

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

**AN ASSESSMENT OF PACKAGING PRACTICE
IN THE CASE OF ORIGIN MINERAL WATER**

**By
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**JUNE, 2014
SMU
ADDIS ABABA**

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**A SENIOR ESSAY SUBMITTED
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FOR THE DEGREE OF BACHELOR OF ARTS IN
MARKETING MANAGEMENT**

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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Consumer market grows rapidly every year and the number of competitors among different types of products and goods increases steadily. To stand out against competitors, every company tries to invent something new and to get the competitive advantage for providing the product to the end customer. One of the marketing tools that have become popular and important is **packaging** and **packaging design** which allows companies to be different from each other and to have more priorities among competitors. This has become a reason why nowadays there is a big variety of design packages on the supermarkets' shelves (Czinkota and Ronkainen, 2007).

In addition to the above paragraph Prone (1993) explained packaging is a part of the product and the brand. A product's package represents its characteristics and communicates the product information. For consumers, the product and the package are one and the same when they see it on the supermarket shelves. During the purchasing decision, the package assists the consumer by creating the overall product perception which helps the evaluation and the making of the right choice. Furthermore, the package is the product until the actual product is consumed and the package is recycled.

Moreover, Rundh (2009) supports the two paragraphs saying; the package design adds value to the package and to the product respectively. Design elements such as colors, font, text, and graphics have an important role in package appearance. Pictures on the package in form of attractive situations (mountains, beaches, luxury houses and cars) can assist in triggering lifestyle aspirations. At the point of purchase, the primary role of the package and packaging design is to catch the consumers' attention and to stand out among the competition in the store or at the supermarket.

Successful package design and packaging itself is the result of the involvement and the work put forth by marketers, designers, and customers. Hence, packaging is a major

instrument in modern marketing activities for consumer goods. Package can attract the customers' attention, communicate company's name and image, differentiate the brand from competitors, and enhance the product's functionality (Garber et.al, 2000). Therefore, the package itself acts as a decisive communication tool and provides consumers with product-related information during the buying decision process.

Origin food and beverage factory (OFBF) is located in Oromia Region, Alemgena town along the Addis Butajira road exactly 21km from the capital city of Ethiopia, Addis Ababa. With a plot size of 20,000 square meters, OFBF started the development of the site by insuring that the ecosystem was environmentally friendly and also developed an impressive green area to bring back the badly affected fauna and flora that once was living there. OFBF is one of the most popular and fast growing food and beverage factories in Ethiopia. It is among the leading companies in providing the best purified mineral water to the consumer. The brand has gained recognition in a very short period of time in manufacturing ORIGIN purified mineral water the revolution in drinking bottled mineral water has witnessed the consumption of mineral water leap forward coinciding with the OFBF's newest packaging, pack sizes and product range i.e. fruit juices are now available in market from origin, the container of water has been newly improved in an attractive form. This paper is intends to assess the packaging practice of origin food and beverage factory.

1.2. Statement of the Problem

Packaging design is a creative business that connects form, structure, materials, color, imagery, typography, and ancillary design elements with product information to make a product suitable for marketing. Packaging design serves to contain, protect, transport, dispense, store, identify, and distinguish a product in the marketplace. Ultimately packaging design resolves the marketing objectives of the product by distinctively communicating a consumer product's personality or function (Klimchuk and Krasovec, 2006).

According to Kotler and Armstrong (2008) poorly designed packages can cause headaches for consumers and loss of sales to the company. By contrast, innovative packaging can give a company an advantage over competitors and boost sales. Sometimes even seemingly small packaging improvements can make a big difference.

Origin mineral water produces water packages by itself for own consumption. The company's package has different size which enables the company to have advantage in providing products in different packing size. The packages include one liter, two liter and other. In this way the company has full control over its packaging. As it is known packages has an essential role in product performance because the package tells the consumer about the products as well the information how to use, how to store, and how to dispose the product.

Based on preliminary investigation, the student researcher has found the following problems. The packages shape and size might not be convenience for customers, the package might not be safe to the product and to the users too, and most importantly the company's package might not shine out compared to the competitor's product.

In this paper the student researcher examines how consumers perceive and evaluates patterns, colors, and graphics on the package. At the end this study identifies elements of the packaging design and its importance from the consumer point of view.

1.3. Research Questions

After the study has been completed the student research answered the following questions

1. To what extent the company's packaging include all the basic elements of package?
2. How far the company considers customer's interest in its product packaging?
3. What are the major features of the package that attract consumers?
4. How far the packaging develops the company's brand image?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of the research paper is to assess the packaging practice of origin mineral water.

1.4.2. Specific Objectives

The following are the specific objectives related to the study

- To describe the basic elements of company's packaging.
- To identify customer's interest in the company's packaging.
- To assess the major features of the package that attracts consumers.
- To examine the company's packaging in relation to its brand

1.5. Significance of the Study

After completion of the study it will have benefits for the following parties in one way or another.

- It will ultimately indicate packaging practice faced by the company.
- It helps as input for other interested researchers in conducting further study on the subject matter.
- Help the student researcher to understand about packaging practice
- In addition to this, the study will have an importance to Origin Water as an input for decision making.

1.6. Scope of the Study

This study will be delimited in the following points.

1.6.1. Subject

Packaging has so many pillars which could be included in the study, for instance, shape, packages color, size and style, environmental and branding perspectives; however this study will focus on shape, size, safety to the product and handling of the package as well as branding issues.

1.6.2. Population

The study addresses customer of origin mineral Water and the marketing manager of the company, because those populations have direct contact or relation to study.

1.6.3. Area

The study was also be delimited on the head office found in Alemgena because packaging practice is performed in head office additionally; the student researcher use different areas of Addis Ababa due to large number of customers. To be specific customers that are found in pizza, mexico, bole, and 22 area because the student researcher believed that in this locations there are plenty of consumers.

1.6.4. Time

The student researcher was review the past three years data from September 2010-May 2013 packaging practice of the company. The reason the student researcher has selected the above time limit is because it is easy to get recent data of the company as to have a reliable data.

1.7. Research Design and Methodology

1.7.1. Research Design

To accomplish the above objectives and to seek answer to the research question the student researcher used descriptive types of research method. This research method helps in describing and determining the packaging practice of Origin Mineral Water. Descriptive type of research method is used in determining the frequency with which an event could occur. The student researcher also used both the quantitative and qualitative measurement methods. The qualitative measurement helped to interpret ideas which were gathered through interview and open ended questions while the quantitative measurement method helped to interpret ideas which were gathered through close ended questions.

1.7.2. Population, Sample Size and Sampling Techniques

The target population of the study was the marketing manager and customers of Origin Water. The student researcher used non-probability sampling approach, particularly convenient sampling technique. Due to the difficulty nature of determining sample size of the customers of Origin Water the student researcher used Malhotra's (2006, 329) suggestion of 200 respondents customers as representative sample in order to have sufficient and reliable data.

1.7.3. Types of Data Collected

The student researcher used both primary and secondary data. The primary data were collected from marketing manager, and customers. The secondary data was obtained from the company documentation center, relevant books, articles and journals.

1.7.4. Methods of Data Collection

Primary data was collected through developing questionnaires and distributing to customers of the company. Interview was conducted with the marketing manager of the company while the secondary data was obtained from the company marketing department record, books, and relevant documents.

1.7.5. Data Analysis Technique

Both quantitative and qualitative method was used in analyzing the data obtained. The data gathered by closed ended questions was analyzed using quantitative analyses technique and presented using tabulation while data obtained from open ended questions and interview was analyzed by using qualitative data analysis technique and used to support the findings from Quantitative once.

1.8. Limitation of the Study

This study has various limitations were some customers show unwillingness to provide necessary information as it was expected from which; questionnaires were not fully returned for analysis, Nevertheless the student researcher finally collects the necessary data to conduct the research paper.

1.9. Organization of the Study

The paper is organized in to four chapters; Chapter one is constitute of introduction, background of the study, statement of the problem, objective of the study, significance of the study, scope of study, research methodology and organization of study. Chapter Two is present literatures which have relation with the study. Chapter Three covers data presentation, analysis, and interpretation based on the collected data. The last chapter covers summary, conclusion and recommendation part. Finally, bibliography and appendixes is attached with the research paper.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This research paper reviews relevant literatures, written by different authors on packaging .in order to conduct detail analysis and discussion on each and every elements found in packaging practice.

2.1. Concept and Meaning of Packaging

Packaging and package are words which are most inter changeably used in practice yet still have some fine line of distinction in their concept. Packing is it is a process of covering, wrapping or crating of goods before they are transported or stores. Package it is the actual container or wrapper in which the product is enclosed or sealed. Packaging it is the general group of activates which concentrate in formulating the design of a package and producing an appropriate and attractive container or wrapper for the product which will protect the attributes of the product till it is used by the user and /or creates a demand (Agrawat, 2003).

Kotler (2003) defined packaging as all activates of designing and producing the container for a product and the container is called the package.

Khanna (2002) support the idea stated in the above paragraph defining packaging as the use of containers and parts, together with the decoration and labeling of a product in order to contain, protect and identify the merchandise and facilitate the use of products.

Sherlekar (2004) went further saying packaging as the general group of activities in the planning of a product. These activities concentrate on formulating a design of the package and producing an appropriate and attractive container or wrapper for a product the container itself can act as a forceful through silent and colorful sales man at the point of purchase or an effective medium of advertisement encouraging impulse buying Packaging can generally be categorizing in to:-consumer packaging and industrial packaging.

According to Kotler and Armstrong, (2008), Packaging involves designing and producing the container or wrapper for a product .traditionally the primary function of the package was to hold and protect the product. In recent times, however numerous factors have made packaging an important marketing tool.

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 the Packaging Institute International (2000) 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 (Kaleemullah, 2002). In addition to this, packaging involves the development of a container and a graphic design for a product a package can be a vital part of a product (Pride and Ferrell, 2008).

2.2. Kinds of Packaging

A number of factors like the nature of contents, the requirements of distribution, the possible kind of handling, the routes of the journey while exporting them and many other factors decide the kind of packaging to be done. (Monga, 2003).Another author Sherlekar, (2004), packaging can generally be categorized in to: consumer packaging and industrial packaging.

2.2.1. Consumer Packaging

These kinds of packages are often based on marketing consideration in terms of advertising /promoting the product through their attractive colors. And now a day in the world of globalization packages are playing a very important role in getting competitive advantage in a competitive market .and now a day we can see that firms which produce and offer the same product to the market but use effective packaging has getting

competitive advantage over their rivals. “An effective package is sometimes referred to as a silent sales person.”(Sherlekar, 2004).

As Natarajan, et.al, (2009), it concerned generally will small units in large numbers, often decorated in attractive manner. This may include food, pragmatically consumer durables and gifts packages. In the evaluation of consumer packages the emphasis is more on sales orientation.

2.2.2. Industrial Packaging

It is also called protective packaging, where it has protective nature than promoting the product .this kind of packaging mostly used for those products which are highly technical and expensive so to protect them from damages since they are very expensive to replace them (Sherlekar, 2004).

According to Natarajan, et.al, (2009), those packages are generally heavier with little attempt to make them appealing to the eyes. This of packages includes machinery and heavy equipment in there evaluation emphasis is more on performance and economy.

2.3. Important Aspects of Packaging

A packaging committee, with representatives from different department may help to reduce the cost. The Indian institute of packaging gives guidance for the right method of packing and for reducing the packing cost. At the unit level it is desirable to have a complete packaging list of the following aspects: Planning and coordination of packaging development activates in the company, conducting research with a view to reducing cost, Developing and engineering associated with packing, test writing specifications, selecting and controlling the color, and controlling the quality of packing components, Assembling and storing information, samples etc. Reviewing of packaging costs by value analysis. To sum up, function of packaging are to contain preserve protect present and offer the case for handling (Gopalakrishnan, 2005).

2.4. Labeling of the Package

Labeling is very costly interrelated with packaging and for identification promotional and information and legal purpose (Prides and Ferrell, 2008).

Seller must label product or an elaborately designed graphic that is part of the package. The label might carry only the brand name or great deal of information even if the seller prefers a simple label; the law may require additional information (Kotler, 2002).

2.5. Branding

Marketers must make many decisions about products including choice about brands, brand names brand mark trademarks and trade name a trade is a name ,term design symbols or any other feature that identify one item (Pride and Ferrll,2008).

2.5.1. Value of Brand

Both buyer and seller benefit from branding .brands help buyer s identify specific products that they do and do not like ,which in turn facilitates the purchase of items that satisfy their needs and reduces the time required to purchase that product (Pride and Ferrll, 2008).

2.6. Function of Packaging

Effective packaging means more than simply putting products in containers and converging them with wrappers. First packaging materials serve the basic purpose of protecting the product and maintaining its function form (Pride and Ferrell, 2008).

Packaging can serve the following basic function .it can serve as a sales tools ,it identifies the maker as well as the product and carries the brand name, the packaging label informs the buyer abut inner contents and how to use them , and it's the biggest advertising and promotion tool. Other the above major function packaging also gives protection and containment function for the product.

The major function of packaging in logistics and supply chain are to provide Containment Protection Utilization and communication (Agrawal.2003).

2.6.1. Containment

Products must be contained before they can be transported from one location to another. Packaging provides space in which a product is contained. From logistics and supply chain point of view, the containment function of packaging is conical as it refers to minimization of weight and space requirements on the package so that overall logistics costs can be curtailed by means of minimization of transportation and storage costs (Agrawal.2003).

2.6.2. Protection

Protection means the establishment of a barrier between the contained product and the environment that computes with man for the product (Brody, 2000).

In addition to this packaging protects its contents on its route from the manufacturer to the consumer and on its route from the manufacturer to the consumer and even during its life with the consumers. Its protects the products from spoil discolor loss of fragrance ,damage break contamination or physical deterioration of the product .the amount of protection that a package must provide depends on the characteristics of the product and condition in the logistical system (Agrawal, 2003).

2.6.3. Sanitation

Packaging helps to maintain the sanitary, health, and safety integrity of contained products processing and packaging are intended to stabilize food product. Against degradation during distribution one purpose of packaging is to reduce food spoilage and minimizes the environmental losses of nutritional or functional value of the product (Brody, 2000).

2.6.4. Communication

The communication function of protective packaging is gaining importance due to wide and extensive use of the logistical information system. Practically, package symbolizes the product throughout logistical channels. It serves of the function of identification by consumers and even by the labors of warehouses for storing, picking symbols and transportation. Packaging is also becoming an important consideration in the light of growing environmental responsibility. Globally, packaging standards are of growing concern highlighting recyclables packaging and required that each channel member join in reduction and recovery activities (Agrawal, 2003).

2.6.5. Utilization

The utility function of packaging relates to how packaging affects the productivity and efficiency of the total logistical system. All logistical operations like truck loading, storage in warehouses and warehouse order and picking productivity are affected by package utility. It describes the physical grouping of master cartons into one restrained loan for material handling or transport. Productivity of logistical operation is the ratio of real output to real input as Agrawal, (2003) from (Twede, 1994).

2.7. Major Packaging Considerations

As they develop packages, marketers must take many factors in to account obviously, one major consideration is cost .Although a variety of package materials, processes and designs are available cost vary greatly. In recent year, buyers have shown willingness to pay more far improved packaging, but there are limits marketers should conduct research to determine exactly how customers are willing to pay effective and efficient package designs (Pride and Ferrell, 2008).

2.8. Package Materials

Choosing packaging materials accordings is very important, for one thing the product to be packed may require specific materials, second to that the materials we choose affects the environment and consumer in a good way or in a bad way. Today a wide range of

materials are used for packaging .application ,including metal, glass, wood, paper or pulp-based materials ,plastics, ceramics or a combination of more than one materials as composites (Pongracz,2007).

Consumers stress on packing materials that are recycle able and environment friendly. Some countries give great importance to stop environment pollution and to recycling of products (Khan, 2006).

2.9. Package Environment

The packaging has to perform its functions in three different environments. Failure to consider all three environments during package development will result in poorly designed packages, increased costs, consumer complaints and even Avoidance or rejection of the product by the customer.

The concept of environmental impacts encompassed both the work and external environment: it included manageability for consumers, migrations through the packaging materials to the final product, and pollutant emission to air, soil and water (Ryding, 1998).

2.9.1. Physical Environment

This is the environment in which physical damage can be caused to the product. It includes shocks from drops, falls and bumps, damage from vibrations arising from transportation modes including road, rail, sea and air and compression and crushing damage arising from stacking during transportation or storage in warehouses retail outlets and the home environment (Robertson, 2012).

2.9.2. Ambient Environment

This is the environment which surrounds the package. Damage to the product can be caused as a result of gases (particularly O₂), water and water vapor, light (particularly

UV radiation) and temperature, as well as micro-organisms (bacteria fungi, molds, yeasts and viruses) and macro organisms (rodents, insects, mites and birds) (Robertson, 2012).

2.9.3. Human Environment

This is the environment in which the package interacts with people and designing packages for this environment requires knowledge of the variability of Consumer capabilities including vision strength weakness dexterity memory and cognitive behavior. Since one of the functions of the package is to communicate, it's important that the messages are clearly received by consumers. In addition the package must contain information required by law such as, nutritional content and net weight (Robertson, 2012).

2.10. Packaging Policy

For an appropriate packaging policy to attain both marketing and logistics objectives the following fine alternatives are in the hands of management followed by consideration of packaging factors (Agrawal, 2003).

2.10.1. Packaging Alternatives

A company may adopt the policy of periodical changes in product package in order to achieve one or more of the following purpose: Desire to ensure more protection and convenient handling of the product; Rectification of defects in the current package; Adoption of innovation packaging materials resulting into huge saving in packaging costs; and Required for changed promotion strategy or repositioning strategy of the products Packaging Changes (Agrawl, 2003).

2.10.2. Family Packaging

This kind of packaging policy refers to an almost similar packaging for the entire range of product line or group of product lines. For example, Park Avenue range of accessories and toiletries have similar packaging. This alternative policy emphasizes more on marketing purposes and less on logistical ones (Ibid, 2003).

2.10.3. Multiple Packaging

This packaging refers to a policy of packaging in which a number of heterogeneous products are packed in one package which is to be used by one customer. For instance, shirt, tie, hankerchiefs are packed in one package. This alternative is not popular and practiced commonly in India (Ibid, 2003).

Rather than packaging a single unit of a product, marketers sometimes use twin packs, trip packs, six-packs, or other forms of multiple packaging (Pride and Ferrell,2008).

2.10.4. Reuse Packaging

Again, this policy emphasizes more on of marketing values in which marketers offer products in such a package which may be reused for their purposes one product has been exhausted or taken out of it stimulating purchase. For instance, Nescafe, Instance Coffee is being packaged in a glass jar, which later may be used as a tumbler (Agrawal, 2003).

2.11. Ecological Packaging

The ecological packaging refers to that policy alternative which emphasizes on preserving the physical environment by the company while formulating a compatible packaging policy. It may include:

- Use of returnable bottles and containers;
- Use of containers that decompose over a reasonable period of time; and
- Use of light weight packaging (Ibid, 2003).

2.12. Packages as a Silent Sells Man

Through verbal and nonverbal symbols, the package can inform potential buyer about the products content, features, uses, advantages, and hazards. A firm can create desirable images and association by its choice of color, design, shape, and texture (Pride and Ferrell, 2012).

Khan,(2006),in other hand stated: too much information confuses the consumer, and with more information, often poor decision are made. Increasing package information adversely affects the ability to choose best brands.

Kotler and Keller, (2012), explained the package is the buyers first encounter with the product. A good draws the consume in counter in and encourages product choice. In effect, they can act as “five–second commercial “for the product. Packaging also affects consumers later product experiences when they go to open the package and use the product of home. Some packages can even be attractively displayed at home.

Moreover, Khan, (2006), added use words like “new; improved better or power packed. Change in package in design and color, periodically helps to information through.it stimulates the consumer and pushes the information through the threshold level. These adjectives help the consumer to break the threshold level faster; so that the purchase is expedited various factors contribute to the growing use of packaging as a marketing tool.

2.13. Factors to be Consider of Packaging

Packaging has become a potent marketing tool well designed packages can create convenience and promotional value. Various factors contributed to packaging’s growing use as a marketing tool (Kotler, 2002).

2.13.1. Self-Service

An increasing number of products are sold on a self-service bases. In an average supermarket, which stocks 1,500 items, the typical shopper posses by some 300 items for minutes? Given that 53 percent of all purchases are made on impulse, the effective package operates as a “five-second commercial”. The package must perform many of the sales tasks: attention, describe the product’s features, create consumer confidence, and Make a favorable overall impression (Kotler, 2002).

2.13.2. Consumer Affluence

Rising consumer affluence means consumers are willing to pay a little more for the conveniences, appearance, dependability and prestige of better packages (Kotler, 2002).

2.13.3. Company and brand image

Packaging contributes to instant recognition of the company or brand. The Campbell soup company estimates that the average shopper sees its familiar red and white can 76 times a year, creating the equivalent of \$26 million worth of advertising (Kotler, 2002).

2.13.4. Innovation opportunity

Innovative packaging can bring large benefits to consumers and profits to producers (Kotler, 2002). Sometimes a marketer employs a unique cap design, applicator or other feature to make a product distinctive (Pride and Ferrell, 2008).

2.13.5. Handling –Improved Packaging

A product's packaging may be changed to make it easier to handle in the distribution channel—for example, by change in the outer carton or using special bundling, shrink-wrapping, or pallets. In some cases, the shape of the package is changed (Pride and Ferrell, 2008).

2.14. Sound Packaging

Sound packaging is important; it has to be catchy because it is the first thing sighted by the customers. They may not see a product but may be influenced by the following aspects of packaging.

- Eco-friendliness of the packaging;
- The conditions of the product;
- The role of packaging in the physical distribution; and
- The promotion and information through packaging (Monga, 2003).

2.15. Criticism of Packaging

The last several decades have brought a number of improvements in packaging however, some packaging problems still need to be resolved. Some packages suffered from functional problems in that they simply do not work well. Although many steps have been taken to make packaging safer, critics still focus on the safety issues. At times packaging is viewed as being deceptive. Package shape, graphic design, and certain colors may be used to make a product appear larger than it actually is. The inconsistent use of certain size designations, such as giant, economy, family king and super can lead to customer confusion. Finally, prefer attractive, effective, convenient packaging, the cost of such packaging is high (Pride and Ferrell, 2008).

According to Kotler (2002), the decision making about packaging are;

Developing an effective package for a new product requires several decisions. The first task is to establish the packaging in concept defining what the package should basically be or do for the particular product. Decisions must now be made on additional elements, size, shape, materials, color, text and brand market. Decisions must be made on the amount of text, on cell phone or other transparent films on a plastic or a laminate tray and soon. Decision must be made on "tamper proof" devices. The various packaging elements must be harmonized.

The packaging elements must also be harmonized with decisions on price, advertising and other marketing elements. After the package is designed, it must be tested. Engineering tests are conducted to ensure that the package stands up under normal conditions: visual tests, to ensure that the script is legible and the colors harmonious; dealer tests, to ensure that dealers find the packages attractive and easy to handle and consumer tests, to ensure favorable consumer response. In spite of those precautions, a packaging design occasionally gets through with some basic flaw.

CHAPTER THREE

DATA ANALYSIS, INTERPRETATION AND PRESENTATION

This chapter of the study deals with presentation, analysis, and interpretation of data's obtained from sample respondents of ORIGIN mineral water customers by the means of questionnaire and marketing manager of the company through interview. A total of 200 questionnaires were distributed to customers, however, out of the 200 customers 188(94%) of them were able to fill and return the questionnaire the rest 12(6%) were not able to return the questionnaire due to unknown inconveniences. The data were collected through questionnaires containing both close and open ended questions, and through interview.

The closed ended question was analyzed using frequency and percentage and presented using tables. The interview part and open ended questions was narrated to support the quantitative once.

3.1. Analysis of Respondent's Characteristics

Table 1. General Characteristics of Respondents (Customers)

Item No.	Item	Description	Frequency	Percentage (%)
1	Gender	Male	98	52
		Female	90	48
		Total	188	100
2.	Age	Below20	37	20
		21-30	49	26
		31-40	63	28
		41-50	34	23
		51 and above	5	3
		Total	188	100
3.	Educational background	12 th complete	18	10
		Certificate	26	14
		Diploma	52	28
		Degree	78	41
		Post graduate	14	7
		Total	188	100
4	Occupation	Government employee	67	36
		Private employee	91	48
		Student	30	16
		Total	188	100
5	Respondent's period of stay as customer	< 1 year	33	17
		1-2 years	79	42
		3-4 years	58	31
		> 4 years	18	10
		Total	188	100

The above table shows background of respondents using five different items. Item 1 shows the gender distribution of respondents, from the total respondents 98(52%) of them are males, while the rest 90(48%) are females. This indicates the gender distribution among respondents is fair which means the company's product is used by both females and males. In terms of age indicated in item 2 of the same table the majority of the respondents, 63(28%) are in the range 31-40, 49(26%) are in the range of 21-30, 37(20%) are below 20, 34(23%) are in the range of 41-50, the rest 5(3%) are 51 and above. This shows most of the company's customers are adults. From this one can conclude that the customers are at least legally free to select the product they want or in simple terms they are free from parental control which means they are highly influenced by their own attitude or behavior while selecting a product than that of parents.

Item 3 of the above table shows educational level of respondents. From the total of 188 respondents 78(41%) are degree holders, 52(28%) are diploma holders, 26(14%) are certificate holders, 18(10%) are 12th complete, the rest 14(7%) are post graduates. This shows that most of the company's customers have completed tertiary level of education which means they can read the questions and understand it without major difficulties and they have the capacity to evaluate and select different products. Regarding occupation 67(36%) are government employees, 91(48%) are private employees, the rest 30(16%) are students as indicated on item 4 of table 1. This indicates most of the company's customers are employed which means the customers have certain income which helps them to choose between the products and from what is seen in the market with a lot of brands the customer can easily shift between brands.

The last item of the table which shows for how long the respondents have been customers of the company, 33(17%) were using the product for less than 1 year, 79(42%) were using the product 2-4 years, and (31%) were customers for 3-4 and 18(10%) were customers for more than 4 year. This implies that the customers can give adequate information about the packaging practice of the company.

3.2. Analysis of Questions Directly related with the Study

Table 2. Package's Attractiveness

Item No.	Item	Scale	Frequency	Percentage (%)
1.	How do you rate the company's water package conveniences for handling?	Very high	34	18
		High	40	21
		Medium	52	28
		Low	43	23
		Very low	19	10
		Total	188	100
2	How do you rate the satisfaction that the company's water package gives you?	Very high	17	9
		High	32	17
		Medium	71	38
		Low	68	36
		Very low	-	-
		Total	188	100
3	How do you rate the colorfulness of the company's package?	Very high	-	-
		High	31	16
		Medium	67	36
		Low	47	25
		Very low	43	23
		Total	188	100

On item 1 of the above table respondents were asked how they rate the company's water package conveniences for handling. 34(18%) rated it as very high, 40(21%) high, 43(23%) low, 19(10%) very low, and the majority of them i.e. 52(28%) rated it to be medium. Even though most of the respondents rated the effort medium when we compare the sum of the respondents that chose high and very high with the sum of respondents that chose low and very low the first sum exceeds the later and in a highly competitive industry medium is not enough so when we add number of respondents that chose

medium with respondents that chose low and very low it completely changes. So it indicates that the companies package is not good enough as a result it should try to increase its water package conveniences for handling. This might result the customers to shift to competitors' products.

On item 2, 17(9%) of respondents chose very high, 32(17%) chose high, 71(38%) chose medium, 68(36%) chose low regarding satisfaction that the company's water package gives them. Again the majority of respondents chose medium, even though none of the respondents chose very low and a total of 49(26%) chose above medium the sum of medium and below still exceeds. This result indicates the customers are not very much satisfied by the product package and there is a need for improvements.

The same is shown in item 3 the majority of respondents, 67 in number 36 in percent rated the colorfulness of company's package as medium, 90(47%) rated it as very low .this indicate that the color of the package is not attractive by the customer .

Table 3. Package's Motivational Ability

Item No.	Item	Scale	Frequency	Percentage (%)
1	The packaging of the company is encouraging to purchase the product.	Strongly agree	22	12
		Agree	26	14
		Neutral	89	47
		Disagree	38	20
		Strongly disagree	13	7
		Total	188	100
2.	The package of the company informs how to use the product.	Strongly agree	14	7
		Agree	22	12
		Neutral	72	38
		Disagree	49	26
		Strongly disagree	31	17
		Total	188	100
3	I like the color of the company's package.	Strongly agree	-	-
		Agree	33	18
		Neutral	68	36
		Disagree	49	26
		Strongly disagree	38	20
		Total	188	100
4.	I like the size of the company's package.	Strongly agree		
		Agree	37	20
		Neutral	74	39
		Disagree	42	22
		Strongly disagree	35	19
		Total	188	100

The above table shows the extent of respondents' agreement to 4 different items that indicates whether the company incorporates the basic elements of packaging on its

package or not. Item 1 shows customers' level of agreement to the statement "The packaging of the company is encouraging to purchase the product." from the total of respondents 22(12%) strongly agreed, 26(14%) agreed, 89(47%) chose to be neutral, 38(20%) disagreed, the rest 13(7%) disagreed strongly. This findings show the majority of respondents chose to be neutral, but when we compare the sum of respondents that chose above neutral with the sum of respondents that chose below neutral the later is greater. This data indicating that the company's package is not encouraging enough to purchase the product. This means that if the customer enter to a shop for purchasing a mineral water the company package wild not encourage the customers to purchase it which results in the decrease of companies market share profitability.

Item 2 shows respondents level of agreement to the statement "the package of the company informs how to use the product." From the total respondents only a total of 36(19%) chose above neutral, the majority i.e. 80(43%) chose below neutral, the rest 72(38%) chose neutral. This indicates the water package is not informative enough for customers. This implies the customers couldn't know about the benefits from using that particular product how to store the product, how much of the product does the customer has to use.

The color of the company's package is likeable as disagreed by a total of 87(46%) of respondents shown on item 3.the rest 68(36%) were neutral and 33(18%) of the respondents replied agree. This implies that majority of customers does not favor the color of the package. This means that the customers might give a wrong interpretation about the company product.

The likability of the company's package size shown on the last item is agreed to be at a good rate since 42(20%) of the total respondents disagreed and 35(19%) of the respondent strongly disagree to the statement .The rest 74(39%), and 37 (20%), chose neutral and agree, respectively. This informs that the company's package is not convent to its customers. This depicts that the customers think they couldn't the product where ever they went as a result they won't be intended to purchase the product.

Table 4. Package's Handling Convenient

The following questions are rated 5-1, 5 being very good 1 being very bad				
No	Item	Scale	Frequency	Percentage (%)
1	How do you rate the water package of the company conveniences for handling?	5	20	11
		4	12	6
		3	73	39
		2	44	23
		1	39	21
		Total	188	100
2	How do you rate the image of the company?	5	18	10
		4	32	17
		3	76	40
		2	45	24
		1	17	9
		Total	188	100
3	How do you rate the water package of the company compared to competitors?	5	19	10
		4	31	16
		3	77	41
		2	44	23
		1	17	9
		Total	188	100

As it is indicated in item 1 of the above table 39(21%) of respondents gave the water package of the company 2, 44(23%) 3, 73(39%) 5, 20(11%) 2. The majority of the respondents 83(44%) gave the water package of the company not convenient to handling. This indicates the company's water package is not portable for customers.

In item 2 of the same table respondents were asked to rate the company's image. Out of the total 188 respondents, 45(24%) rated it as low, 18(10%) rated it as very high, 32(17%) rated it as high, 76(40%) rated it as medium the rest 17(9%) rated it as very low. The evaluation made by the majority of respondents 76(40%) as medium implies, the company's image is not good enough.

As it is shown in item 3 of the same table, even though the difference is not much the sum of respondents that rated the company's package compared to competitors below medium (61 in number 32 in percent) is still greater than respondents that rated it to be above medium i.e. 50(26%), the rest 77(41%) of respondents rated the level of the company's package compared to competitors as medium. This indicates the company does lacks competitive advantage. This means the customers doesn't differentiate the product from its rival.

Table 5. Package Disposability

No	Item	Scale	Frequency	Percentage (%)
1	The water package of the company is easy to dispose.	Strongly agree	28	15
		Agree	32	17
		Neutral	76	40
		Disagree	52	28
		Strongly disagree	-	-
		Total	188	100
2.	The water package is convenient for handling.	Strongly agree	43	23
		Agree	10	5
		Neutral	69	37
		Disagree	28	15
		Strongly disagree	38	20
		Total	188	100
3.	The package ensures safety of the product.	Strongly agree	-	-
		Agree	21	11
		Neutral	73	39
		Disagree	56	30
		Strongly disagree	38	20
		Total	188	100

On item 1 of table 6, 28(15%) strongly agreed, 32(17%) agreed, 76(40%) chose to be neutral, the rest 52(28%) disagreed to the statement “The water package of the company is easy to dispose.” Summing up the respondents that chose agree and strongly agree (60 in number and 32 in percent) implies that the company’s package is indeed easy to dispose and can also be used for post purchase activities. Meaning customers use the package for other purpose.

On item two respondents were asked to show the extent of their agreement to the statement “The water package is convenient for handling.” From the total respondents, the majority of respondents i.e. 69(37%) chose to be neutral, a total of 66(35%) chose disagree and strongly disagree, and a total of 53(28%) chose agree and strongly agree. This indicates that the package of the company’s is not convenience for handling.

Similarly the company’s package effectiveness in assuring the safety of the product is not well implemented as disagreed by a total of 94(50%) of the total respondents.

Table 6. Package’s Graphics

No	Item	Scale	Frequency	Percentage (%)
1	How do you rate the graphics of the company’s water package?	Very high	19	10
		High	28	15
		Medium	73	39
		Low	46	24
		Very low	22	12
		Total	188	100
2	How do you rate the company’s package in creating a good image of the company’s product?	Very high	15	8
		High	37	20
		Medium	69	37
		Low	47	25
		Very low	20	11
		Total	188	100

Item 1 of table 7 shows how respondents rated the graphics of the company’s water package. As per this, the majority of respondents 73(39%) chose medium, a total of 47(25%) respondents chose above medium, the rest 68(36%) chose below. This indicates the graphics of the company’s water package is not likable by customers.

On item 2 of the same table respondents were asked to rate the company's package in creating a good image of the company's product. A total of 67(36%) of respondents rated it below medium, 69(37%) rated it as medium, the rest 52(28%) rated it above medium indicating the company's water package does not contribute enough to create a good image for the company product.

Table 7. Package's Attractiveness

No	Item	Scale	Frequency	Percentage (%)
1	The water package of the company is attractive.	Strongly agree	24	13
		Agree	30	16
		Neutral	75	40
		Disagree	49	26
		Strongly disagree	10	5
		Total	188	100
2	The water package shape is in my interest	Strongly agree	17	9
		Agree	26	14
		Neutral	75	40
		Disagree	49	26
		Strongly disagree	21	11
		Total	188	100
3	I have purchased the company's product on the bases of its package.	Strongly agree	-	-
		Agree	28	15
		Neutral	81	43
		Disagree	52	28
		Strongly disagree	27	14
		Total	188	100

On item 1 even though the difference is small the sum of respondents that chose above neutral (54 in number and 29 in percent) is less than that of respondents that chose below neutral (59 in number and 31 in percent) this implies that water package of the company is not attractive enough for prospects.

Similarly shown on item 2, the water package shape is bad as disagreed by a total of 70(37%) of the total respondents to the statement. Thus one can conclude that the package shape is not fulfill the interest of customer.

On item three, 79(42%) disagreed to the statement “I have purchased the company’s product on the bases of its package.” Only 28(15%) agreed. This means that the customers has purchased the product either they couldn’t find any other product or because of its price.

3.3. Analysis of Interview Questions

As viewed by the marketing manager of origin mineral water replied that the company undertaken a roughly and kindly examined every aspect of the spring water industry so as to come up with a unique package that would differentiate it from the rest of respective firms /companies. Hence, the current package of the company water stands as pinnacles of uniqueness.

According to the marketing manager aspects always come first the company as far as the packaging side is concerned additionally he responded that to satisfy the customers' needs and to meet their expectations the company tries to personalize the packaging color, shape and size. To make the packaging convenient for handling our organization based customers' needs looking and competitors package. To make the product package attractive we strive to do attractive color and graphics. With reference to the interview the manager clarifies that customers are satisfied by the packaging and they do not have complaints regarding packaging. Also he emphasized that the products are available everywhere to meet customers want.

Regarding product image, our product is strong enough in creating a good company image in the minds of customers and it is good enough to dispose after consumption.

CHAPTER FOUR

SUMMARY, CONCLUSION AND RECOMMENDATIONS

From the analysis and interpretation made in the previous chapter the following summary conclusion and recommendations were drawn up.

4.1. Summary of Major Findings

- From the finding the total 188 customers 98 (52%) of the respondents are male. 90 (48%) female and from 31-40 ages group and they are about 63 (28%).and most of the customers 78 (41%) hold ^{1st} degree. Likewise majority of the customer 91(48%) are private employees. However most of the customers stayed from 1-2 years and they are about 79 (42%).
- Majority of the customer 62 (32%) are negatively responded that the company water package conveniences for handling, on the other hand more than half of respondents who negatively they satisfaction about 71 (38%).and with regard to the colorfulness of package is not liked by most 47 (25%) of the customer.
- When asked if the packaging of the company encourages purchasing the product the majority of the customer negatively they rate, 89 (47%). Regard to the company inform to use the product of negatively 72 (38%) And 79 (42%) of the customers disagreed they have purchased the company's product on the bases of its package. However the number of respondents who responded negatively about the package of the company compared to competitors. That is 77 (41%).
- The customer who disagreed about the size of the company's package is greater than agreed. They are about 77(41%).Regarding a shape, the customers who disagreed they have a shape interest are greater than who agree. They are 70 (37%).in the other hand 73 (39%) of the customers respondent negatively that the

graphics of water package. All most all the customers disagreed about the package safety of the product. This is 94 (50%).

- The respondents who negatively for question about the package to the company's easy to dispose are about 76 (49%).
- The customers who disagreed about the attractiveness of package. That is 59 (31%)and concerning the image of the company, the majority of the customer answered negatively. They rate 76 (40%).

4.2. Conclusions

Depending on the findings discussed above the following conclusions are made as follows.

- From the data the size of the company's package is not convenient its customers and the package is not convenient for handling and do not much customers expectation.
- With reference to the findings customers do not favor the color of the package. And the packaging is not designed to motivate customers to purchase the product. Here can conclude that customers are not very much satisfied by the product package.
- The company's package compared to competitors as medium this means the company does lacks of competitive advantage. And is not likable by customers
- The company's packages are easy to dispose and used for post purchase activities.
- Most of the customers are said the company's water package does not contribute enough to create a good image for the company product. Additionally it is not attractive enough for prospects.
- From the research findings, the company water package is not shine out from competitor's product in the same shelf.
- Can conclude that the package shape is not fulfilling the interest of customers. And the package does not create desire to purchase.
- Most of customer does not prefer company's water package over others as well as the water package does not increase impulse in choosing and purchasing the company' product and beyond, attracting the competitors customers and they need to switch to another brand.

4.3. Recommendation

After analysis of the finding conclusions are made and the study has forwarded the following recommendations for the company to avoid the problems and corrective action apply the following things recommend.

- The company should undertake a package and customers brand awareness and with other competing mineral waters. Package can attract the customers' attention, communicate company's name and image, differentiate the brand from competitors, and enhance the product's functionality. And now a day in the world of globalization packages are playing a very important role in getting competitive advantage in a competitive market. So the Company should create a better image.
- The water package of the company's not conveniences for handling so the company creates a better package. A product packaging may be changed to make it easier to handle.
- The company should have a plan to improve because satisfaction of customers and look likes by customers very attractive.
- The company should design a package which is unique from the competitor's package in a form of shape, size, color of package, so that it could shine out in the prioritized as the first in the mind of customers.
- The company should encourage purchasing the product through the package. Consumers are willing to pay a little more for the conveniences, appearance, dependability and prestige of better packages.
- The company should be give information to use the product. So as to create a better labeling. The packaging label informs the buyer about inner contents and how to use them, and it's the biggest advertising and promotion tool.

- The company should develop a package strategy for origin mineral water. Through planning and coordination of packaging development activates.
- The company makes improvement on its water package so it is establish a separate packaging department which is fully responsible of the packaging activities of the firm with in the marketing department. Because. Packaging is a major instrument in modern marketing activities.
- The company has to conduct a research on the customer feeling, need demand, purchasing behavior and its competitor's package and come up with the water package that can create a motivational appeal to its customer.

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Appendix A

St. Mary's University

Faculty of Business

Department of Marketing Management

Questionnaire to be filled by customers of ORIGIN Mineral Water

Dear respondents;

This questionnaire is prepared by graduating student, in the field of marketing management at St. Mary's University, for the partial fulfillment of research paper. The main purpose of the questionnaire is to assess packaging practice of ORIGIN mineral water.

Your answers have great impact on the research as a result I would like to ask with due respect to give me the right response. All the response you provide is strictly confidential. Thank you in advance for your cooperation!!

Instruction

- Writing names is not necessary
- Put "✓" mark on the box of your choice
- Write your additional answer at the space provided.

General Characteristics of Respondents

1. Gender

A. Male

B. Female

2. Age

A. Below 20 year

B. 21-30 year

C. 31-40 year

D. 41-50 years

E. 51 and above

3. Education background

A. 12th complete

B. Certificate

C. Diploma

D. Degree

E. Post Graduate

4. Occupation
 A. Government Employee B. privet Employee C. Student
 D. Other Please Specify _____
5. For how long you have been customer of the company
 < 1 year 1-2 years 3-4 years > 4 years

I. Questions Directly Related to the Study

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

Item no.	Description	SA	A	N	DA	SDA
Q1.Basic Elements of Packaging						
1.	The water packaging of the company encourage me to purchase the product					
2.	The water packaging of the company conventional me how to use the product					
3.	I like the color of the water package					
4.	I like the size of water package					
Q2 .Customers Interest Over Company’s Package						
5.	The water package of the company is easy to dispose					
6.	The water package is convenient for handling					
7.	The package product always available in market					
8.	The package safety to the product and to the users					
Q3. Major features of the package that attract consumers						
9.	The water package of the company is attractive to me					
10.	The water package attractiveness to the other mineral water					
11.	I have purchased the company’s product on the bases of its package					

VH= Very High H= High N= Neutral L= Low VL= Very Low						
Item No.	Description	VH	H	N	L	VL
12.	How do you rate the company's water package conveniences for handling?					
13.	How do you rate the satisfaction that the company's water package creates on you?					
14.	How do you rate the colors and graphics on the company's water package?					
Q4.Packages in Developing Company's Brand						
15.	How do you rate water package in creating a good image of the company's product?					
Rate the following 1 being very good to 5 being very bad						
Item No.	Descriptions	1	2	3	4	5
16.	How do you rate the water package of the company?					
17.	How do you rate the image of the company?					
18.	How do you rate the package product of the company develop other brand?					

19. Other Customer Suggestions (if any)

Appendix B

St Mary University

Faculty of Business

Department of Marketing Management

Interview Questions for the Marketing Manager of ORIGION mineral water

Dear Manager,

I am a prospective graduate student at St Mary's University in the department of Marketing Management.

I am working on the practice of packing in your company. The information that you are going to provide will be treated as confidential and used only for the research purpose.

Thank you, in advance for giving me your time and energy to answer the following questions.

1. What standards' does the company deliberate in designing the package?
2. What does the company's package give safety to the product? Please explain
3. How does the company's package look like based on color, shape, and size? Please explain.
4. Is that the company package easy to handle? Please explain
5. How do you understand company's packaging in generating the company's image?
6. How does the company's package is attractiveness to the other mineral water? Please explain.
7. Is that any complaints do the customers have concerning the package? Please explain.
8. Is the water package product always available in market?
9. If water package in creating a good image of the company's product? If yes, please explain.
10. Do you believe the water package is easy to dispose the consumer?

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DECLARATION

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

Name: _____

Signature: _____

Please of submission: St. Mary's University Department of Marketing Management

Date of submission: _____

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

Name: _____

Signature: _____

Date: _____