

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

**AN ASSESSMENT OF PACKAGING PRACTICES IN THE CASE
OF WUSHWSH TEA FACTORY**

BY
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An Assessment of Packaging Practices in the Case of Wushwsh Ten

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INTRODUCTION

CHAPTER ONE

1.1. Background of the Study

Product packaging must be appealing in order to attract and hold the consumers' eye and attention, and serve as an efficient and functional shipping container. Most physical products require Packaging. This involves the design of a box or wrapper that contains the product. In addition to the function it performs – to hold and protect the product – it is also a powerful selling tool. Products can have multiple packages. This includes the container itself, such as a bottle, can, or case. This is often enclosed in a box for protection purposes. The product may also have a case or larger container to ship multiple products within one box. (kolter, 2005).

Packaging can be used in the narrowest sense to refer to the physical task. As such, it is concerned with the packaging materials and processes used. Primarily this is a delimitation of space, a setting aside of the contained product from the external environment. the material of packing include ,glass bottles and jars; metal cans and foils; plastic films and molded containers; paper board boxes of the various types; such shipping containers as cartons, bags, drums and casks; and many more.(Leonard M.guss, 1999)

Ethio Agri-CEFT Plc was established in September, 1997 setting up a large coffee farm known as Gemadro Coffee Plantation, and acquiring from the Government the Gumaro Tea Plantation, the Wush-Wush Tea Plantation, the Tea Processing and Packing Factory,. Major Products of Ethio Agri-CEFT Plc include washed and sun-dried coffee, black made tea, green tea, food crops , medicinal and biopesticides ,herbal and aromatic plants, spices, honey and cut flowers.

The Company has put together small farmers' tea out-growers scheme from year 2004 around Gumaro and Wush Wush tea estates. When the tea plant is ready for plucking,

the green leaves will be plucked and delivered to the respective tea estates at agreed prices. The Company is the major producer of tea and cereals in the country. It also produces the best quality of highland coffee. It exports coffee, tea and flowers. The Company is highly competitive and has the lions share in supplying tea and cereals to the local market, satisfying a good portion of the prevailing local demand.

1.2. Statement of the Problem

According to Evans (1982), packaging is the procedure a firm follows in researching developing and implementing its package(s). A package is a products physical container, label and inserts. The physical container may include a cardboard, box, wrapper, glass, aluminum, or plastic jar or can, paper bag, Styrofoam, or a combination of these. Products frequently have more than one physical container,

Stanton (1998) discussed, even after a product is developed and branded, strategies must still be developed for other product -related aspects of the marketing mix. One such product feature, and a critical one for some products, is packaging which consists of all the activities of designing and producing a container or wrapper for a product a package is the actual container or wrapper. Thus Packaging is used for several purposes; Contain products, defining the amount they will purchase, Protects products from contamination, from environmental damage and from theft. Facilitate transportation and storing of products. Carry information and colourful designs that make attractive displays.

The company has a wide variety of quality products being produced and pack them using paper materials of different colour for primary package and cartoons for secondary package.

Standing from this fact the student researcher has come up with the following observations. There is a significant gap in the packaging practice of the company in which the products are packed using a sensitive paper which is irrelevant with the

nature of the product. The package is not capable of ensuring the safety of the product. and it can't hold the product properly therefore this can cause a serious problem, like, losing market share and losing its loyal customers. The company's package design is not impressive and attractive. The quality and performance of the material used for packaging is very poor. Overall the company's concern given to the package is very low. So that the student researcher has undertake a comprehensive study on the packaging practice of ethio` agri-ceft plc. And come up with possible solutions.

1.3. Basic Research Questions

1. What does the packaging practices of the company looks like?
2. What are the constraints that affect the packaging practice of the company?
3. What measures are being taken to enhance the packaging practice of the company?
4. What is the extent to which the packaging of the company serving its intended purpose?
5. What is the customers' perception towards the package of the company?

1.4. Objective of the Study

1.4.1. General objective

- The general objective of the study is to describe the packaging practice of ethio agri ceft.

1.4.2. Specific objective

- To indicate the packaging practice of the company.

- To identify the constraints that affects the packaging practice of the company.
- To assess the majors taken by the company in order to enhance the packaging practice of the company.
- To point out the extent to which the company's packaging is meeting its intended Purpose.
- To identify the customers perception towards the package of the company.

1.5. Significance of the Study

Primarily The research will be very important to the student researcher in enhancing his ability towards undertaking a research and his knowledge about a subject matter. Next to that it can also serve as an input for the case company. Finally it can be used as a secondary source for other researchers.

1.6. Delimitation of the Study

The research is undertaken on the overall packaging practice of ethio agri ceft plc. Even though the company is producing a wide product line the student researcher is delimited to 'wush wush' and "Addis tea" because these are the major products in which the company has strongly positioned its name and known with. Marketing manager and customers of the company are used as a population of the study. The study will be delimited to Addis Ababa area specifically to GEBREL BRANCH of the company and the shop which is found around Mexico also included. The student researchers have used the data available from jan2011-feb2014 because it is the time span in which the company has widens its product lines.

1.7. Research Design and Methodology

1.7.1. Research Design

In order to achieve the objectives of the study and come up with a possible solution for the problem listed the student researcher will use descriptive research method because it helps to answer the question: who, what, when, and where. More over Descriptive studies help to describe the characteristics of a particular group of respondents.

1.7.2 Population and Sampling Technique

The participants of the study will be the marketing manager, and final customers of the company. Since the exact numbers of customers of the company are not known the student researcher has used the model provided by malhotra (2007) and contacted 200 of the customers with non probability sampling technique particularly convenience (accidental) sampling technique. Because while using convenience sampling technique it enables the researcher to meet the customers on their availability.

1.7.3 Types of Data collected

To achieve the objective of the study primary and secondary data will be collected.

1.7.4. Method of Data Collection

To accomplish the objectives of the research fruitfully primary data collected via close ended and open ended questionnaires by distributing to the customers and employees respectively and structured interviews will be undertaken with the marketing manager of the company and employees from the production department.

1.7.5. Method of Data Analysis

Both quantitative and qualitative data analysis techniques have been used by the student researcher. Quantitative data analysis techniques used to analyze the findings gathered by close ended questions through the use of percentage, frequency and presented using tables. Qualitative data analysis techniques used to narrate the data gathered through interview and open ended questions.

1.7 Limitation Of the Study

While conducting the research study there were some factors that hindered the study not to be carried out as per the plan questionnaires were not fully returned for analysis, the company's marketing manager a were not easily accessible for interviewing. Nevertheless the student researcher finally collects the necessary data to conduct the research paper.

1.9. Organization of the Study

The research have four chapters: the first chapter included background of the study, statement of the problem, Basic research question, objective of the study, research design and methodology, population and sampling technique. The second chapter included review of related literature. The third chapter included presentation, analysis and interpretation of data. The fourth chapter included summary of the findings, conclusion and recommendations. Lastly bibliography and appendix have been attached.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Definitions of Packaging

It is important to distinguish between the words "package," "packaging" and "packing." The package is the physical entity that contains the product. Packaging was defined above and in addition, is also a discipline. The verb "packing" can be defined as the enclosing of an individual item or several items in a package or container. Pitt (1996)

Kotler and Armstrong (2012) defined a product as any thing that can be offered to a market for attention, acquisition, use , or consumption that might satisfy a want or need. It continues; product are a key elements in the overall market offering. Marketing mix planning begins with building an offering that brings value to the customers. This offering becomes the basis on which the company builds profitable customer relationships.

Packaging has been defined as a socio scientific discipline which operates in society to ensure delivery of goods to the ultimate consumer of those goods in the best condition intended for their use.(Chen, 2005)

The Packaging Institute International defines packaging as the enclosure of products, items or packages in a wrapped pouch, bag, box, cup, tray, can, tube, bottle or other container form to perform one or more of the following functions: containment, protection, preservation, communication, utility and performance. If the device or container performs one or more of these functions, it is considered a package. (Venkatesan, 2002)

Other definitions of packaging include a co-ordinated system of preparing goods for transport, distribution, storage, retailing and end-use, a means of ensuring safe delivery to the ultimate consumer in sound condition at optimum cost, and a techno-commercial function aimed at optimizing the costs of delivery while maximizing sales. (ballou, 1990)

2.1. Overview of Packaging

There are several reasons for the successes of a product. The first of them is innovation, which makes it possible to differentiate the product into numerous variations. To have a good image of a product. One essential contributor is the packaging. It is often the packaging that makes product unmistakable. If designed intelligently, packaging can provide the right incentive to buy. The

packaging of the product should be such that the user or buyer should begin Enjoying the product right when touches it in a scientific study, the communication expert Stephen Deisenhofer found that the decisive element is the fascination a product triggers. Fascination activates thinking and learning. It influences opinion, attitudes and ultimately also buying behaviour. There may be similar products in the market but packaging can make the difference. According to a psychologist max luscher a manufacturer who wants to have its product sold. In preference to his competitors should be careful about using the colors on the package of its product. If his product is sugar or sugar product then he may be aware that he must package it in a blue container or at least have blue prominently on the package somewhere and avoid green at all costs, but very probably he doesn't know why this is so. Yet the psychological sensation associated with a blue color is sweetness, green on the other hand is "astringency" and who would want astringent sugar. The psychological effect may vary from country to country or from culture to culture. But the point is that the color of the packaging is important. (Nash, 1999)

According to holger, (2001) a German marketing director the following four factors are more significant for packaging design.

- **Newness**

Fascination with new things is based on mans biologically programmed curiosity. According to the brain research the question for new stimuli is ineradicably rooted in the limbic system.it plays the most important role in consumer decision making process. Having a different and interesting way to open a package can affect the sale of a product.

- **Difference**

Packaging fascinates when it differs from the familiar, when it deviates from the norm, the environment or what the public generally expects for example the tea bags in the shape of tea leaves or tea pots.

- **Humour**

Humour activates or stimulates people. The heart beats faster, breath deeper and laughing triggers the secretion of feel good hormones these processes promoted attraction. The customer begins to enjoy his relationship with the product.

- **Sex appeal**

It is important today to have a perfect appearance. From the design all the way to packaging a product should only trigger one single desire. The packaging should appeal to as many senses as possible. In other words not just sight, but also touch, smell and hearing.

According to M.Guss, (2002). The first most elementary sensation people have is not hearing or seeing, but touching. Consequently it is no wonder that the feeling triggered by touching plays a surprising role in the decision to buy. For e.g. customers associate smooth soft surfaces with naturalness. A silky soft package made of thick paperboard triggers more pleasant association than a clod lifeless plastic bottled. But none of the senses is as closely linked to feelings as the sense of smell. This is because the olfactory receptors in nose transmit signals directly to the limbic system, the oldest part of the brain and initiator of emotions. The fact the customer react strongly to smells is confirmed by number of studies. Studies have shown that 85% of women recognizing their brand of perfume on the basis of packaging not the fragrance. Therefore special attention must be paid to emotions when it comes to designing boxes the objective is to appeal to as many of the consumers' sense as possible with sounds that make him stop and listen, colors whose brilliance fascinates, unusual materials that trigger a sense of well being or release fragrance. And last but not least, packaging must be designed so intelligently that it offers consumers convenience and fun.

2.2 The Role of Packaging

The basic function of packaging is to “preserve product integrity” by protecting the actual food product against potential damage from “climatic, bacteriological and transit hazards” (Stewart, 1995).

However, the first to define packs as the “silent salesman” was Pilditch in 1957, who argued that the pack must come alive at the point of purchase, in order to represent the salesman (Vazquez 2003).

Good packaging is far more than a salesman; it is a flag of recognition and a symbol of values”. Given that only a small minority of brands are strong enough to justify the investment that national advertising requires, for the rest, packaging represents one of the most important vehicles for communicating the brand message directly to the target consumer (wiley, 2012).

As the retail environment becomes saturated with competitors vying for consumers’ attention, packaging has to work harder than ever if the product is to be noticed through the congestion of competitive products (Milton, 1991).

2.3. Development of a New Package

According to holger (1998) the fact that packaging pollutes ecosystem is a conflicting matter against consumers desire for convenience. (In the form of throwaway containers). Polytherane plastic (pep) package for instance that aqua industry used is one simple example. Thus, to offset these conflicting interests marketers have developed two conditions:

- Development of package system in which the decay time is shorter.
- Development of repurchases system of the package.

Developing the package for a new product requires a large number of decisions. The first task is to establish the packaging concept. This is a definition of what the package should basically be or do for the particular product. This is because a package may be introduced for either one or more of the previously mentioned importance of packaging. Another important decision regarding the component elements such as package design , size, shape, materials, color, brand mark, etc Each packaging elements must be harmonized with the other packaging elements must be harmonized with the other packaging elements: size suggests certain things about colors and so forth. The packaging elements must be guided by decisions on pricing, distribution, advertising and other marketing elements. After a package is designed it must be put through a number of tests.

- **Engineering tests:** to ensure that the the package stand up under normal condition.
- **Visual tests:** to ensure that the script is legible and the colors harmonious.

- **Dealer tests:** to ensure that dealers find the package attractive and easy to handle.
- **Consumers' tests:** to ensure favourable consumer response.

2.4. Functions of Packaging

Packaging's roles depend mostly, but not totally, on the product contained. The main functions of packaging are protection, containment, communication, unitization, sanitation, dispensing, product use, convenience, deterrence of pilfering, and deterrence from other human intrusions such as tampering. Product protection is the most important function of packaging. Protection means the establishment of a barrier between the contained product and the environment that competes with man for the product. Conversely, most wet products are susceptible to loss of their water content. Simultaneously, the absorption of foreign odours and flavours from the environment is deterred by the presence of impermeable packaging. In today's complex distribution system, the product is manufactured, fabricated, grown, or transformed in one geographic region, and its consumption is in a geographic area far removed from its origin. Packaging is required to ensure the product's integrity during transit and in storage to extend the time and geographic span that is required between origination and final use. Time required can be measured in months or even years, although the distances can, of course, be in thousands of miles. (brody, 2000)

2.4.1. Containment

Packages hold or contain products. Packaging permits holding or carrying not only what can be grasped in a person's hands or arms, but also products such as liquids or granular flow able powders that simply cannot be held or transported in industrial- consumer-sized units if they are not contained. Products such as carbonated beverages and beer could not be consumed at any distance or time from the manufacturing site without packaging. Further, the aging of wines and cheeses require packaging if these processes are to occur without spoilage. (Brody, 2000)

2.4.2. Sanitation

Packaging helps to maintain the sanitary, health, and safety integrity of contained products. Packaging acts as a barrier to prevent the entry of environmental contaminants. Packaging also minimizes the contamination of contained products by intentional or casual human contact and its

potential for infecting the product. One of the significant objectives of packaging is prevention of re-entry of microorganisms after they have been successfully removed from, stabilized, or destroyed within the product. By deterring recontamination, packaging minimizes the probability of disease and infection and reduces spoilage that could lead to toxin production or economic losses. (brody, 2000)

2.4.3. Unitization

Unitization is assembly or grouping of a number of individual items of products or packages into a single entity that can be more easily distributed, marketed, or purchased as a single unit. Unitization reduces the number of handlings required in physical distribution and, thus, reduces the potential for damage. Because losses in physical distribution are significantly reduced with unitization, significant reductions in distribution costs are effected. (brody, 2000)

2.4.4. Communication

Packaging is one of our major communications media. Usually overlooked in the measured media criteria, packaging is the main communications link between the consumer or user and the manufacturer, at both the point of purchase and the point of use. Mass market self-service retailing that reduces the cost of distributing products from the manufacturer or grower to the consumer virtually could not exist without the graphic communications message on the surface of the package. The task of communicating identity, brand, price, instructions, warnings, warranties, etc., is the responsibility of the package and/or its label. This information is designed to assist the consumer, particularly those consumers who are partially cognizant of the need to be fully informed of the contents. Self-service retailing requires that the package surfaces bear clear, easily seen messages on the identity of the contents. The package is the promise to the consumer of what is inside that package. Thus, recognizable packaging is extremely important, if not essential. Consequently, the package itself is an advertising medium communicating the benefits to be received from the investment of money by the prospective purchaser. (Brody, 2000)

2.4.5. Dispensing and Dispensing

The user or consumer often dispenses a product into readily used quantities. Packaging often facilitates the safe and convenient use of the product. Thus, bottles may have push-pull or no-drip

tops, cartons may have pouring spouts, salt and pepper shakers and spice containers may have openings through which the product may be shaken. (Ackerman, 1997)

2.4.7. Pilferage Deterrence

The cost for shoplifting, intentional switching of price markers by consumers, and so on in self-service retail stores is much too high. Despite increasing vigilance by security people (which increases costs), plus numerous attempts made to deter the problem through packaging, this staggering amount unfortunately has not been declining. Nevertheless, packaging helps to keep this figure from reaching astronomical heights.

(Ackerman, 1997)

2.4.8. Tampering

Intentional tampering of fresh fruit and vegetables by consumers has occurred for many years. Intentional opening of packages to taste-test, smell, or examine the contents is not uncommon and is obviously unsanitary. Intentional opening of packages to cause some undesirable event such as the Tylenol poisoning incident is rare, but nevertheless was highlighted. Packaging per se is a deterrent to tampering as has been evidenced by the infinitesimally small number of intentional tampering with products. Other functions of packaging include apportionment of the product into standard units of weight, measure, or quantity prior to purchase. Yet another objective is to facilitate product use by the consumer with devices such as spouts, squeeze bottles, and spray cans. Still other forms of packaging are used in further preparation of the product by the consumer, e.g., tea bags that are plastic-coated, porous paper pouches, or frozen dinner trays, which were originally aluminum and now are fabricated from other materials such as crystallized polyester and polyester-coated paperboard. (Ackerman, 1997)

2.5 Packaging and the Function of Exchange

2.5.1 Packaging and the Buying Function

Buying is an active marketing function in which the purchaser makes an effort to seek out and assess the goods available on the market in the light of his needs. The distinction is often made that buying motives are of two types rational and emotional. Rational motives are those that can be expressed as objective reasons: dependability of the product, economy, and convenience.

Emotional motivations are of the class primarily concerned with factors such as prestige; the desire to conform to, emulate, or differ from other people; the desire for pleasure or for comfort; the desire to be creative. These distinctions are of more than passing importance in the field of packaging. Since the manufacturer and the distributor are, according to this concept, more concerned with rational purchasing motives while the ultimate purchaser is more affected by emotional motives. This distinction seems unreal and even pernicious. It has been used as the basis for attack on many marketers of consumer goods in that their packaging is said to appeal to the emotions rather than the reason. This is especially noticeable in the testimony given by consumer spokesman, wherein rational motives have in effect been reduced to cost per unit and all other factors that enter into purchase are classed as ‘emotional.’. Further, the test by which rationality of purchases are measured are frequently neither good nor frequently applicable. (Franken, 1998)

2.5.2 Packaging and the Selling Function

Since for the most part the protective and other mechanical attributes of packaging are taken for granted on the basis of long performance, the most familiar role assigned to it is that of silent sales man. But if packaging is to sell the customer, it must first stop him. Here are the significant roles of packaging if it is to do an adequate self selling job,

- The package must attract attention.
- The package must tell the product story.
- The package must build confidence.
- The package must look clean and sanitary.
- The package must be convenient to handle, to carry out of the store, and to use.
- The package must look like good value. (Franken, 1998)

2.6. Packaging and Distribution

The role of packaging in distribution is increasing in importance and is subject to many pressures. To some extent the distances between point of production and point of consumption are increasing, making efficient packaging more necessary. Smaller volumes of products are required because of changing demographics and the development of self-service concepts, which in turn, leads to more packaging. Security has also become more important – distributors as well as end-customers want

to know the product's place of origin, this requires more accurate labelling of products and their packaging. Packaging has facilitated, modified and created new developments from existent marketing institutions. New classes of retail operation, such as supermarkets and vending machines, depended in large part for their birth and their growth on packaging innovations. The operations of wholesalers have been greatly aided by integrated concepts of materials handling which permit the storing and movement of goods in ways that were not possible before the emergence of sophisticated packaging systems. Distribution system has to be modified and in some cases created to match the capabilities of mass production. Such mass distribution has permeated all aspects of the economy. Affecting transportation and distribution facilities and leading to the creation of wholesale and retail outlets capable of moving large volume of goods. (Gray, 2000)

2.7. Graphics and Packaging Design

Selection of appropriate packaging design, packaging materials referring to the use of clever technology means a container for the packaging of goods for the structure of aesthetic form and packaging design. Form factor is the packaging shows the surface appearance, including the size of display surface, size and shape. In our Daily life patterns we see there are three kinds, namely, natural form, shape and occasional man-made form. However, we form the product composition in the study, the species must be found for any form of nature, which is common to the regularity of things out, called the abstract form. Form constitutes elements that shape, or form factor this is a certain way, consisting of a variety of ever-changing laws of the form. Form by point, line, surface, body composition of these types of elements. Visual communication in the study of visual processes in people's visual perception of design information flow process, it is built on people's mental and physical habits based on the cognitive model. (Wiley, 2012)

2.8. Package Structures

Currently, rigid and semi-rigid forms are the most common commercial structures to contain goods. Paperboard is most common in the form of corrugated fiberboard cases engineered for distribution packaging. In corrugated fiberboard three webs of paperboard are adhered to each other with the central or fluted section imparting the major impact and compression resistance to the structure. Folding cartons constitute the second most significant structure fabricated from paperboard. Folding cartons are generally rectangular solid shape and often are lined with flexible

films to impart the desired barrier. Metal cans have traditionally been cylindrically shaped probably because of the need to minimize problems with heat transfer into the contents during retorting. Noted for its formability, glass has traditionally been offered in a very wide range of shapes and sizes including narrow neck bottles and wide mouth jars. Each has its own singular problems in terms of fabrication, closure, and, when applicable, thermal sterilization. Plastics are noteworthy for their ability to be relatively easily formed into the widest variety of shapes. Thin films can be extruded for fabrication into flexible package materials. These flexible materials may then be employed as pouch or bag stock, as overwraps on cartons or other structures, or as inner protective liners in cartons, drums, cases, etc.(Rockwell, 2004)

2.9. Packaging and the Law

Packaging like many aspects of marketing, is subject to regulation by government, primarily federal, for the public good. Such regulation is closely related to the performance of two major packaging functions: The first one is protecting the product and providing information about it. Packaging falls within the regulatory interest of the government when it either fails to protect or actually contaminate the packaged contents the second one is inadvertently or by design provides misinformation to the purchaser.

Fraud in marketing is as old as trade. The goal of regulations in so far as packaging is concerned is to ensure whether the packaged products are legal, safe, and non deceptive. Unfortunately, it is not easy for governmental agencies to define, or for manufacturers to comply with, readily recognizable rules of conduct that will accomplish these ends. (Thomas, 2001)

2.10. Advantages of Packaging

Packaging is a low-cost means of protecting products, reducing waste, and reducing the cost the consumer pays for products. In other parts of the world, where little or no packaging is used, over 50% of the food grown in the field never reaches consumers because of spoilage, infestation, weight losses, and theft. Packaging permits a larger number of different products to be made available to the consumer. Probably the most significant benefit of packaging to the consumer is the safety of the products contained. In contrast to the disease, infection, vectors, food borne toxins and adulterations prevalent in food products in other countries of the world, the industries produce products that are overwhelmingly safe and beneficial to consumers. The use of packaging

significantly reduces the garbage, waste, and litter in streets and solid waste streams. Thus, the solid waste stream and the unsanitary practices not uncommon in solid waste disposal are reduced significantly by the use of packaging. Packaging generates less solid waste than materials it replaces (Sara, 2000).

2.11. Disadvantages of Packaging

Beginning in the late 1960s and persisting through today, counter-packaging elements have been vocal around the world. During the early 1970s, some individuals (many of whom were elected legislators) saw, in the truncation or abolishment of packaging, a true yellow brick road to Utopia. Through their efforts, mountains of legislation and regulation were introduced and argued—with some now the law of the nation, state, or locality. As with all similar national debates, most of the points on both sides have been oversimplified. Nevertheless, it is wise to enumerate some of the often-voiced concerns and criticisms about packaging. (Sara, 2000)

2.12 Criticisms about Packaging.

- **Cost**

Obviously, because it is comprised of materials, equipment, people, and thought, packaging has an associated cost. At the outset, the cost of packaging may be greater than the cost of the product without packaging. (Walter. 1999.)

- **Resource Utilization**

Because packaging is composed of materials ultimately derived from Earth, it is a user of resources. Most packaging is used only once and discarded, transferring the Earth's natural resources, often to less available or useful applications. (Walter. 1999.)

- **Energy**

Because energy is required both to make packaging materials and to package, packaging is a net user of energy. Further, because plastics are derived from petrochemicals, they are believed to be more wasteful of energy. (Walter. 1999.)

- **Toxicity**

Packaging is composed of chemicals some of which could be hazardous to humans. Since packaging and product are in proximity with each other, the chemicals of packaging migrate into the product and could be harmful under special circumstances. (Walter. 1999)

- **Litter**

After use, because they have no further use, packages are discarded in greenlands, streets, and waters to become temporary or permanent eyesores on the landscape. Further, the cost of removing litter from the streets and highways is usually borne by the taxpayer. (Walter. 1999.)

- **Solid Waste**

Used packaging that has not become litter fills our dumps which reportedly are in short supply. Further, the cost of transporting this used packaging from the home, office, factory, store, or restaurant to the solid waste disposal site must be carried by the consumer. In the past, these locations were unsanitary havens for insects, scavengers, rodents, and other undesirables. (Walter. 1999).

- **Waste**

Packages such as plastic or paperboard hanging at checkout counters are much larger than the products contained and, therefore, represent a major waste of packaging resources. (Walter, 1999)

- **Deception**

Marketers and packagers employ packaging primarily to hide defects or to deceive consumers into believing the advertising claims on the packaging surface. Further, packaging is designed to convey the impression that the quantity of contents contained is significantly greater than really present. Transferring the Earth's natural resources, often to less available or useful applications. (Walter. 1999)

- **Convenience**

Because the packagers allegedly care little about their customers, they are careless about their package design and sometimes have failed to incorporate means to open, close, dispense, apportion, etc. (Walter. 1999)

- **Enclosure**

Because packaging encloses the product, the consumer cannot directly touch, test, feel, smell, or taste the product. Thus, the consumer cannot obtain sufficient information on the nature of the product to make an intelligent purchasing Decision. (Walter. 1999.)

- **Multiples**

Because six or twelve cans or bottles are linked together, the consumer is compelled to buy more units than are desired in any single purchase decision. (Walter. 1999.)

- **Sanitation**

The package introduces microorganisms which contaminate the contained product. (Walter. 1999.)

- **Quality**

The package extracts the natural quality of the contained product and reduces it. By definition, a processed and packaged product is inferior to that original removed from the ground, plucked from the tree, or fashioned by human hand. The word “plastic” is often used in contemporary conversation to convey the notion of synthetic, unvarying, not real; “packaged goods” are frequently under the same accusation umbrella. The preceding list is but a sampling of the views of those who would resolve major national and humanistic issues by significantly reducing or cfffrffputting an end to packaging. Most of the arguments against packaging have a shred of basis in fact, but many are wholly imaginary. In the face of these apparent disadvantages, consumers continue to use packaged goods. (Walter. 1999.)

2.13. Packaging and labelling

Once the decision is taken on the brand, we have to consider the design and the make up of the package and the labelling of the package. Branding, packaging and labelling are distinctly specialised activities, demanding the service of advertising experts. In reality it is not the product which is displayed and sold but it is the brand together with the package and the labels which are sold or which enable to sell the product. Branding, packaging, labelling the product warranty and service after sale are the product related strategies and they are responsible to make the marketing program effective. Package is critically important to the buyers’ recognition of the product. Aesthetically pleasing package can secure higher sales and profit. Modern methods of packaging

are valuable to the manufacturer to establish his branded products as distinct from those of his rivals. The more effectively a product is packaged the more effective is its identity and individuality. Packaging alone makes possible branding. Many a time, package design itself can act as a registered brand. But packing is merely a physical action and provides a handling convenience. However, packaging is much more than mere packing. Packaging is a marketing necessity which ensures ultimate success of the product as a commercial venture. Package is an invaluable aid to decision making by the customers. The package is an important informational cue to many buyers. Under keen competition, the consumer needs an effective means to recognise a difference and establish a preference that will ensure repeated repurchases. (Perrin, 2002)

Chapter Three

Data Presentation, Analysis and Interpretation

In this part of the research paper, data which were collected from sample respondents and interview results are presented, analyzed and interpreted. The data's have been collected and then processed in Return to the problems posed in the first chapter of this study.

The data were collected through questionnaires and interview. The questionnaires were distributed to customers of ETHIO AGRI CEFT PLC that is found around MEXICO and BISRATE GEBREL.

where as the interview was held with the marketing manager of the company. Out of 200 questionnaires 180 of them were successfully responded and collected. The rate of return for the questionnaire was 180 (90%).

The data, which was gathered through closed ended questions, was analyzed and presented in tables, and the data, which was gathered through open ended questions and interviews, was narrated to support the findings of quantitative once.

3.1 Analysis of Respondents General Characteristics

Table 1 General Characteristics of the Population (customers)

In the table below some demographic characteristics of the respondents which comprises age distribution, gender, educational level, work experience.

Item NO.	Item	Description	NO. of Respondents	Percentage (%)
1.	Gender	Male	96	53
		Female	84	47
		Total	180	100%
2.	Age	18-23	36	20
		24-29	62	35
		30-35	38	21
		36-41	24	13
		32-47	14	8
		>47	6	3
		Total	180	100%
3.	Education	10/12 complete	45	25
		Certificate	35	19
		Diploma	48	27
		Degree	46	26
		masters and above	6	3
		Total	180	100%

As it is illustrated in the above table 1 item no. 1 out of 180 respondents 96 (53%) found to be males and the rest 84(47%) of them found to be females. This implies that males take a large portion as respondents of the study.

The above table 1 item no. 2 shows that 36(20%) of the respondents lay in the age of 18-23, and 62(35%) of respondents are between the age of 24-29, 38(21%) of the respondents are in the age of 30-35, 24(13%) of the respondents fall in the age of 36-41, 14(8%) of the respondents fall in between 32-47 and the rest 6(3%) are above the age of 39-44. This means the majority of the customers are middle aged in which they are assumed to be matured and they will fill the questionnaire appropriately.

As shown in the above table 1 item no. 3, 45 (23 %) of the customers are 10-12 complete 35 (17%) of them have certificate, 48(24%) of them have diploma, 46(23%) of them have degree and the rest 26(13%) of them have masters degree this implies that the customers are advanced in higher education in which they are assumed to understand the questions easily.

Table 2. Year of stay

4.	Year of stay as customer.	<1yr	26	14
		1-2yr	23	13
		3-4yr	64	36
		>4yr	67	37
		Total	180	100%

The above table shows for how long the respondents have been customer of the company, 26 (14%) have been there for at least 1 year, 23(13%) were in the company from 1-2 years, 64(36%) stay from 3-4 years and 67(37%) were in the company for more than 4 years. This data shows that about 75 % of the respondents have been a customer of the company above 3 years, therefore they can give valuable information about the company.

Table 3 The eco friendliness of the company's package

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	The package of the company is eco friendly.	Strongly Agree	57	32
		Agree	79	44
		Neutral	22	12
		Disagree	20	11
		Strongly Disagree	2	1
		Total	180	100%

As shown in the table above 57(32%) of the respondents strongly agree that the package of the company is eco friendly, 79(44%) of them responded that they agree, 22(12%) of the respondents were neutral to the question, whereas 20(11%) of the respondents disagree and the rest 2(1%) of them strongly disagree. This indicates that the company's package is eco friendly or safe for the environment.

As the marketing manager has described the company selects its packages which doesn't harm the environment while disposal and it uses paper materials which can be recycled easily.

Table 4 about the attractiveness of the package.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
2.	The size of the package is attractive.	Strongly Agree	4	2
		Agree	16	9
		Neutral	64	36
		Disagree	69	38
		Strongly Disagree	27	15
		Total	180	100%

The above table shows that out of 180 respondents 4(2%) of them strongly agree that the size of the company is attractive, 16(9%) of the respondents agree, 64(36%) were neutral, where as 69 (38%) of the respondents disagree and the rest 27(15%) strongly disagree. The high rate of the respondents disagreement indicates that the design of the company's package is not that much attractive for the customers.

The marketing manager has said the package of the product is enough in reflecting the company's image and creating impression on customers.

Table 4 information on the package

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	The packaging of the company provides me with adequate information.	Strongly Agree	30	17
		Agree	69	38
		Neutral	51	28
		Disagree	21	12
		Strongly Disagree	9	5
		Total	180	100%

The above table shows that 30(17%) of the respondents strongly agree that the package of the product provides adequate information, 69(38%) of the respondents agree, 51(28%) of the respondents were neutral to the question, whereas 21 (12%) of them disagree and the rest 9(5%) strongly disagree. This shows that the package of the company's product provides necessary and adequate information to the customer which instructs them how to use it and about the contents of the product.

Table 5 competitive advantage through the Company's package.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	The company's package creates competitive advantage on that of the competitors.	Strongly Agree	0	0
		Agree	17	9
		Neutral	38	21
		Disagree	68	38
		Strongly Disagree	57	32
		Total	180	100%

As it can be seen in the table presented above 17(9%) of the respondents agree that the company's package creates competitive advantage, 38(21%) of the respondents were neutral to the question, whereas 68 (38%) of the respondents disagree and the rest 57 (32%) of them strongly disagree. This shows that most of the respondents of the study don't believe that the company's package doesn't create competitive advantage.

In the marketing managers point of view, If the package protects the product from several damages, attracts the customer, convenient for using and carries the necessary information on it the company can get a competitive advantage.

Table6 about the ease of disposability

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	The package can be disposed easily.	Strongly Agree	15	8
		Agree	26	14
		Neutral	53	30
		Disagree	69	38
		Strongly Disagree	17	10
		Total	180	100%

As it can be seen from the data presented above 15 (8%) of the respondents strongly agree that the package of the product can be disposed easily, 26(14%) of the respondents agree, 53(30%) were neutral to the question, whereas 69(38%) of them disagree and the rest 17 (10%) of them strongly disagree. This shows that there is no difficulty in disposing the package of the product after usage.

Table 7 about the shape of the company's package.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	The package of the products has a consistent shape.	Strongly Agree	11	6
		Agree	26	15
		Neutral	33	18
		Disagree	71	39
		Strongly Disagree	39	22
		Total	180	100%

As it can be seen in the table above 11 (6%) of the respondents strongly agree that the package of the product has a regular shape, 26(15%) of the respondents agree, 33 (18%) of the respondents were neutral to the question, whereas 71 (39%) of them disagree and the rest 39(22%) strongly disagree. This shows that the package of the company has no regular shape in which it loses its shape easily while using the product.

Table 8 about the color of the company's package.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	The color of the company's package is attractive.	Strongly Agree	4	2
		Agree	32	19
		Neutral	43	24
		Disagree	62	34
		Strongly Disagree	39	21
		Total	180	100%

As it can be seen from the data presented above out of 180 respondents 4(2%) strongly agree, 32(19%) of the respondents agree, 43(24%) were neutral to the question presented for them, where as 62(34%) of them disagree and the rest 39(21%) strongly disagree to

the question. This shows that either the color of the company's package is not attractive to the customers which has a negative impact on their satisfaction or it is not noticeable by the customers.

Table 9 impact on the satisfaction of the customers.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	The company's package has an impact on the satisfaction of the customers.	Strongly Agree	59	33
		Agree	66	37
		Neutral	28	15
		Disagree	15	8
		Strongly Disagree	12	7
		Total	180	100%

As it can be seen in the data presented above out of 180 respondents 59(33%) of them strongly agree that the company's packaging has an impact on the satisfaction of the customer, 66(37%) of the respondents agree, 28(15%) were neutral to the question presented for them whereas 15(8%) of the respondents disagree and the rest 12(7%) strongly disagree. Therefore from the data presented above one can conclude that the company's package has an influence on the satisfaction of the customers which can determine their purchasing behavior.

Especially in today's competitive market customers need a product with an impressive package, and which are suitable for using and transporting as well, therefore if company's launch a product which fulfills such criteria's it satisfies a high number of customers and capture a large sales volume, which in turn enables the company to generate profit.

Table10 protection of the package

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	The package of the company protects the product.	Strongly Agree	6	3
		Agree	18	10
		Neutral	26	15
		Disagree	74	41
		Strongly Disagree	56	31
		Total	180	100%

The above table shows that of all the population 6(3%) of the respondents strongly agree that the company's packaging protects the product, 18 (10%) of the respondents agree, 26(15%) of them were neutral to the question, whereas 76(41%) of the respondents disagree and the rest 56(31%) strongly disagree to the question presented for them. This shows that the package of the company is not serving its protection purpose for the product which might lower the satisfaction of customers.

According to the marketing manager the factors that affect packaging practice of the company are raw material, lack of determination among the higher level managers of the production department and lack of concern towards packaging.

Table 11 suitability for handling.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	The package of the company is suitable for handling.	Strongly Agree	12	7
		Agree	37	21
		Neutral	51	28
		Disagree	53	29
		Strongly Disagree	27	15
		Total	180	100%

The above table shows that 12(7%) of the respondents strongly agree that the package of the company is suitable for handling, 37(21%) of the respondents agree, 51(28%) of the respondents were neutral to the question presented above, while 53(29%) of the respondents disagree and the rest 27(15%) of the respondents strongly disagree. The data presented in the above table depicts that the package of the company is suitable for handling the product.

Table12 convenience for transporting.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	The package of the company is convenient for transporting the product from place to place.	Strongly Agree	29	16
		Agree	46	26
		Neutral	26	14
		Disagree	36	20
		Strongly Disagree	43	24
		Total	180	100%

As it can be observed from the data presented above out of 180 respondents 29(16%) strongly agree that the package of the product is convenient for transporting from place to place, 46(26%) of the respondents agree, 26(14%) of the respondents were neutral to

the question, whereas 36 (20%) of the respondents disagree and the rest (43%) 24 of the respondents strongly disagree to the question presented for them. This shows that the package of the company is not suitable for transporting the product from place to place which can cause inconvenience to the customer which in return lead to a high rate of dissatisfaction.

Table13. Customers' motivation because of the company's package

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
	I have purchased the company's product on the bases of the package.	Strongly Agree	24	13
		Agree	25	14
		Neutral	11	6
		Disagree	77	43
		Strongly Disagree	43	24
		Total	180	100%

As it can be seen in the data presented above out of 180 respondents 24 (13%) of them strongly agree that they have purchased the product of the company because of the package, 25(14%) of the respondents agree, 11 (6%) of the respondents were neutral to the question presented for them, whereas 77(43%) of the respondents disagree and the rest 43(24%) of the respondents strongly disagree. This shows that, it is not because of the package the customers purchase the product of the company which shows that the company's package is not serving its motivating purpose.

Table 14 package differentiation from competitors.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	How do you rate the company's package in making differentiation from competitors?	Very high	16	9
		high	28	16
		Medium	64	36
		Low	42	22
		Very low	30	17
		Total	180	100%

The above table shows that of all the populations of the study 16(9%) of them rated the difference the company's package has with that of the competitors as very high, 28 (16%) of the respondents rated as high, 64 (36%) of the respondents rated as medium, whereas 42 (22%) of the respondents rated as low and the rest 30(17%) of them rated as very low for the question presented for them. This shows that the company's package does not have a significant difference with that of the competitors products.

As the marketing manager has said the factors that affect packaging practice of the company are raw material, cooperation among the employees of the department and concern towards packaging.

Table 15benefit from the company's package.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	How do you rate the benefit that you get from the company's packaging?	Very high	8	4
		high	32	18
		Medium	34	19
		Low	76	42
		Very low	30	17
		Total	180	100%

Regarding the benefit that the company's package has out of the total population the research study included 8(4%) of them rated as very high , 32(18%) of the respondents rated as high, 34 (19%) of them rated as medium, while 76(42%) of them rated as low and the rest 30 (17%) rated as very low. This shows that the customers didn't get a significant advantage from the company's package.

Table 16 customers' expectation of the company's package with regard to its design.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	How do you rate your expectation of the company's packaging with regard to its design?	Very high	12	7
		high	32	18
		Medium	78	43
		Low	32	18
		Very low	26	14
		Total	180	100%

As it can be seen in the above table out of 180 respondents 12 (7%) rated the expectation they had about the design of the package as very high, 32 (18%) of the respondents rated as high, 78(43%) of the respondents rated as medium, whereas 32 (18%) of the respondents rated as low and the rest 26(14%) of the respondents as very low for the question presented for them. The data presented above shows the expectation of most of

the customers regarding the design of the package was medium and this might be because of either lack of awareness about package design or their focus was mostly on the actual product.

Table 17 company's initiation to improve its package.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	How do you rate the company's initiation to improve its package?	Very high	0	0
		high	8	4
		Medium	15	8
		Low	94	52
		Very low	63	35
		Total	180	100%

The above table shows that out of 180 respondents 8(4%) of them rated the company's initiation in improving its package as high, 15(8%) of the respondents rated as medium, whereas, 94(52%) of the respondents rated as low and the rest 63(35%) of the respondents rated as very low to the question presented above. The data presented above shows that the company's initiation in improving its package is low or there was no any change in the package of the product, this might be because of lack of concern beside the company.

As the marketing manager has said they didn't think of the research importance and even though they try to do it there is no budget allocated for that purpose.

Table 18. The Company's packaging over the competitors packages in attracting customers.

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	How do you rate the company's packaging over the competitors' packages in attracting customers?	Very high	0	0
		high	12	7
		Medium	18	10
		Low	88	49
		Very low	62	34
		Total	180	100%

The above table shows that 12(7%) of the respondents rated the attractiveness the company's package has on that of the competitors in attracting customers as high, 18 (10%) of the respondents rated as medium, whereas 88(49%) of the respondents rated as low whereas 62(34%) of the respondents rated as very low. The above data shows that the company's packaging attractiveness as compared to that of the competitors is low.

Table.19. About the company's package in adding value to the product?

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	How do you rate the company's package in adding value to the product?	Very high	0	0
		high	14	8
		Medium	86	48
		Low	54	30
		Very low	26	14
		Total	180	100%

The above table shows that out of 180 respondents 14(8%) of them rated the company's package in adding value to the product as high, 86 (48%) of the respondents as medium,

whereas 54 (30%) of the respondents rated as low and the rest 26(14%) as very low to the question presented for them. The above data show that either the value company's package adds to the product is low or the customers are not aware of that.

Table.20 The Company's package in creating good image about the product?

Item No.	Item	Scale	NO. of Respondents	Percentage (%)
1.	How do you rate the company's package in creating good image about the product?	Very high	0	0
		high	16	9
		Medium	48	27
		Low	74	41
		Very low	42	23
		Total	180	100%

The above table shows that out of 180 respondents 16 (9%) of the respondents rated the image that the company's package creates about the product as high, 48(27%) of the respondents rated as medium, whereas 74(41%) of the respondents rated as low and the rest 42(23%) rated as very low for the question presented above. This shows that the company's package is not effective in creating good image about the product in the customers mind.

CHAPTER FOUR

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

4.1. Summary of Major Findings

- ❖ More than half of respondents (76 %) have agreed that the company's package *in* eco-friendly. And regarding its size, almost all of the respondents (89 %) have agreed that the company's package size is not as per the customers need (is not attractive). In respect to adequate information provision of the package (55%) of the respondents have agreed.
- ❖ (91%) of the respondents agree that the company's package doesn't create competitive advantage, and regarding the easiness of disposing the package 22% have agreed.
- ❖ 15 (8%) of the respondents strongly agree that the package of the product can be disposed easily, 26(14%) of the respondents agree, 53(30%) were neutral to the question, whereas 69(38%) of them disagree and the rest 17 (10%) of them strongly disagree.
- ❖ (79%) of the respondents agree that the package of the product hasn't a regular shape and with regard to the impact company's packaging has on the satisfaction of the customer (75%) of the respondents have agreed.
- ❖ (87%) of the respondents disagree that the company's packaging protects the product, and concerning the company's package suitability for handling 67% of the respondents have disagreed
- ❖ (56%) of the respondents agree that the package of the product is convenient for transporting from place to place and (73%) of the respondents disagree that they have purchased the product of the company because of the package.

- ❖ (75%) of the respondents rated the difference the company's package has with that of the competitors as low and regarding the benefit that the company's package has (78%) of the respondents rated as low.
- ❖ (75%) of the respondents rated the expectation they had about the design of the package as low, and concerning the company's initiation in improving its package as low.
- ❖ (93%) of the respondents rated the attractiveness the company's package has on that of the competitors in attracting customers as low, and 92 % of the total respondents replied their answer as low.
- ❖ (60%) of the respondents rated the image that the company's package creates about the product as low.

4.2. Conclusion

The main points which are raised on the analysis and summary parts of the study are concluded to address the basic questions.

- ❖ According to the research findings, majority of the respondents agree that the company's package is eco friendly or safe for the environment whereas the design of the company's package is not that much attractive for the customers.
- ❖ In line with the research finding, the package of the product provides necessary and adequate information to the customer. And more than half of the respondents of the study don't believe that the company's package doesn't create competitive advantage.
- ❖ Even though the package of the company has no regular shape in which it loses its shape easily there is no difficulty in disposing the package of the product.
- ❖ As the research finding shows the company's package is not giving its protection purpose for the product. And the package of the company is not suitable for handling the product. Furthermore the company's package doesn't initiate customers to purchase the product of the company.
- ❖ The package of the company is convenient for transporting the product from place to place and it does not have a significant difference with that of the competitors and the customers didn't get a significant advantage from the company's package.
- ❖ The research finding shows that the expectation of most of the customers regarding the design of the package was medium and their focus was mainly on the actual product.
- ❖ As the research finding indicates the company's initiation in improving its package is very low and the Value Company's package adds to the product is low furthermore the company's package is not effective in creating good image about the product in the customers mind.

4.3. Recommendation

Based on the major research findings that have been discussed so far the following points are recommended by the student researcher.

- In order to enhance its market share Ethio Agri Ceft should design a package made up of a strong cartoon which can protect the product in a better manner and serves its attraction purpose and it is relevant with the nature of the product.
- Ethio Agri Ceft has to undertake further investigation consistently through the use of professionals in order to improve the overall performance of the package in terms of color, design, strength and The Company should also come up with a package that is convenient for handling the product.
- Ethio Agri Ceft has to make an improvement on its package in order to differentiate itself from that of the competitors be it interns of color, shape, and performance.
- Ethio Agri Ceft has to make the color of its package attractive in a way which can be positioned in the customers, mind which might lead to an enhanced level of sales.
- Ethio Agri Ceft has to increase the strength of its package in order to give its intended purpose and it has to design its package in a way which can maintain the image of the company and it also has to improve the shape of its package which enable to put all the information's in the package in a clear and visible way.

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- Educational back ground

12th Completed Certificate Diploma 1st Degree Master and above

- For how long have you been customer of the company

Less than 1year 1-2year 3-4year above 4 years

Questions Directly Related to the Study

SA=Strongly Agree; A=Agree; N=Neutral, DA=Disagree; SDA=Strongly Disagree

ITEM NO.	DESCRIPTION	SA	A	N	A	SDA
• The company's packaging practices						
1.	The package of the company is eco friendly.					
2.	The size of the package is attractive.					
3.	The packaging of the company provides me with adequate information.					
4.	The company's package creates competitive advantage.					
• constraints that affect the packaging practice of the company						
5.	The package can be disposed easily.					
6.	The package of the products has a regular shape.					
7.	The colour of the company's package is attractive.					
8.	The company's package has an impact on the satisfaction of the customers.					
• The packages intended purpose						
9	The package of the company protects the product.					
10	The packaging of the company is suitable for handling.					
11.	The packaging of the company is convenient for transporting.					

12	I have purchased the company's product on the bases of packaging.					
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Rank the following questions AS VH= very high, H= high, M= medium, L= low VL= very low

• Customers perception towards the company's package		VH	H	M	L	VL
13.	How do you rate the company's package in making differentiation from competitors?					
14	How do you rate the benefit that you get from the company's packaging?					
15.	How do you rate your expectation of the company's packaging with regard to its design?					
• Measures taken to enhance the packaging practice of the company						
16.	How do you rate the company's initiation to improve its package?					
17.	How do you rate the company's packaging over the competitors packages in attracting customers?					
18.	How do you rate the company's package in adding value to the product?					
19	How do you rate the company's package in creating good image about the company?					

20 other suggestion (if any)

APPENDIX B

ST MARY'S UNIVERSITY

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

INTERVIEW TO THE MARKETING MANAGER OF ETHIO AGRI CEFT

1. What does the packaging practice of your company looks like?
2. What things does the company take into account in its packaging process?
3. To what extent does the company's packaging is protective?
4. How does the company's package gives the company a competitive advantage
5. What are the major factors that affect the packaging practice of the company?
6. What are the company's considerations to the environment when packaging its products?
7. How does packaging affects profitability of the company? Please explain
8. To what extent the packaging of the company creates good image of the product?
9. Have your company ever conducted a research on packaging?
10. If your answer for the above question is no explain the reasons

CANDIDATE'S DECLARATION

I, undersigned, declare that this senior essay is my original work, prepared under the guidance of Ato Ibrahim Fedlurahman all sources of materials used for the manuscript have been duly acknowledged.

Name: Abraham Mekonne

Signature _____

Place of Submission: - ST. MARY'S UNIVERSITY DEPARTMENT OF
MARKETING MANAGEMENT

Date of Submission _____

ADVISOR'S DECLARATION

This paper has been submitted for examination with my approval as the university college advisor

Name: Ibrahim Fedlurahman

Signature _____

Date _____

APPENDIX