes to the minds of consumers such as prestige. Nokia Company promises the availability of network coverage "everywhere you go".
- ❖ Benefits: The attributes that fortifies a product feature by way of stating its benefits and makes it more attractive.
- ❖ Values: That is the brand also represents the company's values, systems and structure.
- ❖ Culture: The brand representing the characteristics of the target audience.

- ❖ **Personality:** The brand can project behavioral personality patterns of targeted consumers. For example, uses the famous musician, footballer as their brand ambassador.
- ❖ **User:** The brand, at certain times emulates the final user.

### **2.3.1 The Important Roles of Brand**

Brand is a name in every customer mind and it is characterized by a noticeable name or symbol which can differentiate the goods and services from the rivals Moil (1998). Asker (1991) and Keller (1998). In addition to a specific brand name, a brand is composed of products, packaging, promotion, advertising as well as its overall presentation, Murphy (1998). From the consumer's perspective, brand is a guarantor of reliability and quality in consumer products. Roman et al (2005) added to this, consumers would like to buy and use brand-name products with a view to highlight their personality in different situational contexts, Asker (1999) and Fannies and Pruyn (2006). Nowadays, consumers have a wide range of choice to choose from when they enter a shopping mall. It is found that consumers' emotions are one of the major determinants which affects their buying behaviour Berry (2000). According to a research conducted by Freer die Media LLC (1998) on shopping habits, nearly one-fourth of the respondents are impulse-buy products they have not budgeted for. When deciding which products to purchase, consumers would have their preference, which are developed in accordance with their perceptions towards the brand. Successful branding could make consumers aware of the presence of the brand and hence could increase the chance of buying the company's product and services, Doyle (1999).

### **2.3.2 The Characteristics of Successful Brands**

A brand can be an everlasting and lucrative asset as long as it is maintained in a good man that can continue satisfying consumers' needs, Bachelor (1998) and Murphy (1998). Although successful brands can be totally different in nature; they share something in common, for instances well-priced products and consistent quality, Murphy (1998). As mentioned by Levitt (1983), there are four elements for building a successful brand, namely tangible product, basic brand, augmented brand and potential brand.

- ✓ Tangible product refers to the commodity which meets the basic needs of the customers.
- ✓ Basic brand, on the other hand, considers the packaging of the tangible product so as to attract the attention from the potential customers. The brand can be further augmented with the provision of credibility, effective after sales services and the like.
- ✓ Potential brand is established through engendering customer preference and loyalty. By doing so, the image of the brand could be well instilled in the customers' mind.

### **2.3.3 Branding as a Promotional Tool**

Many manufacture companies use branding as a means of achieving attraction of buyer. They do This by using attractive name so that when consumer hears of the name, they will like to get that particular product by all means e.g. sweet which is lotion used in smoothing the body many customer likes the name because they thought that it is sweet just as the name implies. Mehta (1999)

### **2.3.4 Important of Branding to the Market and Customer**

The following are some importance of branding to market and consumer to product.

1. Well recognize brand make shopping feasible and easy.
2. Many customers are willing to buy new thing but have gamble and won, they will to buy a “Sure thing” thereafter.
3. Research has shown that the known brand usually had fairly consistence quality.
4. Brand makes it easy for consumer to identify product or services.
5. Branding increase innovation in society by given producer on incentive to take a new feature.

### **2.4. Brand Impact on Consumer Behavior**

In the initial phases of this work, the basic fundamentals with regards to a brand and consumer Behaviour were identified. The following part seeks to under pin the influence a brand has on the Behaviour as far as consumers is concerned. Branding has a strong impact on the perception in Relation to the behaviour displayed by consumers. Perception according to Kotler (2009) is the Processes by which individuals go about their selection, organization, and interpretation of Information to form meaningful pictures of the world as far as products or services is concerned. In other words, it could be seen as the thoughts and pictures consumers have in mind or memory as far as a brand is concerned from the marketing point of view. A Consumer’s behaviour may be either positive or negative, depending on the outcome of their learning and evaluating process. The evaluation of consumer attitudes towards brands has quickly attributes a brand will communicate specific attributes, such as prestige benefits a brand strengthens a product’s attributes by communicating a set of benefits that makes it more attractive values a brand represent a company’s core values and belief system culture a brand is representative or target a target audiences socio cultural characteristics Personality a brand can project behavioural personality patterns of targeted consumer’s user the brand, in some cases, can emulate the end

user become a major part in conducting marketing research. Leritt (1983) the development of positive attitudes towards brands can lead to not only the sustaining of competitive advantage, but in the bettering of the financial health of a company. Branding has been found to be a key in formation of positive attitudes towards products, especially those involving low-levels of consumer involvement. However it has been noted that there are factors that might negate the effects of the formation of positive attitudes. One being that the effects of positive attitudes can dissipate should the consumer not purchase the product within a certain timeframe? Another factor that might negate (contradict) the effects of positive attitudes might be an overtly high pricing policy, which might have all contrary effect to the consumer's positive attitudes towards the brand and result in a non-sale. Keller (1998)

## **2.5 The Concepts of Packaging**

. Packaging is the container for a product encompassing the physical appearance of the container and including the design, colour, shape, labelling and materials used some argue that packaging serves as a promotional tool rather than merely an extension of the product Keller (1998). Considers packaging to be an attribute that is not related to the product. From the consumer perspective, packaging plays a major role when products are purchased as both a cue and as a source of information. Packaging is crucial, given that it is the first thing that the public sees before making the final decision to buy. Murphy (1998)

Packaging is now generally regarded as an essential component of our modern life style and the way business is organized. Packaging is the enclosing of a physical object, typically a product that will be offered for sale. It is the process of preparing items of equipment for transportation and storage and which embraces preservation, identification and packaging of products.

Packaging is recognized as an integral part of modern marketing operation, which embraces all Phases of activities involved in the transfer of goods and services from the manufacturer to the consumer. ASKER (1991) Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a company. Packaging can be defined as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote, and otherwise make the product marketable and keep it clean. Packaging is the outer wrapping of a product. It is the intended purpose of the packaging to make a product readily sellable as well as to protect it against damage and prevent it from deterioration while

storing. Furthermore the packaging is often the most relevant element of a trademark and conduces to advertising or communication. Smith and Taylor (2000)

### **2.5.1 Packaging**

Packaging according to Kotler (2003) defined packaging “as all the activities of designing a Producing the container for a product. The container is called a package. Stanton defines packaging as the general group of activities in product planning that involves designing and producing the container or wrapper for a product.

When raw materials have undergone full processing product items need to be put into a container with which the consumer would use for handling or for storage.

Definition of the word *Packaging* “as a mean of ensuring the delivery of a product to the ultimate consumer in a sound condition and a minimum overall cost” also as the act of sciences and sales. It is very clear that packaging serves as the violence by which the brand of a product is carried through to the consumer; it is a power selling tools. Kotler (1991)

Product packaging is a Cross-functional and multi-dimensional aspect of marketing that has become increasingly important in consumer need satisfaction, cost savings and the reduction of package material usage leading to substantial improvements in corporate profits Brimstone and Naol year two. The role of packaging is changing from that of protecting ‘to information provider ‘and persuader’. Whereas the original function of packaging was to protect the product, it is now being used as an important sales tool to attract attention, describe the product and make the sale. Through identifying brands, conveying information in respect to price, quantity and quality, and providing information regarding ingredients and directions, product packaging now plays an important role in product promotion. When the dimensions of packaging are analysed then the corporate social responsibility of the packaging also plays a vital role in brand consolidation Kotler (1991)

With increasing competition in the marketplace, certain non-socially responsible packaging practices have been noted that may result in a negative brand image for the company, including: deceptive and misleading product packaging and non-environmentally friendly packaging. As consumers become more aware of the social and environmental impact of their consumption, they are demanding more ethical product alternatives. Industry has also recognized the need for acting in a more socially responsible fashion, which also includes improving the environmental impact of the firm, its products and services. Packaging is also a medium to build a brand image

As Keller (1998) describes brand image as perceptions about a brand as reflected by the brand associations held in consumer memory. Studies have shown that brand image is an important cue that consumers use to infer information regarding the quality of the product and motivates their consumption tendencies. In an emotional manner, consumers are presumed to seek a relationship between their self-concept and the brand image of the product. Research suggests that the total sensory experience of a brand (including the packaging) creates an image in the minds of consumers that can inspire loyalty build trust and enhance recognition.

Therefore, if a product 's packaging is to effectively entice consumers to purchase the product, then, not only is the total sensory experience of the brand an important factor, but also the congruity between a consumer 's self-image and the brand image, especially for socially and environmentally conscious consumers. The consumers have the instinct to align themselves to the products that they use and a product invokes their emotional senses as well.

The individual's self-concept plays a major role in choosing certain products. According to Mehta (1999), individuals have a tendency to develop preferences to particular brands in which they feel match or enhance their self-image, in other words, products that provide a means for self-expression. Therefore, the effective packaging of products is vital with the point of view of conveying the brand image to the consumer. It has also been found that the interaction of the buyer's personality and the image of the purchased product often influence consumer buying behaviour. The literature on packaging also examines the deceptiveness of different brands to leverage their sales. Research suggests that there is an increase in companies developing their own private brands that exhibit packaging attributes such as the shape, sizing, colouring, lettering, or even, the logo similar to those of already established brands. Then the hidden changes in size and value have also been reported in product packaging. Rila and Ampuero (2003)

The pack should instantly trigger brand memories, automatically bringing thoughts, knowledge and feelings about the brand into the shopper's consciousness. While it is important that the Packaging reflects the values and positioning of the brand, the key role of packaging is not necessarily to communicate but to trigger the communications that has already happened around that brand prior to the shopper entering the store. In order to achieve this, it is vital that packaging is integrated with other forms of brand communication. Many studies suggest that around two-thirds of purchasing takes place in "default" mode, where the shopper gives little

serious consideration to choosing between brands. This is often because shoppers already know which brand, they want to buy before they walk into the store. Here finding ability is a key.

Any difficulties encountered by a shopper when trying to find the brand they want may open them up to other potential choices. Not all packaging travels well. For example, the colour, graphics and Imagery of packaging that works well in one country, won't necessarily work in another. And, depending on where you are in the world, the importance of the different roles of packaging will Shift Schiff man and kanuk (2000). In more developed markets green issues are playing a greater role in consumers purchase decisions. Packaging is no longer considered to be an important aspect of the product. Instead, it is increasingly being perceived as an unwanted and unnecessary source of waste material, as well as contributing unnecessary volume to landfills and the resulting greenhouse gas emissions moil (1998).

Know a day majority of marketers had already begun to make e2nvironmental related changes in Their packaging. The selection of appropriate package design depends on the type of information Required to make design decisions. The available methods are classified into ocular or verbal tests. Ocular tests are used to determine exactly what a person's eyes see, how long she/he dwells on each element of what she/he sees, and to which new element she/he looks at. Kotler (1998)

### **2.5.2 Packaging decision and types**

Packaging can be classified into three different levels namely primary, secondary and shopping Packages the decision on how to carry this level of packaging is done by the effort of the manufacturers.

1. Primary Packaging: This refers to product immediate living/wrapper. The primary package Remain on the product until the consumer is ready to use it like the toilet soap, sweet, chewing gum etc. In other instance, the primary package is retained throughout the entire life span of the product. Example perfume, Vaseline etc.
2. Secondary Package: These are additional layers that protect the primary package which are discarded at the level of wholesaler or retailer for example, the cupboard boxes containing the bottles of perfume are a secondary package and produce additional protection and promotion.
3. Shipping Package: This refers to further identification etc. in wooden boxes, metal boxes crates.

### **2.5.3 Packaging as an Aid to Marketing**

It is one of the most important issues in marketing promotion rising consumer attitude, that the Consumers are willing to pay more for the convenient appearance. Dependability and prestige for better package. Many consumers buy products just because of the usefulness of the product container or wrapper. Consumer package goods companies use a very huge amount of money in promoting their Product either by packaging advertising, personal selling and a lot other product receivers Package to create such benefit as protection contour convenient promotion and product safety. Romanetal (2005).

### **2.5.4 The Place of Packaging and Promotion**

Packaging contributes to the success of marketer in day-to-day business activities, most especially manufacturing company that produce tangible product. Below are some functions of packaging in promoting a product. Leritt (1983)

1. Packaging rules and advantage over completion since the consumer spend more money to buy a Product that will be packed and also useful for other purpose.
  2. Packaging contributes greatly in promoting and communicating a product feature uses, Benefits and images
  3. Packaging encourage sale of product in the market.
- Handling: This could be an insurmountable problem without modern packaging. Because, it Enable consumer to go about with the product easily.
  - Protection: It is important due to the nature of the product and the number of times it takes it is Bought and use. The protection that comes to mind first is that which relates to the physical significance security aspect to the production factor abuse of the moment. However, there is also a
  - Identification: Packaging changes with the responsibility for given healthy information Potential buyer, the color design of the package must be familiar with the buyer. It also implies that; impression must communicate clearly a large amount of information requires about the Products. With these we can say that package has identified the product.
  - Convenience: The commodity should be package so that the consumer can get the product home and in use without undue problem. No one want to package that is so well sealed that o cannot easily asset it and quietly dispose of.

- **Attractiveness:** This is the major function of packaging because, psychologically, it is believe that consumer considered goods because of the attractiveness of that specific co
- **Contour:** This is greatly over related in most usual evaluation of packaging. This is tune because packaging became almost quality level guarantee for the consumer and it will boost the image of a product in a particular country.
- **Selling:** It can be useful aids in selling products, partly due to know how well they provide the previous mentioned benefits. A product that its package is superior to other, then it facilitates consumer influence. It a definite selling tool.

## **2.6. Elements of a Good Package Design**

A package designer aims for the following goals: (1) to attract the buyer; (2) to communicate Message to the buyer; (3) to create desire for the product; and (4) to sell the product.

- **Attraction of the Buyer:** Package must have enough shelf impact to stand out among multiple of other packages. The package must draw attention to itself. 2This can be done through the effective Choice of color, shape, copy, trademark, logo, and other features.
- **Communication to the Buyer:** Every packaging element communicates something, so the Image projected by the package must converge with the image being sought for the product. The Package design must show at once the intended use, method of application and intended results. Bachelor (1998) and murphy (1998) all necessary information must be clearly visible or implied through the design. This communication may either be direct or subtle. Direct communication describes the product, its benefits and how to use it. Indirect communication uses color, shape, design forms and texture to convey intrinsic attributes like purity, value, fun, elegance, femininity or masculinity. Here color is seen to be the primary aspect involved in subtle consumer communication. This is the reason cosmetic products are usually in pastel colors, black or gold to communicate classic elegance.

Pharmaceutical products use light colours or a white background to denote cleanliness, purity, and Efficacy. In cigarettes, white packaging suggests low tar while red packaging suggests a strong Flavour. Companies targeting Asian markets have to be careful in choosing packaging colours and Logos. Failure to consider cultural factors may be disastrous. Still another communication role of Packaging is providing information to the consumer through the label or immediate package Information on contents, instructions on use and information required by law

should assist rather than confuse the customer. Manufacturers and marketers are guilty of placing instructions that are often hard to read without a magnifying glass. When the instructions are readable, they are frequently vague and ambiguous. Thus, instructions should be tested for understanding since lack of instruction clarity leads to errors that might become a reason for no repeat purchase prasana Rosaline Fernandez (2009)

- **Creating a Desire for the Package:** The package can convince the consumer that the product could fill the need or satisfy an inner desire. Packages usually add value like the convenience now being offered by microwaveable packaged foods. A shampoo or lotion bottle can shape in such a way that its normal position is inverted (less time to remove a viscous product), or it can be easily hung on the shower handle. Special pump dispensers have promoted the liquid soap form over the traditional bar soap. Convenience must also consider the ease of disposability of the package. Advances in packaging technology have kept pace with the demand for convenient packaging. In addition, rising consumer affluence appears to show that consumers are willing to pay more for convenience, appearance, dependability, and prestige of better packages.
- **Selling the Product:** Package must not only sell the product but also should create desire for repeat purchases.

This can be in the form of reusable features, special giveaways or easy dispensing devices which promote repeat sales and add value.

### **2.6.1 Elements of Packaging**

There were many different schemes for classification of elements of package in scientific literature. According to Smith & Taylor (2000), there are six variables that must be taken into consideration by producer and designers when creating efficient package: form, size, colour, graphics, material and flavour. Similarly, Kotler (2000) distinguishes six elements that must be evaluated when employing packaging decisions: size, form, material, colour, text and brand. Vila&Ampuero (2003) similar to Underwood distinguished two blocks of package elements: Graphic elements (colour, typography, shapes used, and images) and structural elements (form, size of the containers, and materials. Rettie& Brewer (1998) stressed out the importance of proper positioning of elements of package, dividing the elements into two groups: verbal (for example, brand slogans) and visual (visual appeal, picture, etc.) elements.

Analysing consumer's decision making process they distinguish between non-verbal elements of package (colour, form, size, imageries, graphics, materials and smell) and verbal elements of package (product name, brand, producer/ country, information, special offers, instruction of usage). The type of message communicated depends on two major elements i.e. Visual elements of package transmit information which affects consumers emotions, while verbal elements transmit information which has an effect on consumers cognitive orientation. Keller (1998)

### **2.6.2 Elements of Package and Consumer's Purchase Behavior**

According to the literature assess the impact of package elements on consumers purchase decisions can be stronger or weaker depending on the consumers involvement level, time Pressure or individual characteristics of consumers. Based on literature analysis performed it could be confirmed that visual and verbal elements of package have stronger effect on consumers buying behaviour. Blake well (2006)

### **2.7. The Role of Packaging**

The primary function of packaging was to protect the product against potential damage while transporting, storing, selling and exploiting a product and to ensure the convenience during Performance of these activities. Keller (1998) Seeing that most consumers tend to touch products before Purchasing, they treat product packaging as a tool for protecting consumers from contamination, for allowing them to touch products without restraint and without any need to avoid smudging their hands. They propose to use packaging with a window, in order to allow consumers to evaluate product by its appearance at the same time reducing consumer uncertainty regarding quality by branding the product and packaging it, therefor to communicate to consumer adequate message about product. Doyle (1999) Packaging as a tool for communication was investigated and taking into consideration that impulsive buying is an aspect applicable to many consumers. It could be maintained that the package may be the only communication between a product and the final consumer in the store. Consequently, the role of package in marketing communications increases: it must attract consumers' attention and transmit adequate value of product to consumer in the short period right in the place of sale. Therefore, there is a necessity to explore package and its elements in more detail, in order to understand which of these elements are the most important for consumers purchase decision. Black well (2006)

## **2.8. Meaning of the Color Blue**

Blue is the most common favourite colour and is liked by both genders. Blue is seen as a trustworthy, peaceful and calm colour and is often related to the sky or water. Blue is usually cool and quiet but more electric shades can give a dynamic feel. Although blue has the benefits of Gender indifference and being the most common favourite colour, the overuse of blue can seem Cold or uncaring. Blue is often used because it is the designer's favourite colour but after considering the meaning of other colours, another colour may be a better choice. Freediemedia (1998) LLC and berry (2000).

## **2.9. Consumer Buying Behavior**

Consumer behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service. It involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, and reference groups and society in general. Schiff man and Kanuk (2000) mentioned that consumer behaviour is about how people make decisions on the basis of available resources i.e., money, effort and Time. A holistic view provided by Gabbott and Hogg (1998) and Blackwell et al. (2006) on consumer behaviour. They defined that consumer behaviour are actually those processes and activities in which individuals or groups choose and consumer products, experiences, ideas and services. Blackwell et al. (2001) define that consumer behaviour is a combination of purchase and consumer products or services. Hence seven steps of consumer buying decision are “need Recognition, search for information, pre-purchase, evaluation, purchase, consumption, post consumption evaluation and divestment (Blackwell teal, 2006)”.

There are several factors affecting consumer buying behaviour, which can be broadly classified as:

- **Social Factors-** Which refer to forces that other people exert and which affect consumers' Purchase behavior. These social factors include culture and subculture, roles and family, social class and reference groups.

- Psychological Factors- Which are internal to an individual and generate forces within that influence her/his purchase behavior. The major forces include motives, perception, learning, attitude and personality.
- Personal Factors- Which include those aspects that is unique to a person and influence Purchase behavior. These factors include demographic factors, lifestyle, and situational factors. The purchasing processes alienated into three different stages which are the stage of repurchase, Stage of purchase and stage of post-purchase. Each of the stages is equally importance that it can change the consumer buying decision. Consumer may need to be familiar with the possible need if their product, at least generally understanding the product, decides where to buy and which to buy, and lastly settle on whether to buy from the same seller after they have make any purchasing decision. Consumer will also be able to choose the buying modes, show satisfaction to the product and services quality, then finally come to being loyal to a satisfy brand. Asker (1991)

## **CHAPTER THREE**

### **Research Methodology of the Study**

#### **3.1 Description of Study Area**

The study was conducted in southern part of Ethiopia, In SNNP region, Guraghe zone in Ezha Woreda, Agena town. Agena town found about 200km distance to the capital of Ethiopia, Addis Ababa.

#### **3.2. Research Design**

The research design was used for our study will be qualitative research approach because it is useful to understand, examine and describe the characteristics of a particular phenomenon, beliefs, ideas and research questions of who, what and how which do not involve to identify the relationship between variables.

#### **3.3. Data Type and Source of Data**

The research was used both primary and secondary source of data. Primary source of data questionnaire was used because of it can give accurate and original information. The questionnaire will used close ended type. To obtain secondary data student researcher will use book, website, internet such data will design to get additional information.

#### **3.4. Method of Data Collection**

This study was used questionnaires that had close ended questions. The questionnaire will be distributed for the employees' of Fiker Water Company to assess, the role of branding and packaging on the consumers buying behaviour.

##### **3.4.1. Sample Size**

From the total number of 106 employee of the organization the Questionnaires will distribute to 51 respondents of employee including the staff management by using randomly sampling technique in order to get relevant information and to achieve our research objective. The researcher will take 51 employees as a sample because more than this the researcher will get the same response from the employee.

Since target population is finite in the organization to determine sample size the researcher uses Yamane formula.

$$\frac{N}{1+N(e^2)} \dots\dots\dots \text{Yamane (1967:886)} \dots\dots\dots (3.1)$$

Where;

- n is the sample size
- N is the population size, and
- e is margin of error

$$n = \frac{N}{1+N(e^2)} = \frac{106}{1+106(0.1)^2} = \frac{106}{2.06} = 51$$

### **3.5. Sampling Procedure/ Technique**

Judgmental /purposive sampling: is the most common non-probability sampling techniques. The researcher select sample based on his or her own judgment. The researcher was used judgmental/purposive method to get responses from the sample size because it was more accurate to get information about the product from the respondents and also it makes the respondent selection easier because the product is not well known through the whole selected the company employees as Consumer.

### **3.6. Methods of Data Processing and Analyzing**

The process would carry out in clear way to reach the objective of the study after the necessary primary data have been collect from the target respondents. The data was analysed by using descriptive statistical tools such as table and percentage. Thus, the analysis is expected to come up with findings that are easy to understand and relevant to meet the research objectives. The results were present in the form of tables and percentages. Conclusions of the research would be drawn based on the results of the analysis.

### **3.7. Ethical consideration**

The significance of water for life and health is fundamental and health is fundamental and can scarcely be overstated, and hence the performance of ethics to Fiker water utilization and management is clear in a general sense. It is important for everyone involved in water resource management and in public health to have a well-reason understanding of the moral values and obligations that correspond to that significance. in the domain of ethics, questions of scientific

# CHAPTER FOUR

## DATA ANALYSIS AND INTERPRETATION

### Introduction

This study as noted earlier was aimed in evaluating the role of branding and packaging on Consumer buying behaviour in case of Fiker natural spring water: Agena to collect relevant data for the study, questioners were employed. The data collected through questioner were presented below with the help of table and percentage.

### 4.2 Demographic profile of the respondents (demographic analysis).

This aspect of the analysis dealt with the basic data on the respondents of the questionnaire distributed. The basic data comprised of the respondents sex / gender, age, income and educational level.

Table: 1, demographic profile of the respondents2

NO	ITEM	Frequency	Percentage
1	AGE		
	25 -30	37	74%
	30-35	13	26%
	35-40	0	0
	40-45	0	0
	ABOVE 45	0	
	TOTAL	50	100%
2	SEX		
	MALE	36	72%
	FEMALE	14	28%
	TOTAL	50	100%
3	Income		
	1500-2000	0	
	2000-2500	13	26%
	ABOVE 3000	37	74%
	TOTAL	50	100%
4	Educational level		
	First Degree	32	64%
	Second Degree	2	4%

	More than second degree	0	0
	TOTAL	50	100%
5	Occupation		
	Get keeper	0	0
	Marketing	26	52%
	Finance	24	48%
	Manufacture	0	0
	TOTAL	50	100%

Source: researcher's survey 2015

As above table.1 it shows that most of respondents were in age category of 25-30. That was, 74% of respondents. The second largest group 26 % indicated their age were in the 30-35age group. This implies that most of the consumers from the respondents were younger between the ages of 25-30. When we come to the Gender group, there are 50 respondents, out of them 14 are female and 36 were male respondents. That is, sample consists of 28 % of female respondents' and 72% of male respondents. Regarding to the income of respondents, 26% of the respondents were those who have an income between 2000-2500 birr and the remaining 74 % respondents income is above 3000 Birr.

Respondents were asked to indicate their highest education qualification. Collected data on the highest education qualification indicate that the majority of the respondents were first degree holders that are 64% where as 32%, 4 % of the respondents are college, Diploma holders, first degree holders and master degree holders respectively. The survey also indicates that most consumer were finance departments this takes 52% of the respondent and the remaining 48% were marketing departments.

### 4.3 Analysis and presentation of main data

This aspect dealt many things about the package and brand of Fiker Natural Spring Water.

Table, 2 consumer response about how they shop and prefer the product

	Item	No. of respondents	Percentage
1	Do you consume Fiker Water		
	Yes	50	100%
	No	-	-
	Total	50	100%
2	How often do you shop Fiker water product?		
	Frequently	12	24%
	Some time	27	54%
	Once a day	0	0
	Never	11	22%
	Total	50	100%
3	Why do you prefer this product?		
	Price	12	24 %
	Packaging	23	46%
	Brand name	7	14%
	Because of family	8	16 %
	Total	50	100%

#### 4.3.1. Product related questions

Fiker water was new for the market and it doesn't have much more customer. The researchers at first wanted to make sure that the targeted respondents actually purchase, as the finding indicated in the table above most of our respondents that was 50 (100%) of them use Fiker water product. On the other hand there is no one who is not consuming a product.

When I perceive the frequency of shopping, the finding indicate that most of the respondents were 27 (54%) replied that they bought the product some times when they need. 12(24%) of the respondents side that they bought the product regularly and 11(22%) of the respondents replied that they were never use this product on some condition.

As shown in the above table it indicated that 122(24%) of the respondents responded that they favoured the product because the price that set by the company become suitable, and the rest 23 (46%) of the respondents replied that they use packaging as favourites tool. And (14%) of the respondents reacted that they preferred product because of the memorable and attractive brand name called (Fiker) of the product. On the other hand 8(16%) of the customer (the respondents) answered they desired the product because of their family this means when their family used the product highly they also inspired for that product.

**Table3, the role of package on consumers buying behavior**

No	Item	Frequency	Percentage
4	How much do you agree that the packaging of product is visually, inherently fun and colorful?		
	Agree	21	42%
	Disagree	0	0
	Strongly agree	18	36%
	Strongly disagree	0	0
	Neutral	11	22%

31

	TOTAL	50	100%
5	How much the product package give you satisfaction		
	Excellent	30	60%
	Very good	6	12%
	Good	14	28%
	Bad	0	0
	Very bad	0	0
	Total	50	100%

Source research survey,2010

### 4.3.2 The role of package on consumer buying behavior (package related question)

Result inquired into whether consumers acquiring information about the product in the Package of Fiker water company product they buy. The result showed that 21(42%) of the respondents were replied that they agreed about the package was visually, inherently, fun and colorful, and 18(36%) of respondents were respond that they strongly agreed that package of Fiker water was visually, naturally enjoyable and colorful. .while 11(22%) of respondents said that they were neutral of it because they don't have any idea about it.

The consequence of this presented 30(60%) of the respondents were said package of Fiker product was excellent when they use it. And 6(12%) of the defendants were said the package of Fiker water was very good for them. On the other hand 14(28%) of the respondents replied that the Fiker water package was worthy for them. So this suggests that the package make them delighted.

**Table 4, Consumers response about the printed information on the packaging**

6	Item	Frequency	Percentage
	DO you read printed information on the package of the product		
	Agree	50	100%
	Disagree	0	
	Agree	6	12%
	Strongly disagree	0	0
	Disagree	10	20%
	Neutral	34	68%
	TOTAL	50	100%

### 4.3.3 Consumers response about the printed information on the package

The outcome Showed in the table above, 100% of the respondents agreed that they had found printed information on the package of the product. .

Second, the study identified that out of the total respondents 6(12%) of respondents agreed that they evaluate Product according to printed information on the package, and 10(20%) of the respondents disagreed because they do not evaluate product according to printed information on the package and the rest 34(68%) of the respondents replied that they were neutral for evaluating product according to printed information on the package.

Table 5. Consumer's response on information search experience

NO	ITEM	Frequency	Percent
8	Did you do a lot of information search for buying Fiker natural spring water or you just compare the other brands you are aware of?		
	I did, extensive information search among all available brand.	0	0
	I compared only among the brands in my consideration set.	24	48%
	Yes I did but not much	14	28%
	No , I did not	12	24%
	Total	50	100 %

Source: researcher's survey, 2015

#### 4.3.4 Consumers response on information search experience

The inference drawn from the table above showed that 24 (48%) of the respondents answered that they search information to compare among others that were in there consideration set 14(28%) of the respondents reacted that they did but not much. On the other hand 12(24%) of the respondents replied that no they did not search any information

Table 6, Consumer's response about the attractiveness of the package

No	Item	Frequency	Percentage
9	How much do you agree that the packaging helps In providing information about Fiker water benefit or attribute of the product?		
	Agree	23	46%
	Disagree	10	20%
	strongly agree	5	10%
	Strongly disagree	0	0
	Neutral	12	24%
	Total	50	100 %
10	Do you agree that the brand name of Fiker natural spring water distinctive or memorable?		
	Agree	33	66%

	Strongly agree	11	22%
	Strongly disagree	3	6%
	Disagree	3	6%
	Neutral	0	0
	Total	50	100 %
11	Did the design of product packaging inspire you to purchase Fiker water?		
2	Strongly agree	0	0
	Agree	24	48%
	Neutral	0	0
	Disagree	13	26%
	strongly disagree	13	26%
	Total	50	100 %

Source: researcher's survey, 2015

#### **4.3.5 The Consumers response about the attractiveness of the package**

The researcher have perceived in the table above the Outcome indicated that 23(46%) of the consumer countered that they agreed with that packaging assistance them through providing information about the quality or benefit of product in purchasing time .and 10(20%) of the Respondents replied disagreed with this, On the other hand 5(10%) of the respondents replied they strongly agreed that packaging help them providing information about the attribute or benefit of the product. 12( 24%) the respondent were neutral for this as they replied.

The finding revealed that 33(66%) of the consumer reacted that they agreed that the brand name was distinctive and memorable so they like the brand name of product. Then 11(22%) respondents replied that they strongly agreed because brand name of the product was unique and unforgettable, while 3(6%) of respondents replied that they intensely disagreed .on the other hand 3(6%) of the respondents also disagreed they don't like the brand name of product.

As soon as we perceive the design of packaging inspire purchasing the Fiker water the result showed 42(48%) of the respondents replied that agreed because they were inspired by the product design and package. And 13(26%) of respondents replied that strongly disagreed that the product design and packaging doesn't inspire them. On the other hand the remaining few 13(26%) respondent's reacted negatively they disagree that the product design and packaging does not inspire them to purchase the product.

**Table7: Consumer response about the dimension of the brand and elements of the Package**

No	Item	Frequency	Percent
12	What is the most important dimensions of brand you consider when you bought the Fiker natural spring water?		
	Attribute	14	28%
	Benefit	10	20 %
	Value	6	12%
	Culture	0	0
	Personality	20	40%
	Total	50	100 %
13	Which element of packaging are the most applying to you attract towards the purchasing of product?		
	Color	27	54 %
	Size	17	34 %
	Shape	6	12 %
	Product value	0	0
	Total	50	100 %
14	Would you recommend this brand of product to others you know?		
	Yes	26	52 %
	No	17	34%
	Some time	7	14%
	Total	50	100 %

Source: researcher's survey, 2015

#### **4.3.6. Consumer response about the dimension of the brand and element of the package**

In this time the researcher talk about the aspect fundamental of package 14(28%) Of the respondents responded that attribute was the most important dimension of brand they consider when they bought this product, 40% said that because the need and want of every individual was depend on its own personality, so it was the most important dimension of brand they consider when they bought the product. And as the result show 20% of respondent believed that benefit of product was more important for them to buy the product. And the remaining 12%Of respondent said that personalities were taking the majority of dimensions.

The finding shows that 34% of the respondents reacted that the size of the product attracts them to buy. And 54% of the respondent replied that the colour of the package is the most applying

elements to purchase the product for them. 12% of the respondents consider the shape of the package attract them to buy the product.

The research inquired into whether consumers recommend a particular brand of Fiker they choose to others. The result from table above shows that 52% of the respondents replied that yes they recommend to others because they get more benefit from the product. While 14% of respondent replied that they recommend this brand sometimes to others to use on the other hand 34% of respondent respond that no or replied negatively this indicate their unwillingness to recommend this brand to others.

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter provides a summary of the study which includes findings with interpretations presented in chapter four. It also highlights the critical lessons drawn from the study. The chapter ends with appropriate recommendations aimed at fostering improvement to the company and to all other stake holders.

#### 5.1 Summaries of Findings About demographic question

- ✓ As, the study findings showed that majority of the respondents were male whose age found between 25-30 years.
- ✓ Concerning the level of training 64 % of the respondents are BA degree holders.
- ✓ The respondent's income per month shows that most consumer's income 37(74 %) is above 3000 birr.
- ✓ Regarding to occupation, most of the respondents were coming from non- governmental organization.
- ✓ Regarding respondents regularity in buying decision majority of the respondents buy a product infrequently (sometimes).
- ✓ On the other hand most respondents (42%) agree that the packaging of Fiker water product was visually, virtually, funny and color full to them.
- ✓ When the researcher see consumers read printed information on the package of product, the research survey analysis showed most consumers read printed information on the package of product. On the other hand the respondents respond that most.
- ✓ Consumers prefer Fiker water product.
- ✓ Concerning information gathering experience of respondents ,most of the consumers do not do a lot information search about a product instead of this they compared only by their I own consideration set .
- ✓ Regarding dimension of brand, the most important brand dimension that affect respondent's preference to a product is personality.
- ✓ On the case of elements of packaging most applying to attract towards the purchasing product, the analysis showed that most consumers were attracted by color of product.
- ✓ On the other hand on the role of rate of satisfaction of this product, the respondents responded that most consumers wear satisfies product.

- ✓ Regarding the role of a package toward consumer buying behavior, the analysis showed that the package helps consumers to acquire information about the product and comparatively most of the consumers evaluate the product according to Printed information during purchase.
- ✓ Concerning attractiveness of a package, the findings showed that majority of the respondents agree that the brand name of a product is distinctive and memorable.
- ✓ The results on the respondents level satisfaction about general packaging and branding of a product disclosed that majority (60%) of respondents said Excellent and they do recommend this brand of product to others.

## **5.2 CONCLUSION**

Based on the finding of this research, the following conclusions have drawn.

1. Branding and packaging plays a very important role in enabling consumers to arrive at a decision to purchase a product. The inferences from the analysis show that branding and packaging play a very great role towards consumers buying behavior of Fiker natural spring water products. In conclusion the research discover that majority of the respondents in the study confirm that they are influenced by the brand name and packaging of their brand of Fiker natural spring water.
2. Brand is a guarantee, an assurance for a defined standard of quality for the first time and for every time. Brand is a name or logo that plays the role in the mind of the customer. Brands do not compete in the product area but compete for the mind space of the customer. A brand once Established in the mind of the customer becomes indelible when customer identifies itself with that particular Brand. Branding is an effective marketing strategy tool that has been used with frequent success in the Past.
3. Branding can be an effective and powerful tool for all types of business organizations. However, if brands are mismanaged, the results can be damaging. From the overall research we came to the conclusion that brands have an effect on the consumer mind in many ways.
4. From our research study we find out that packaging are the important elements which highly influence the consumer buying behavior. Packaging describe information about product like where it is made, when it is made, what it contains, and how it to use etc.
5. Our research discover that the package elements are the most important factor to influence the Consumer's purchase decision. Producer used printed information in

packaging as a promotion of the product as compare to use highly expensive advertisement.

Generally, the results of research on role of packaging on consumer are buying Behaviour lay down the following conclusions:-

1. The packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package.
2. The packaging color helps consumers differentiate their favorite brands, and for companies it helps to catch consumers' attention and interest. So, color as well as other packaging elements makes the marketing offer more eye-catching and attractive, as well as differentiating it from other products.
3. Consumer value package of the products, because they can get information about the product, its Origin, its content, its usage, etc. The information given in the package in the means of label also helps companies promote the product in the market.
4. From the empirical evidence, the information on packaging represents an important component And it can support marketing communication strategies of companies, attracts consumers Interest. Printed information contains all the information related to the product quality, price, and descriptions which help customers identify the product and facilitate the decision process during purchasing.
5. The results of the study also show the language use on the package influences consumer behavior during the buying process and simply understand by the consumer what they want to communicate. The package design seems to be the most important on product selection during buying process.
6. The main conclusion drawn from the study is that really branding and packaging influence the Consumer's buying behavior of Fiker water product

### **5.3 Recommendation**

Based on the finding of the study it has become absolutely necessary to conclude this project work with some recommendation.

- Brand is important and its strategy is inconsideration in the units. Product packaging is valuable for attracting consumer and use as a promotion tool etc.

Brand name using plan implementation must be effective in the units. All the marketing units pay attention for good packaging. They accept that poor packaging is one of the causes of product failure in the market. It is necessary to set the packaging standard and to implement accordingly for better protection and promotion of a Product.

- Based on the findings and conclusion of this study, we also recommend that: Since packaging has become a primary vehicle for communication and branding of any Product, companies are enjoined to design high quality package and an impressive brand.
- There should be evaluation and re-evaluation of the quality of their packages in order to explore all the opportunity accrued to packaging concept through policy formulation and Implementation.
- In addition, proper monitoring and funding of such programs should be examine in Order to identify loop-holes therein so as to enhance the achievement of primary objectives of packaging in arresting consumer's attention.
- Managers should also advise and encourage to the service of a qualified analyst and marketing strategist in the process of packaging and brand extension. Policy makers have to consider branding as an important aspect of marketing to enhance a product,

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**APPENDIX**  
**WOLKITE UNIVERSITY**  
**BUSINESS AND ECONOMICS**  
**DEPARTEMENT OF MARKITING MANAGEMENT**

**I'm under graduating student of Marketing Management I am conducting research on the assessment the role of branding and packaging on consumer buying conduct in perspective of Fiker Natural Spring Water**

I request you to kindly spare a few minutes and help me in the research highly obliged. This questioner is particularly for the completion of the research. The result of the analysis done on the bases of the response will be used for educational purpose only, giving me as much information as possible

**Instruction:** circle on the letter you choose

**PART ONE: demographic profile of the respondents**

1. AGE=

- 25 – 30        35 -40      
30– 35        40 -45      
Above 50

2. Sex=

- Male              
Female

3. Income=

- 1500 -2000                    Above 3000          
2000 - 2500

4. Educational level=

- First degree                    masters              
Diploma                        more than masters

5 Occupation

- Government employee                non-governmental organization      
  
Privet                        other employee

**PART TWO: Main Questions**

1. Do you consume Fiker water?

Yes

No

2. How often do you shop Fiker water product?

Frequently  once a day

Sometimes  never

3. Why do you prefer this product?

Price  brand name

Packaging  because of family

4. How much do you agree that the packaging of product is visually, inherently, fun and? Colour full

Agree  strongly agree

Disagree  strongly disagree

5. How much the product package gives you satisfaction?

Excellent  good

Very good  bad

Very bad

6. Do you read printed information on the package of the product?

Agree  strongly agree

Disagree  strongly disagree

7. Do you evaluate the product according to printed information while purchasing?

Strongly agree  strongly disagree

Agree  disagree

Neutral

8. Did you do a lot of information search for buying Fiker natural spring water or you compare the other brand you are aware of?

I did extensive information search among all available brand

I compare only among the brand in my consideration set

I did but not much

No, I did not

9. How much do you agree that the packaging help in providing information about Fiker Water?

Agree  strongly agree

Disagree  strongly disagree

Neutral

10. Do you agree that the brand name of Fiker natural spring water distinctive or memorable?

Agree  strongly agree

Strongly disagree

11. Did the design of product package inspire you to purchase?

Strongly agree  neutral

Agree  disagree  strongly disagree

12. What is the most important dimension of brand you consider when you bought Fiker natural spring water?

Attribute  value

Benefit  culture

Personality

13. Which element of package are the most Appling to you attract towards the purchase of product?

Colour  shape

Size  product value

14. Would you recommend this brand of product to the other you know?  Yes  No

Same tes

15. Do you think the brand and packaging enhance your self-esteem?

Yes I agree  yes I do but not always

No I don't agree  it's not always