

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

**THE IMPACT OF PACKAGING ON MARKET  
SHARE IN THE CASE OF COCA COLA**

**BY: EYOB MEHARI**

**June 2014**

**SMU**

**ADDIS ABABA**

# **THE IMPACT OF PACKAGING ON MARKET SHARE IN THE CASE OF COCA COLA**

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

**BUSINNES FACULTY  
ST. MARY'S UNVERSITY**

**IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE  
DEGREE OF BACHELOR OF ARTS IN MARKETING MANAGEMENT**

**BY: EYOB MEHARI**

**JUN 2014**

**SMU**

**ADDIS ABABA**

**ST. MARY'S UNIVERSITY**

**THE IMPACT OF PACKAGING ON MARKET  
SHARE IN THE CASE OF COCA COLA**

**BY EYOB MEHARI**

**FACULTY OF BUSINESS**

**DEPARTMENT OF MARKING MANAGEMENT**

**APPROVED BY THE COMMITTEE OF EXAMINERS**

---

**Department Head**

---

**Signature**

---

**Advisor**

---

**Signature**

---

**Internal examiner**

---

**Signature**

---

**External examiner**

---

**Signature**

## ACKNOWLEDGEMENT

Above anything else in this world, I would like to praise the Lord for showing me the way and for all his blessings. Next, I would like to express my profound gratitude to my parents who without whom I would be incomplete at all my confidant times. Big thanks for their countless efforts, invaluable endeavors, in making me what I am today.

It is with great pleasure that I acknowledge my advisor Ato Tadesse for this humanly efforts in equipping me all the constructive ideas in preparation and helping me throughout the whole time of this research till the end. I really appreciate it.

Finally I would like to pass on my special appreciation to Ato Lewi , Marketing Manager of Coca Cola, Ato Ephrem Alemu for all the information they provided to complete this research fully. Last but not least customers and retailers of Addis Ababa who played paramount role by sharing the necessary data are needed.

# Table of Contents

Title	Page
<b>ACKNOWLEDGEMENT</b> .....	i
<b>TABLE OF CONTENT</b> .....	ii
<b>LIST OF TABLE</b> .....	iv
<b>CHAPTERS ONE INTRODUCTION</b>	
1.1. Background of the Study.....	1
1.2. Statement of the Research Problem.....	2
1.3. Research Question.....	3
1.4. Objective of the Study.....	4
1.5. Significance of the Study.....	4
1.6. Scope of the Study.....	4
1.7. Research Design and Methodology.....	5
1.7.1. Research Design.....	5
1.7.2. Population, Sample Size and Sampling Technique.....	5
1.7.3. Type of Data Collected.....	5
1.7.4. Method of Data Collection.....	5
1.7.5. Method of Data Analysis.....	5
1.8. Limitation of the study.....	6
1.9. Organization of the Study.....	6
<b>CHAPTER TWO: RELATED LITERATURE REVIEW</b>	
2.1. Definition .....	7
2.2. Role of packaging.....	8
2.3. The importance of packaging design.....	11
2.4. Requirement of good packaging .....	12
2.5. Forms of packaging.....	13
2.6. Function of packaging .....	13

2.7. Market share .....	19
2.8 The significance of market share .....	21
2.9 Market share and its components.....	22

**CHAPTER THREE:**

3. Data presentation, analysis and interpretation.....	24
--	----

**Chapter Four: Summary, Conclusion and Recommendation**

4. Conclusion and Recommendation

4.1 Summary.....	37
4.2 Conclusion .....	38
4.3 Recommendation.....	39

**Bibliography**

**Appendices**

**Appendix A**

**Appendix B**

**Appendix C**

## **List of Tables**

	Page
Table 1. Age and sex of respondents .....	25
Table 2. Education Level .....	26
Table 3. Loyal Customers of Coca Cola.....	26
Table 4. The Packaging Preference of Customers and Retailers .....	27
Table 5. The Price Affection of the new Packaging .....	29
Table 6. The Price Preferences of customers of the new packaging over the old ones .....	30
Table 7. the satisfaction of new packaging.....	31
Table 8. Labeling and its function.....	32
Table 9. Change of packaging and its impact .....	33
Table 10. Price is worth the new packaging.....	34
Table 11. price variation of coca products and its substitutes.....	35
Table 12. best preferable non alcoholic beverage.....	36

# **CHAPTER ONE**

## **INTRODUCTION**

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

It should hardly be necessary to explain that a product or service is a problem solver, in the sense that it solves the customer's problems and is also, the means by which the organization achieves its own objectives. Products can be found in an examination of what is that customers appear to buy.

When manufacturers (service givers) start their operation try to reach consumer they think about how they can direct the perception of consumers towards their products. They think about how they can make their products distinctive from the other in the market. One of the major ways in which they can make their product distinguishable is through branding. Branding adds values to commodities. They let commodities be easily recognized when displayed in a store or included in advertising. A brand is more than just the sum of its component parts. The other way to make their product distinguishable is through packages they use to wrap or protect or identify their products.

The package must attract attention, describe the product's features, and make overall impression to the customer. Packaging helps in influencing customers' attention while the customer is faced with widespread materials, in which case it gives a promotional value for the producer. In here, companies should recognize the power of well-designed packages to contribute to instant recognition of the company or brand, which they can equally be worthy as advertising is to the company. Packaging is an important factor for the product. The labels written on it promote message of quality. Having a good brand image and preferable must identify the market where they compete (target market), then seek differential advantage (how

they wish to compete) in which this helps the organization to serve the target market more effectively than the competitors. Companies have to have a good and strong insight about how they brand their products and how they keep their brand's recognition, as it should be, plus they should act on effective packaging of their product so that they can have good positioning in the market.

Coca cola in Ethiopia was established in 1959 specifically in Addis Ababa by five Ethiopians with initial capital of birr 750,000. Then later in 1965 it was re- established by five Ethiopians and one expatriate with a capital of 750,000. In February 1975, the two factories were nationalized, renamed as Addis Ababa soft drinks and operated under separate management.

In March 22, 1996 the two plants were re- privatized by five young local entrepreneurs with a registered capital of birr 67 million and formed East African Bottling Share Company. In May 1999, a joint venture agreement was signed between East African Bottling Share Company & Coca Cola Sabco to bring professionalism, knowledge and experience that was lacking in the operation. The share holding proportion was 51% and 49% by East African Bottling Share Company and Coca Cola Sabco respectively.

## **1.2 Statement of the Problem**

Products can be found in an examination of what customers appear to buy. Therefore Stephenson (1965) in his book mentioned what a man kind looks in desirable product is to bring a maximum satisfaction the product has to offer from the packaging pattern of the product. Satisfaction does not only depend on the product itself but those factors behind in producing a given product say packaging, labeling and others are the ground rules to success. What customers want from any brand or a given product is mainly reflected by the mode of packaging chosen to wrap which gives more attraction to customers to choose preferably and helps get more privilege for the service givers to

dominate the market share in the market and be differentiated easily as it plays an important role.

Coca Cola Share Company is one of the leading soft drinks bottling company in our country. The company is selling different products. Among the products brand are coca- cola, sprite, and fanta.

This being said the company has introduced a newly developed product In terms of packaging and it is turning in a high volume of sales. Besides this, this research tried to investigate what impact has brought to the company regardless of the product it delivers and its market share on the market; how are those challenges being carried out by the company.

### **1.3 Research Questions**

To investigate the stated problem, the following research questions are raised

- 1) What is the impact of packaging towards the satisfaction of customers?
- 2) How can packaging bring clarity of information towards a given product?
- 3) What is the main packaging preference of customers?
- 4) What is the role of packaging in targeted sales of a product?

### **1.4 Objective of the Study**

#### **General Objective**

The general objective of the study is to identify factors that impact consumers taste on the new packaging method of the coca brands and the market share in the market.

#### **Specific Objectives**

- To identify packaging impacts towards satisfaction of customers
- To identify packaging clarity of information
- To gather on how packaging preference of customers
- To classify the role of packaging in targeted sales of a product

## **1.5 Significance of the Study**

It helped coca cola bottling share company find out the real causes and impacts that has brought in its bottle of packaging and undertaking the necessary steps to avoid the problem. It also helped to learn from previous mistake and plan for the future and track competition move related with packaging and other marketing factors. It also served as a starting point for further study; it made the researcher to achieve knowledge on how to propose and approve a research as well as get the experience on solving research problems.

## **1.6 Scope of the Study**

### **Area delimitation**

There were many sales shops of coca cola products in and around Addis Ababa this research has based on, including the factory.

### **Title delimitation**

As indicated in the topic, the research tried to investigate factors that impact packaging on the market share activity of Coca Cola Share Company. There are various factors which can adversely or favorably affect the packaging influences on the market share. The research tried to analyze on targeted customers, company officials and wholesale & retailers.

### **Unit delimitation**

Although there were various stake holders who were responsible and accountable for delivering, the study focused only on specific company officials & customers in selected area.

### **Time delimitation**

The period that was covered on this research has been from the period 2005 up to 2006 E.C, which the research tried to analyze the data to be gathered within the time limit stipulated.

## **1.7 Research Design and Methodology**

### **1.7.1 Research Design**

In order to carry out this research and describe the current practice of packaging and its impact on the market share, descriptive research design is used.

### **1.7.2 Population and Sampling Technique**

The target population includes those customers in Addis Ababa buying Coca Cola products from different stores, company officials & retailers.). It is intended that 100 sample respondents are contacted. Accidental sampling technique is used to contact those customers when they visit coca cola sales shops. However, on average basis only 80 respondents were taken to conduct this research on both Customers and Retailers. Also, since the company officials within the research & development and marketing departments are size manageable, all of them were incorporated. Thus, availability sampling technique was used

### **1.7.3 Types of Data Collection**

As a source of data collection, both primary and secondary data are used. The primary data was collected through an interview with higher company officials of coca cola share company while secondary data were gathered from company records, reports and companies profile.

### **1.7.4 Method of Data Collection**

Well designed questionnaire were distributed to sample respondents to collect relevant information on both to officials of the company & company's customers. Moreover, interview was held with marketing head.

### **1.7.5 Data Analysis Method**

Both quantitative & qualitative methods of data analysis are used. Responses to be obtained through questionnaire were analyzed quantitatively using percentage and responses to be obtained through interview were analyzed qualitatively.

### **1.8 Limitation of the Study**

There are some problems faced while conducting this research. Not able to reach top officials of Coca Cola on time and adequate information related with the title are the few limitations faced commonly.

### **1.9 Organization of the study**

This study is organized in such a way that it consists four chapters. The first chapter contains introduction that in turn incorporates Background of the study, Statement of the problem, Research questions, Objective of the study, Significance of the study, Scope of the study, Research design and methodology. The second chapter is about review of related literature under which various theories, principles and company documents are reviewed. The third chapter involves presentation, Analysis and Interpretation of Data. The fourth chapter is about Summary, Conclusion and Recommendation.

# CHAPTER TWO

## 2. REIVEW OF RELATED LITERATURE

### 2.1 Packaging

#### **Definition**

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 more than just your product's pretty face. Your package design may affect everything from breakage rates in shipment to whether stores will be willing to stock it. For example, "display ability" is an important concern. Other distribution-related packaging considerations include: (Martin David N, 1989)

**Labeling.** You may be required to include certain information on the label of your product when it is distributed in specific ways. For example, labels of food products sold in retail outlets must contain information about their ingredients and nutritional value.

**Opening.** If your product is one that will be distributed in such a way that customers will want to--and should be able to--sample or examine it before buying, your packaging will have to be easy to open and to reclose. If, on the other hand, your product should not be opened by anyone other than the purchaser--an over-the-counter medication, for instance--then the packaging will have to be designed to resist and reveal tampering.

**Size.** If your product must be shipped a long distance to its distribution point, then bulky or heavy packaging may add too much to transportation costs.

**Durability.** Many products endure rough handling between their production point and their ultimate consumer. If your distribution system can't be relied upon to protect your product, your packaging will have to do the job. (Martin David N, 1989)

## **2.2 Role of Packaging**

Packaging plays an important role as a medium in the marketing mix, in promotion campaigns, as a pricing criterion, in defining the character of new products, as a setter of trends and as an instrument to create brand identity and shelf impact in all product groups. The findings of many other research projects are supplemented by the survey carried out by IRI (Information Resources Inc.), which provides information about this subject from extensive, in-depth interviews and POS polls, specifically including the issue of multisensory appeal, which is a particular trend. It also presents new arguments and evidence confirming a central conviction held by the packaging industry: that the shopper appreciates and in fact explicitly wants to receive stimulation for the buying decision he/she is making when standing in front of the supermarket shelf, often even preferring this to other forms of communication. He/she is keen to be informed and inspired, tempted and pampered by surprising and persuasive functions, emotions and sensual impressions. (Reichheld, F (1996)

GR. Foxall, 1978, has stated ten requests about packaging.

### **The Top Ten Requests About Packaging**

Even though the consumer is not dissatisfied with the packaging available on the market, he/she would still like to be tempted by functional and attractive packaging ideas, by multisensory appeal and creative design - preferably with packaging ideas made from board. He/she acknowledges additional benefits and appeal and is even willing to pay an extra charge for them. Good starting

points for improvements, changes, innovations which optimize the features of packaging that determine buying decisions and thus generate new market potential can be summarized in consumers' top ten requests about product packaging:

## **1. Eye-Catching Appearance**

A distinctive, unmistakable and eye-catching appearance is a signal at the POS to which all consumers and particularly the younger ones respond positively. Whatever stands out clearly in the monotonous competitive environment, whatever is surprising scores points with the consumer. Special effort makes a special impression - and is allowed to cost more too.

## **2. Design, Shape and Color**

The purpose of well-considered design, creative printing and finishing is to entice the consumer to devote attention to the pack and its contents at the POS. Aesthetics and attractiveness are major distinctive features - and are in fact essential in some product segments: beautiful packaging design is of central importance in the cosmetics and confectionery product groups. Consumers like to buy agreeably designed and decorative products!

## **3. Functionality**

Functional aspects are the basis for all successful packaging and for thus greater product success too. Product and aroma protection, hygiene and tightness, environmental responsibility and practical handling (in both use and storage) are just as important here as ideas that improve comfort: closure mechanisms, portioning, see-through windows, for example.

## **4. Innovation**

Novelty has exceptionally strong appeal. An innovative pack can even make "new products" out of familiar ones. Unusual solutions, functional new developments and originality not only set design trends but also boost sales!

## **5. Material**

What is printed on board is read particularly willingly, while what is packaged in board sells particularly well. Sustainability, easy disposal and, above all, great design variety and potential are particular features of the material. Popular with consumers, particularly high appeal and many other advantages too.

## **6. Efficient Communication**

The packaging is the credible medium at the point of sale and is consulted willingly and intensively (see "Material"). This makes it an efficient means of communication and, in addition, one that gets closer to the consumer than all others. If several of his senses are appealed to as well, he can be persuaded particularly successfully.

## **7. Multisensory appeal**

Anyone who approaches consumers via several of his senses attracts greater attention, intensifies perception and stimulates interest in buying. Packaging that can be felt, smelled and heard as well as looked at wins the customer's favor. So much so that he is willing to pay a higher price for this multisensory appeal.

## **8. Appropriateness for the product**

Packaging is considered to be an important indicator of quality. The quality of the product therefore has to be communicated by good packaging and not just by promises of quality made in the text on the packaging. A credible "overall

work of art" is created as a result, in which the contents and the packaging are coherent and the consumer is convinced by their consistency.

## **9. Value**

Packaging is an excellent way to communicate sophistication, class and value. This makes it an ideal strategic option for expressing premium positioning - as well as being the instrument of choice when a product needs to be upgraded or a brand needs to be revitalized. Products in classy packaging are particularly popular presents too.

## **10. Additional benefits**

Successful packaging not only combines what is pleasant with what is functionally useful but also provides additional benefits. For example, as a gift or for presentation, with entertaining components or simply by making it possible to continue using the packaging for something else after the product has been consumed.

### **2.3 The Importance of Packaging Design**

Packaging design has become huge in the past few years as companies are realizing that good packaging equals increased sales. Your packaging is often a consumer's first point of contact with your product, and a spiffy package may make someone try a new product line they've never heard of. Your package design is one of the most important elements in a successful product launch (or re-launch). But there are so many things to think about when designing a package – it is design that has to function. It has to protect what's inside. It has to allow for easy storage and distribution, give information to the customer about what it is and draw attention to itself on a shelf full of competing products. (Barnet son,1996)

No matter how good a product is, poor packaging can keep it from selling. Here are some important questions that need to be asked when creating a successful package design:

1. How should this package represent your brand?

What is your brand's personality? This can be conveyed through color, fonts, and textures. Good design uses these elements to convey a brand's story. Great design goes even further...consider the shape of the package--whether it's a bottle or a box, make it stand out with a unique silhouette. Consider metallic foil stamps, embossing or varnishes.

2. What is the desired price point for this product?

We make assumptions on a product's price point before we see a price tag. Once we've made those assumptions, we look at the price and decide either "this is a really good value" or "I can't believe they are charging that much for this." Your product's increase in desirability and perceived value can help you charge more for it.

3. What types of materials are you going to use?

How durable does this packaging have to be? How long does this package have to stay intact before consumer use? Plastic, aluminum, glass, and paperboard are traditionally used, but we also need to think about your target audience. Are they environmentally conscious? If so, it's probably best to look at alternative materials such as bioplastics. Sustainability also means using the least amount of material possible. An eco-friendly package will be ingeniously designed to function well with minimal materials.

As Marty Niemeyer said in his book **The Brand Gap**, "A retail package is the last and best chance to make a sale." So it sure requires follow up company's fantastic brand with superb packaging!

## **2.4 Requirements of good Packaging**

- Functional - effectively contain and protect the contents
- Provide convenience during distribution, sale, opening, use, reuse, etc.
- Be environmentally responsible
- Be cost effective
- Appropriately designed for target market
- Eye-catching (particularly for retail/consumer sales)
- Communicate attributes and recommended use of the product and package
- Compliant with retailers' requirements
- Promotes image of enterprise
- Distinguishable from competitors' products
- Meet legal requirements for product and packaging
- Point of difference in service and supply of product.
- For a perfect product, perfect color.

## 2.5 Forms of packaging

According to Ambrose and harris. (2011), here are some forms of packaging

- **Specialty packaging** — emphasizes the elegant character of the product
- **Packaging for double use**
- **Combination packaging** - two or more products packaged in the same container
- **Kaleidoscopic packaging** — packaging changes continually to reflect a series or particular theme
- **Packaging for immediate consumption** — to be thrown away after use
- **Packaging for resale** — packed, into appropriate quantities, for the retailer or wholesaler

## 2.6 Functions Of Packaging

The various functions of packaging are divided into primary, secondary and

tertiary functions. In contrast with the primary functions, which primarily concern the technical nature of the packaging, secondary functions relate to communications. Porter, M, 2001) has divided them into Primary, secondary and tertiary functions followed by sub-functions:

### **Primary functions**

- **Protective function**
- **Storage function**
- **Loading and transport function**

### **Secondary functions**

- **Sales function**
- **Promotional function**
- **Service function**
- **Guarantee function**

### **Tertiary functions**

- **Additional function**

## **• Protective function**

The protective function of packaging essentially involves protecting the contents from the environment and vice versa. The inward protective function is intended to ensure full retention of the utility value of the packaged goods. The packaging is thus intended to protect the goods from loss, damage and theft. In addition, packaging must also reliably be able to withstand the many different static and dynamic forces to which it is subjected during transport, handling and storage operations. The goods frequently also require protection from climatic conditions, such as temperature, humidity, precipitation and solar radiation, which may require "inward packaging measures" in addition to

any" outward packaging measures".

The outward protection provided by the packaging must prevent any environmental degradation by the goods. This requirement is of particular significance in the transport of hazardous materials, with protection of humans being of primary importance. The packaging must furthermore as far as possible prevent any contamination, damage or other negative impact upon the environment and other goods.

The inward and outward protective function primarily places demands upon the strength, resistance and leak proof properties of transport packaging.

### **Storage function**

The packaging materials and packaging containers required for producing packages must be stored in many different locations both before packaging of the goods and once the package contents have been used. Packaging must thus also fulfill a storage function.

### **Loading and transport function**

Convenient goods handling entails designing transport packaging in such a manner that it may be held, lifted, moved, set down and stowed easily, efficiently and safely. Packaging thus has a crucial impact on the efficiency of transport, handling and storage of goods. Packaging should therefore be designed to be easily handled and to permit space-saving storage and stowage. The shape and strength of packages should be such that they may not only be stowed side by side leaving virtually no voids but may also be stowed safely one above the other. The most efficient method of handling general cargo is to make up cargo units. Packaging should thus always facilitate the formation of cargo units; package dimensions and the masses to be accommodated should

where possible be tailored to the dimensions and load-carrying capacity of standard pallets and containers.

Where handling are to be entirely or partially manual, packages must be easy to pick up and must be of a suitably low mass. Heavy goods must be accommodated in packages which are well suited to mechanical handling. Such items of cargo must be forklift able and be provided with convenient load-bearing lifting points for the lifting gear, with the points being specially marked where necessary (handling marks).

The loading and transport function places requirements upon the external shape of the package, upon the mass of the goods accommodated inside and upon the convenient use of packaging aids. The strength of the package required for stowing goods on top of each other demonstrates the close relationship between the loading and transport function and the protective function.

### **Sales function**

The purpose of the sales function of a package is to enable or promote the sales process and to make it more efficient.

### **Promotional function**

Promotional material placed on the packaging is intended to attract the potential purchaser's attention and to have a positive impact upon the purchasing decision. Promotional material on packaging plays a particularly important role on sales packaging as it is directly addressed to the consumer. This function is of subordinate significance in transport packaging. While product awareness is indeed generated along the transport chain, excessive promotion also increases the risk of theft.

### **Service function**

The various items of information printed on packaging provide the consumer with details about the contents and use of the particular product. Examples are the ingredient details on plastic bottles of water or soft drinks.

The package may also perform a further function once the contents have been used (e.g. storage container).

### **Guarantee function**

By supplying an undamaged and unblemished package, the manufacturer guarantees that the details on the packaging correspond to the contents. The packaging is therefore the basis for branded goods, consumer protection and product liability. There are legislative requirements which demand that goods be clearly marked with details indicating their nature, composition, weight, quantity and storage life.

### **Additional function**

The additional function in particular relates to the extent to which the packaging materials or packaging containers may be reused once the package contents have been used. The most significant example is the recycling of paper, paperboard and cardboard packaging as waste paper.

### **Concluding Packaging**

To conclude the things we saw above, we have to see what packaging is and how vital role plays in a given product, how it's important and other functions overall.

Package is the actual container or wrapper while, packaging which consists of all the activities of designing and producing the container or wrapper for a product. Packaging is a business function and package is an item.

Packaging and the resulting package are intended to serve several purposes; protect the product on its way to the consumer, provide protection after the product is purchased, be part of company's trade marketing program (helps identify a product and thus may prevent substitution of competitive products.)

The other important factor is various elements of a package which consist its size, shape, material, color, text, and Brand mark.

And all along, the primary function of the package is to contain and protect the product.

Important factor that needs to be considered is innovative packaging which gives a company an advantage over competitors. In contrast, poorly designed packages can cause headaches for consumers and lost sales for the company.

Packaging influence plays a vital role in customer's preference. Looking that packaging of products influences the consumers greatly, a producer should check it's packaging regularly in the face of changing consumer preferences and advances in technology.

Not only this, but, the company also must heed growing environmental concerns about packaging and make decisions that serve society's interest as well as immediate customer and corporation objectives.

Packaging is the activity of producing the wrapper or container of the product, which are the packages of the product. the package might be the seller's last chance to influence buyers, which in the context takes on a predominantly display function rather than a protection-in-transit function. The product must use convenient packaging to influence customers

## **2.7 Market share**

### **Definition**

Out of total purchases of a customer of a product or service, what percentage goes to a company defines its market share.

**Description:** There are various types of market share. Market shares can be value or volume. Value market share is based on the total share of a company out of total segment sales. Volumes refer to the actual numbers of units that a company sells out of total units sold in the market. The value-volume market share equation is not usually linear: a unit may have high value and low numbers, which means that value market share, may be high, but volumes share may be low. (William J. Stanson, 1996)

### **Purpose**

Market share is a key indicator of market competitiveness—that is, how well a firm is doing against its competitors. "This metric, supplemented by changes in sales revenue, helps managers evaluate both primary and selective demand in their market. That is, it enables them to judge not only total market growth or decline but also trends in customers' selections among competitors. Generally, sales growth resulting from primary demand (total market growth) is less costly and more profitable than that achieved by capturing share from competitors. Conversely, losses in market share can signal serious long-term problems that require strategic adjustments. Firms with market shares below a certain level may not be viable. Similarly, within a firm's product line, market share trends for individual products are considered early indicators of future opportunities or problems." (V. Ryan, 2006)

Research has also shown that market share is a desired asset among competing firms. Experts, however, discourage making market share an objective and criterion upon which to base economic policies. The aforementioned usage of market share as a basis for gauging the performance

of competing firms has fostered a system in which firms make decisions with regard to their operation with careful consideration of the impact of each decision on the market share of their competitors.

It is generally necessary to commission market research (generally desk/secondary research) to determine. Sometimes, though, one can use primary research to estimate the total market size and a company's market share.

## **Construction**

**"Market share:** The percentage of a market accounted for by a specific entity."

**"Unit market share:** The units sold by a particular company as a percentage of total market sales, measured in the same units."

Unit market share (%) =  $100 * \text{Unit sales (\#)} / \text{Total Market Unit Sales (\#)}$

"This formula, of course, can be rearranged to derive either unit sales or total market unit sales from the other two variables, as illustrated in the following:"

Unit sales (#) =  $\text{Unit market share (\%)} * \text{Total Market Unit Sales (\#)} / 100$

Total Market Unit Sales (#) =  $100 * \text{Unit sales (\#)} / \text{Unit market share (\%)}$

"Revenue market share: Revenue market share differs from unit market share in that it reflects the prices at which goods are sold. In fact, a relatively simple way to calculate relative price is to divide revenue market share by unit market share."

Revenue market share (%) =  $100 * \text{Sales Revenue (\$)} / \text{Total Market Sales Revenue (\$)}$

"As with the unit market share, this equation for revenue market share can be rearranged to calculate either sales revenue or total market sales revenue from the other two variables. " (M.J. Etzel, B.J. Marketing checklist, 2002)

## **Methodologies**

“Although market share is likely the single most important marketing metric, there is no generally acknowledged best method for calculating it. This is unfortunate, as different methods may yield not only different computations of market share at a given moment, but also widely divergent trends over time. The reasons for these disparities include variations in the lenses through which share is viewed (units versus dollars), where in the channel the measurements are taken (shipments from manufacturers versus consumer purchases), market definition (scope of the competitive universe), and measurement error.”

## **2.8 The Significance of Market Share**

Market share is a measure of the consumers' preference for a product over other similar products. A higher market share usually means greater sales, lesser effort to sell more and a strong barrier to entry for other competitors. A higher market share also means that if the market expands the leader gains more than the others. By the same token, a market leader - as defined by its market share - also has to expand the market, for its own growth.

How much market share is enough? Usually, gaining 100% market share is not a good idea, as the risk associated with market actions, like fashion changes, product /use changes will impact the company heavily. Also, the cost and effort to maintain 100% market share against nimble, local or more aggressive smaller competitors can be very high and killing. Most companies decide on a target market share beyond which the cost of acquiring market share is more than the profit from that incremental gain.

## **2.9 Market share and its Components**

**Peter M. Chinsnall, 1975)** has explained and reviewed the components that must derive.

### **Percent of Sales**

Percent of sales is one measure of market share. For example, if a small electronics firm sells \$2 million in a market with a total of \$100 million in sales, its market share is 2 percent. That is just one market, however. Imagine that the small electronics firm sells products in 10 markets -- with market share figures varying between 1 percent and 4 percent in each market. The firm's total market share for all 10 markets might be 2.5 percent.

### **Percent of Units**

Companies can calculate market share using sales units. For example, a small bottled-water distributor may sell 10,000 units per year out of the 100,000 sold in a local market area by all competitors combined. Therefore, its market share is 10 percent for that market. Unit market share may be more useful in some cases, as companies can better derive average product prices of competitors. They can use this information to better price their own products. Nevertheless, it is best to have access to both sales and unit market share figures. (Peter M. Chinsnall, 1975)

### **Advantages and Disadvantages**

There are several key advantages to building market share. One advantage is increased bargaining power, according to Quick MBA. Top companies with the largest market shares may get special deals on products, as their buying power is likely greater than smaller companies'. The bigger company sells more products, which leads to bigger orders from their suppliers. Retailers, wholesalers and showroom outlets may be willing to allocate more space to companies that have more clout. Conversely, a smaller company may lose its

higher profit margins by increasing market share too drastically. For example, it may need to offer too many special deals to achieve greater sales volumes. Smaller firms may prefer to keep their market shares relatively low to avoid disruptions in the marketplace.

### **Building Strategies**

There are four key ways for smaller companies to build market share. One way is increasing the number of products offered including such means as introducing different sizes, features and styles, for example. This may help attract additional customers. Another option is pricing products significantly lower to add more customers, sacrificing profits short-term. Small companies may also increase the number of markets in which they sell, or focus more efforts on certain distribution channels. Another option is increasing advertising expenditures in one or more markets, especially those with more growth potential. (V. Ryan, 2006)

## **CHAPTER THREE**

### **3. DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

This part of the research paper deals about data presentation, analysis and interpretation. In this section of research paper, the raw data collected is presented, analyzed, and interpreted in simple and understandable form. 100 questionnaires each were distributed for customers and retailers of Coca Cola users and interview was conducted with Marketing Manager of Coca Cola Bottling Share Company. Out of 100 questionnaires each distributed 80 of them were correctly filled up and returned in both regards.

- Every item in the questionnaire were presented, analyzed and interpreted as shown in the following table.

#### **3.1 Description of the characteristics of the respondents**

This is all about displaying the personal characteristics of the sample respondents. It helps any interested party in his/her Endeavour to know who are the respondents and other related personal information, which will further clarify the road for the viewers in their way to be assured of the credibility of responses.

### 3.1.1 Age and sex of respondents

The table below shows the classification of respondents by age and sex

Table1. Classification of target respondents by age and sex

<b>No</b>	<b>Items</b>	<b>Category</b>	<b>Respondent in</b>	
			<b>Number</b>	<b>Percentage</b>
1	Sex	Male	42	52.5%
		Female	38	47.5%
		<b>Total</b>	<b>80</b>	<b>100%</b>
2	Age	10-18	24	30%
		19-25	27	33.75%
		26-40	17	21.25%
		Above 40	12	15%
		<b>Total</b>	<b>80</b>	<b>100%</b>
3	Educational background	Elementary and below	25	31.25%
		High school and high school graduates	28	35%
		Certificate and Diploma	46	30.67%
		Degree	16	20%
		<b>Total</b>	<b>80</b>	<b>100%</b>

As we can see, table 1 is categorized in respondent's age sex and education bageround. And they are described and illustrated as follows. From the above table 1, out of 80 respondents 42 (52.5%) of them are males while the rest 38 (47.5%) of them are females. This clearly indicates that customers involved in the study are greatly males than females.

On the other hand this study involved different level of customer age categorically. 24(30%) of the total number of respondents age between 10-18 and 27(33.75%) of total respondents are between 18-25, while 17 (21.25%) of respondents age between 26-40. The rest 12 (15%) age above 40. This implies that the greater numbers of respondents are found between an age 18-25 which totals 27(37.35%).

### 3.1.2 Educational Level

The educational level of an individual has an impact on the purchasing pattern (behaviour) of that person. As educational level increases, usually, the information level to satisfy their demands also increases at most. This clearly indicates they are exposed to more information and have chosen preference and perception of their own.

shows educational background of respondents. The number of these different types of respondents totals 80. Among those 25(31.25%) are on elementary school. High school and high school graduates take the share of 28(35%). Certificate and diploma holders together totals 16(20%) out of 80 respondents. While the remaining 11(13.75) are degree and masters degree graduates. Thus, this implies high ranking from the respondents takes the high school and high school graduates followed by elementary students.

### **3.1.3 Loyal Customers of Coca Cola**

**Table 3**

<b>Item</b>		<b>1 year</b>	<b>2 years</b>	<b>2-5 years</b>	<b>6-10 years</b>	<b>Above 10 years</b>	<b>Total</b>
I have been customer to the coca brands?	No of respondents	5	11	17	21	26	80
	%	6.25	13.75	21.25	26.25	32.5	100

Customers who have been using the coca brands for a period of time are listed as follows. To illustrate, 5(6.25%) of respondents have consumed coca's product for a year. Those who consumed for two years are 11(13.75%). On the other hand 2-5 years of loyalty ranks in 17(26.25%) of respondents. Meanwhile those who used the product constantly for 6 to 10 years and above 10 years takes the great share of 21(26.25%) and 26(32.5%) respectively. Therefore, it implies that great deal of customer's loyalty on cocas products has been taken for a long period of time.

## 3.2 The Packaging Preference of Customers and Retailers

**Table 4**

Item		No. of customers response	%	No. of retailers response	%
The current packaging is much better than the ?previous coca cola packaging	Strongly Agree	54	67.5	47	58.75
	Agree	16	20	23	28.75
	Neutral	6	7.5	4	5
	Disagree	4	5	6	7.5
	Strongly Disagree	-	-	-	-
	Total	80	100	80	100

As can be seen in table 4, the newly introduced mode of packaging has brought an affectionate in customer's preferences and here's is how they responded. Out of 80 respondents 54 (67.5%) of coca cola users have strongly agreed on the new current packaging. 16 (20%) of the respondents have agreed and 6 (7.5%) of them have neutral feeling while the rest 4 (5%) of total respondents have preferred the old way of packaging in terms of their own interest.

While on the other hand the retailers response is as follows. Out of 80 respondents almost 47(58.75%) of coca cola users have strongly agreed on the new current packaging. 23(28.75%) of the total respondents have agreed on the newly packaged coca brand. 4 (5%) of the respondents are neutral while the rest 6 (7.5%) of total respondents have preferred the old way of packaging in terms of their own interest. This implies that most of retailers and customers have accepted the new way of packaging method.

### 3.2.1 Convenience of the Product to the Customers

With regard to the customer's ability to carry around the new package of the coca cola brands easily, 100% of both customer and retailer respondents share the same feeling towards the packaging that allows all customers to help them

carry the product easily. This indicates that there is no doubt how easy and safe it is to carry around the new packaging product. Thus, it implies that respondents of customers and retailers have both agreed that it helps them ease to carry around the new product and their response on the newly introduced package of coca brand is quite positive.

### 3.2.2 Change of Packaging Pattern

Most of the respondents have strongly disagreed compared to the question they were asked to answer. Since the new method of packaging has answered their need of product excellence and raised their degree of quality towards the product, customers and retailers are influenced and have a great ability to buy the product. This implies that customers are satisfied and their wants are fulfilled on this regards.

### 3.2.3 The Price Affection of the New Packaging

Table 5

Item		No. of customers response	%	No. of retailers response	%
The current packaging has affected the price	Strongly Agree	13	16.25	11	13.75
	Agree	15	18.75	12	15
	Neutral	17	21.25	13	16.25
	Disagree	20	25	31	38.75
	Strongly Disagree	15	18.75	13	16.25
	Total	80	100	80	100

In terms of pricing, the introduction of the new packaging has raised many opinions to the different types of level of customers. Out of 80 respondents 13 (16.25%) have strongly agreed that the price has affected to the purchasing ability of their own and 15 (18.75%) of the respondents agreed on the question

matter. 17 (21.25%) stated their response on neither agree nor disagree. While 20(25%) of the respondents disagreed and 15 (18.75%) have strongly disagreed on the new packaging of the coca product towards its pricing strategy.

On the basis of retailer’s response, the introduction of the new packaging has its own opinions to different levels of retailers. Out of 80 retail respondents 11 (13.75%) of them have strongly agreed that the price has affected their purchasing ability, while 12 (15%) of respondents have agreed and 31 (38.75%) of the respondents disagree on the question matter. On the other hand 13 (16.25%) of total respondents have strongly disagreed. The rest 13 (16.25%) are neutral. From this it implies that, the number of customers and retailers who have experienced a bit difficulty of purchasing the new ones for a higher price are less than the number of customers and retailers who are more comfortable with new price of coca cola brand.

### **3.2.4 The Price Preferences of Customers of the New Packaging Over the Old Ones**

Table 6

Item		No. of customers response	%	No. of retailers response	%
I'd rather buy the old coca for a lower price than the new one for a higher price	Strongly Agree	16	20	10	12.5
	Agree	23	28.75	13	16.25
	Neutral	8	10	10	12.5
	Disagree	18	22.5	16	20
	Strongly Disagree	15	18.75	31	38.75
	Total	80	100	80	100

As can be seen in the above table 6, the number of customer respondents who strongly agreed with the need of their buying the old coca cola for lower price than the new one for a higher price has taken the share of 16 (20%) of the

respondents and among the 80 respondents 23(28.75%) of the respondents agreed and 8 (10%) of the respondents have a neutral feeling while 18 (22.5%) and 15 (18.75%) agreed and strongly agreed to buy the old coca for lower price than the new ones judging on their ability to purchase and their age matter in consideration.

Among 80 retail respondents 31(38.75%) of the respondent have strongly disagreed, and 16(20%) of respondents have disagreed, 10 (12.5%) of the respondents showed neutral feeling towards the affection of change in price while the 13 (16.25%) of the respondents agreed and 10 (12.5%) strongly prefer to buy the old coca for lower price than the new ones. In both regards we can conclude that the newly introduced packaged products of coca brands are price effective to the customers as we as retailers compared to the old ones despite its slight increase in pricing. This implies that customers and retailers are satisfied and have positive attitude towards the new packaging which hasn't brought them difficulty on purchasing the product that is accepted wide in the market.

### 3.2.5 The Satisfaction of the New Packaging

Table 7

Item		No. of respondents	%
Its highly satisfying to be using the new packaging	Strongly Agree	48	60
	Agree	22	27.5
	Neutral	10	12.5
	Disagree	-	-
	Strongly Disagree	-	-
	Total	80	100

When it comes to the satisfaction level of customers towards the newly developed packaging pattern, the 80 respondents reflected their answer by strongly agreeing 48(60%) and 22(27.5%) agreeing while the rest 10(12.5%) of

the total respondents have the feeling of neutrality. This implies that the customers have accepted and are well satisfied with the new packaging of the coca brands.

### 3.2.6 Labeling and Its Function

Table 8

<b>Item</b>		<b>No. of respondents</b>	<b>Percentage</b>
The packaging has everything I need to know on the label	Strongly Agree	28	35
	Agree	33	41.25
	Neutral	14	17.5
	Disagree	5	6.25
	Strongly Disagree	-	-
	Total	80	100

Table 8 indicates that from the total of 80 respondents 28(35%) have strongly agreed the labeling of the product packaging is clear, descriptive and gives precise information. The 33 respondents (41.25%) also agreed on the labeling. Neutral consumers took the share of 14 (17.5%). While the remaining 5(6.25%) respondents have disagreed on the labeling. None of the respondents strongly disagreed. Therefore, this implies that, the labeling on the packaging of the newly developed coca cola brands are clear, descriptive and to the extent providing information a customer is in need of knowing.

### 3.3 Change of Packaging and Its Impact

**Table 9**

Item		No. of respondents	Percentage %
The new packaging has had a negative impact on my perception of the product.	Strongly Agree	9	11.25
	Agree	17	21.25
	Neutral	13	16.25
	Disagree	29	36.25
	Strongly Disagree	12	15
	Total	80	100

Given the circumstances of the introduction of newly packaged product, an impact is likely to arise on basis of this kind. But likely the confusion totals less than estimated. 9 (11.25%) of the total 80 respondents have strongly agreed that they brought them confusion upon the introduction of the product. 17(21.25%) have agreed on the arrival of the newly packaged coca cola brands. Neutral respondents took 13(16.25%) share of the total responses. While disagreed and strongly disagreed respondents have a total percentage of 12(15%) and 29(36.25%) respectively. From this, the implication is that the impact of change on packaging has impacted less upon arrival which customers have started enjoying and become familiar with the product as days goes by.

#### 3.3.1 No Need of Changing the Old Packaging Ones

Almost all respondents have common responses regarding this particular question. From the total distributed 80 questionnaires 76 (95%) of respondents have strongly disagreed and the remaining 4 (5%) of respondents are neutral to the change of packaging. Thus, it implies that the change of the cola brands has turned out tremendously satisfying and has hit its target market to the next level by satisfying the needs of customers' preference.

### 3.3.2 The Price is Worth the New Packaging

Table 10

<b>Item</b>		<b>No. of respondents</b>	<b>No of respondents in Percentage</b>
The packaging is worth the price	Strongly Agree	14	17.5
	Agree	36	45
	Neutral	12	15
	Disagree	11	13.75
	Strongly Disagree	7	8.75
	Total	80	100

The newly introduced package of cola brands has brought a change in its pricing. Following the change, customers who strongly agreed on the worthiness of packaging takes the share of 14(17.5%) of the total respondents. Customers who agreed are 36(45%) of all the total share of respondents. Neutral feedback totals 12(15%) while disagreed and strongly disagreed takes total number of 11(13.75%) and 7(8.75%) respectively. Compared to the old ones the newly packaged coca products are expensive. However, customers are more concerned and attracted and have confirmed the packaging is worth the pricing despite the slight increase on the product.

### 3.3.3 The Sale of Newly Packaged Coca Cola Brands

As far as the respondents sale of the new packaging pattern is concerned, out of the 80 respondents 60 (75%) of the total has agreed that they sale more coca of the new package compared to the old ones. While the rest 20 (25 %) of respondents have disagreed on the sale of the coca brand. Thus, this implies that the sales target on the market share of new packaged coca brands is high as well as successful.

### 3.3.4 The Price Variation of Coca Brands and Its Substitutes

Table 11

Item		No of respondents	%
The price variation has made customers prefer other substitutes than coca cola	Strongly agree	15	18.75
	Agree	11	13.75
	Neutral	12	15
	Disagree	26	32.5
	Strongly disagree	16	20
	Total	80	100

As we can see from the above table 11, the respondents have responded thoughtfully. Among the 80 respondents 16(20%) have strongly disagreed, 26 (32.5%) of the respondents disagreed, 12 (15%) have an opinion of neutrality, while 11 (13.75%) and 15 (18.75%) of the total respondents have agreed and strongly agreed on the price variation. From this, the implication shows us that more or less customers haven't shifted to other substitutes and still are enjoying and consuming the coca cola product and it's pricing despite the occurrence of change.

### 3.3.5 Best Preferable non Alcoholic Beverage

Table 12

<b>Item</b>		<b>No of respondents</b>	<b>%</b>
Coca cola is the most preferred beverage drink by customers	Strongly agree	28	35
	Agree	34	42.5
	Neutral	8	10
	Disagree	10	12.5
	Strongly disagree	-	-
	Total	80	100

The above table shows us that most of the respondents have agreed on how the coca brands are preferable. From the 80 respondents 28 (35%) have strongly agreed, 34 (42.5%) have agreed, 8 (10%) have shown neutrality while the rest 10 (12.5%) have disagreed on the subject matter. None of the respondents strongly disagreed on the subject matter. This implies that the coca cola brands are well consumed, known and preferred non alcoholic beverage to the society.

### **3.3.6 Choice of the Old Packaging Over the New Ones**

Most of the respondents have strongly disagreed compared to the question they were asked to answer. Since the new method of packaging has answered their need of preference influenced the ability to buy the product. Among the 100 respondents 98.1% have strongly disagreed while the rest 1.9% have agreed. This implies that the old packaging brands are not more preferred than the new ones.

## **CHAPTER FOUR**

### **4. SUMMARY CONCLUSION AND RECOMMENDATION**

#### **4.1 Summary**

The general purpose of this research paper is to see how the newly packaged coca cola brand has impacted the market share of east African bottling company.

The major findings of this research are stated as follows

- Most customers are satisfied on the new packaging pattern of the newly introduced brands of Coca Cola
- Price matters of the new products mostly has not affected the population of Addis Ababa at large
- The new packaging pattern has brought dramatic flair towards customers satisfaction that led them to the next level
- Preference of customers have mostly shifted from the glass to the newly packaged plastic bottle
- Sales volume and targets have been achieved and has met its goals
- Customers have found label of packaging clear and descriptive
- Product packaging has brought a positive impact to the society
- Price of the newly packaged product of Coca Cola brands has not affected customers to shift to substitutes

## **4.2 Conclusion**

The aim of this research is to analyze the impact of packaging on the market share of Coca Cola bottling. Based on the major findings the following conclusion are drawn

- The marketing department of Coca Cola is strong in identifying customers wants and targeting markets

- The new product packaging answers best collective needs of customers by introducing plastic bag based packaging which helps customer's to satisfy and consume easily.
- The sales target on the market share of new packaged coca brands is high as well as successful.
- Labeling of the packaging gives clear, descriptive and to the extent information providing to the customers
- Retailers and Customers who consumed high of the old Cocas have started enjoying the new coca product ones.
- Customers and retailers have accepted and are well satisfied with the new packaging of the coca brands.
- The impact on the market share of the new packaging has turned out positive and sales are high
- Both Customers and Retailers agreed the new packaging is attracting and helps them ease to carry around safely.
- The Coca Cola brands are well known, consumed and preferred non Alcoholic Beverage to the Society

## **4.2 Recommendation**

As a result of deep analysis, the researcher recommends as follows to the finding of the research.

- Some unsatisfied customers on the pricing should be taken into consideration in fulfilling their demands
- Sales target point should be set high at its best level to satisfy and reach all customers wants.

- The company should develop, make an assessment on its marketing strategy to help boost more sales and revise packaging patterns on more timely basis as per its customers preferences
- More research and development helps the company to reach target markets and satisfy its customers
- Coca Cola bottling Share Company should look out the bigger picture in attaining its achievements and work with society together
- The company should collect information from its customers and retailers in order to tackle any obstacles

## Bibliography

- Ambrose and harris. (2011). **Packaging the Brand: Exploring the Relationship Between Packaging Design and Bran Identity**, AVA publishing
- Barnet son,(1996).**plastic materials for packaging: industry analysis report**,ismithers Rapra publishing
- Brody. (2000). **Development of Packaging for Food Products**, CRC press, Inc
- Calvr,(2007). **What is packaging design?**
- Denison, (2006). **More Packaging Pro types, Roto vision**
- Gibbs,(2010), **Box Bottle Bag, the World's Best Package Design from the Editors of Dieline.com**, Krause publication
- Goodwin and young, (2011), **Protective Packaging for Distribution: Design and Development**, DEStech publications, Inc
- Marty Niemeyer, (2009). **The Brand Gap**
- Porter, M. (2001) "Packaging & its strategy" Harvard Business Review
- William J.Stanson, (1996), **Fundamentals of Marketing**, MC-Graw hill,

# Appendices

**Appendix A**  
**St Mary's University**  
**Faculty of Business**  
**Department of Marketing Management**

**Questionnaire for Customers**

Please fill in the following questionnaire which is about studying the impact of packaging. This questionnaire is prepared to be filled out customers Coca Cola.

On the basis of your response and those of people like you, we hope to get a better understanding of the impact of packaging.

The purpose of this questionnaire is purely academic, and hence will result in no negative consequence in any way.

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

**Background of the respondent**

1. Gender:  Male  Female
2. Age: 18-29   
30-39   
40-49   
>50
3. Highest Education level achieved  
- Up to grade 8
4. Been Customer to the Coca Cola for (Year)  
- Below 2 years   
- 2-5 years   
- 6-10 years   
- Above 10 years

- Grade 10

- Certificate

- Diploma

- Degree

- Masters and above

**Note:** Circle the one you choose.

**1 = Strongly Disagree   2 = Disagree   3 = neither Agree nor Disagree   4 = Agree   5 = Strongly agree**

**1.** The current packaging is much better than the previous coca cola packaging.

1      2      3      4      5

**2.** I like the current packaging because it's easier to carry around

1      2      3      4      5

**3.** Coca Cola shouldn't have changed its packaging

1      2      3      4      5

**4.** The current packaging has affected the price.

1      2      3      4      5

**5.** I'd rather buy the old coca for a lower price than the new one for a higher price.

1      2      3      4      5

**6.** The new packaging has had a positive impact on my perception of the product.

1      2      3      4      5

**7.** I prefer the current packaging than the old one

1      2      3      4      5

**8.** Its highly satisfying to be using the new packaging

1      2      3      4      5

**9.** This packaging has everything I need to know on the label.

1      2      3      4      5

10. The packaging is worth the price.

1      2      3      4      5

11. I'm satisfied with the new packaging

1      2      3      4      5

12. The old packaging was better than the new one

1      2      3      4      5

13. Labelling of the package is complete and descriptive

1      2      3      4      5

14. I hesitated to buy when the product packaging was changed

1      2      3      4      5

15. The old packaging should have not been replaced

1      2      3      4      5

**Other Opinion:**

What do you suggest Coca Cola should do in the future to present the customers with a better packaging?

**Suggestions**

---

---

---

---

# Appendix B

St. Mary University

Faculty of Business

Department of Marketing Management

## Questionnaire for Retailers

Please fill in the following questionnaire which is about studying the impact of packaging. This questionnaire is prepared to be filled out retailers Coca Cola.

On the basis of your response and those of people like you, we hope to get a better understanding of the impact of packaging.

The purpose of this questionnaire is purely academic, and hence will result in no negative consequence in any way.

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

### Background of the informant

1. Gender:  Male  Female 4. Been Customer to the Coca Cola for (Year)

2. Age: 18-29  - Below 2 years   
30-39  - 2-5 years   
40-49  - 6-10 years   
>50  - Above 10 years

3. Highest Education level achieved

- Up to grade 8

- Grade 10
- Certificate
- Diploma
- Degree
- Masters and above

**Note:** Circle the one you choose.

**1 = Strongly Disagree   2 = Disagree   3 = neither Agree nor Disagree   4 = Agree   5 =Strongly agree**

1. I sale more Coca Cola than before after the packaging has changed  
                   1        2        3        4        5
2. Customers prefer the new Coca Cola than the old one  
                   1        2        3        4        5
3. The price variation has made customer prefer other substitutes than  
   Coca Cola  
                   1        2        3        4        5
4. Coca Cola is the most preferred beverage drink by customers.  
                   1        2        3        4        5
5. Customers rather buy the old coca for a lower price than the new one for  
   a higher price.  
                   1        2        3        4        5
6. The current packaging is much better than the previous coca cola  
   packaging.  
                   1        2        3        4        5
7. customers like the current packaging because it's easier to carry around  
                   1        2        3        4        5
8. Coca Cola shouldn't have changed its packaging  
                   1        2        3        4        5
9. The current packaging has had negative impact on the price.  
                   1        2        3        4        5

10. Customers would rather buy the old coca for a lower price than the new one for a higher price.

1 2 3 4 5

11. Sales rise following change of product packaging

1 2 3 4 5

12. The price increment led customers to not buy the product

1 2 3 4 5

13. Package label is clear and descriptive

1 2 3 4 5

14. Change of packaging has not affected product market

1 2 3 4 5

15. Change of product packaging has brought positive impact on the market

1 2 3 4 5

16. Change of product packaging has brought negative impact on the market

1 2 3 4 5

**Other Opinion:**

What do you suggest Coca Cola should do in the future to present the customers with a better packaging and higher satisfaction?

**Suggestions**

---

---

---

---

**DECLARATION**

I, the undersigned, declare that this senior thesis is my original work, prepared under the guidance of **ATO YIMER ADEM**. All sources of material used of the manuscript have been duly acknowledged.

Name .....

Signature .....

Place of Submission **SMUC**

Date of submission .....

**ADVISOR APPROVAL**

This paper is submitted for examination with my approval as the university college advisor.

Name .....

Signature .....

Place of Submission **SMUC**