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SCHOOL OF GRADUATE STUDIES

**PACKAGING AND ITS EFFECT ON BRAND MARKETING
STRATEGY; IN THE CASE OF HABESHA BREWERIES S.C**

BY

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BUSINESS

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BY

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This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.



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July 2022

Addis Ababa, Ethiopia

DECLARATION

I, YoditWolde, hereby declare that the thesis entitled Packaging as a Brand Marketing Strategy: Assessing its Effectiveness in the Case of Habesha Breweries S.C is my original work. I have carried out the present study independently with the guidance and support of the research advisor, YirgalemTadele (Ph.D.). Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

YoditWolde

July 2022

Addis Ababa, Ethiopia

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List of Acronyms

UHT: Ultra-high temperature processing

FMCG: Fast-moving consumer goods

SLP: Sponsorship Leveraged Packaging

SEM: Structural equation modeling

TVET: Technical and Vocational Education and Training

SPSS: Statistical Package for the Social Sciences

ANOVA: Analysis of Variance

ABSTRACT

The objective of this study is to determine the attributes of packaging that play an important role on marketing strategy. The purpose of this research is to find out the main important factors related with the packaging attributes and practicality that help the marketing strategy process. Companies in order to create the right packaging for their products, they must understand the marketing strategy process and understanding the role and the impact of packaging as a variable that can influence the purchase decision. Therefore, by understanding, what factors influence the marketing strategy and what packaging attributes are most important that will help companies making the right decisions about packaging of their products. The research identified main variable of the study marketing strategy and some independent variables like packaging color, printed information, packaging material, font, printed information and innovation. The primary research data was collected through a structured questionnaire and SPSS software was used for analysis purposes. Therefore, the study tries to find out the most important factors that have an impact and influences marketing strategy.

Key Terms: *Marketing strategy, Packaging attributes*

1. CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

During the last decades in beverage, consumption has been observed several trends that have to do with changes in the social and economic environment as well as in lifestyle. The working patterns, the increased employment of women, the lack of time, the income growth, and several other factors led to the trend for fast beverages, convenience beverages, and beverages out of home (Petzoldt, M, & Menrad, 2008). But at the same time for many decades now, the citizens of Western developed countries have moved away from primary production, and they procure the necessary beverage from supermarkets grocery stores, and various kinds of large and small beverage stores, in small or large cities where they live. Thus, urbanization has resulted in increased consumption of packaged and processed beverages; consumers are now seeking their beverages in packages on the shelves of beverage stores. In developed countries, packaged drinks have the highest market share of beverages and there is a trend towards a significant rise in their market share in emerging countries as customer income rises (USDA 2011).

Owing to the increased need for quick, compact, easy-to-prepare drink options that minimize the hassles of grocery shopping and cooking a drink, prepared drinks are an important component of the modern lifestyle. In Ethiopia, however, separate local soda goods lack sufficient packaging. In this case, packaging creativity is a fundamental tool for sustainable success and sustainability in a competitive environment. A revolutionary packaging design will alter the understanding of products and establish a new marketplace (Rundh, 2005). As an integral part of effective commercial practice, a strong packaging concept is considered. The reason many firms waste large sums of cash on the packaging because aware that beautiful packaging can catch the interest of the customer and can turn the buyer on or off.

Using every available marketing strategy, advertisers of soda firms are asked to conquer this competition and aim to build the best possible marketing blend. This post, among other ways of communication, is the liquor packet itself. Packaging is a communication device that provides product details, including price, content, ingredients, and nutritional value, as well as cooking instructions and recommended dates for use (Ahmed, Ahmed, & Salman, 2005)

Packing's communication functions aim to inform consumers about the product it contains and to help them carefully make their decisions. Beverage labeling is an instance of such important

information. The movement for healthy eating has emphasized the value of labeling, which gives shoppers the chance to consider options closely and make better drink decisions. For information presentation, package layout is essential. Packaging data may, however, cause misunderstanding by conveying either too much data or inaccurate and incorrect information (Silayoi & Speece, 2007). Manufacturers also use quite tiny fonts and very complex writing types to optimize the data held on items. This lowers readability and triggers uncertainty often. The beverage industry and regulatory authorities have proposed that nutrition information panels should be set out in the same manner as all beverage goods to make them easier to interpret easily, to address this issue.

In this regard, the Government of Ethiopia has imposed legislative pressure affecting label-related packaging, requiring the manufacturer or packer to declare nutritional facts, added ingredients, and best-before-date criteria for the packaged beverage to ensure that the packaging information is sufficient to facilitate the purchase process for the consumer. Marketers must also not only maximize the visibility of the packaging to achieve performance but also ensure that the packaging is capable of explaining the unique advantages of the product and promoting the selection of goods to customers through several labels available on the market.

Marketers have also another strong tool they can use in their effort to pass their product as a healthy one. The package design itself is this. Packaging has been recognized as the silent salesperson and has been the focus of much recent regulation. For the most part, however, this regulation ignores the nonverbal package label components. A package's verbal elements are correct reflections of the features of the commodity. However, packages and graphics can be used to reinforce or weaken the explicit verbal claims of the marketer or to generate inferences that may conflict with the verbal information (Bone & France, 2001). Attributes of packaging design such as color, shape, and photographs hold a message about the product as well. This nonverbal message may be undercover, but it's no less significant. Thus, it is essential for beverage companies and their marketers who try to place a beverage product as a better and healthier one to be able to influence the package design elements in a creative manner that can support the "reasonable" message. They have to design beverage packages in a way that these products be appealing to consumers who seek reasonable beverage products. Given the consumer and regulatory pressure on companies to rethink their strategy for packaging, identifying the important packaging attributes in the packaged beverage market, particularly from the consumer's perspective is useful.

1.2. Statement of the problem

A good packaging design is regarded as an essential part of successful business practice. The reason many companies invest a massive amount of money in the packaging is that they are well aware that stunning packaging will draw consumers' attention and is capable of turning the buyer on or off. Apart from influencing a consumer purchase decision, a beverage package may also create expectations in the consumer (Ares & Deliza 2010b; Deliza & MacFie 1996). If the hedonic expectations created by the package are high, the consumer may be interested in the product and choose to buy it.

Marketers of beverage companies are asked to overcome this competition using every possible marketing tool and trying to create the best possible marketing mix. Among other means to communicate this message is the beverage package itself. Packaging is a communication device providing details about the product, including price, contents, ingredients, and nutritional value as well as instructions and recommended use-by dates (Ahmed, Ahmed & Salman 2005).

According to Alvarez and Casielles (2005) organizations' intentions are creating brands in order to request to and keep the existing customers. The scholars have diagnosed the significance of having loyal customers; due to the fact loyal customers tend to buy extra frequently and are much less possibly to be influenced by means of competitors' promotion and communication strategies. Companies can use this grasp in a very strategic way in order to provide the right products and offerings to the right consumer at the proper time.

Consumers also respond to packaging based totally on previous information, learned reactions and character preferences (Aaker 2010). So, packaging elements, shapes, colours, sizes and labels. And the brand response of customer will be based on brand awareness, perceived quality, brand association, and brand loyalty and overall, these factors might affect the consumers purchase decision.

This study is motivated because of the absence of studies in the area of assessment of packaging attributes on the marketing strategy of Habesha Breweries S.C in Ethiopia. Moreover, it is important to notice that the Ethiopian environment is different from the developed country's environment where the usage of packaging beverage habits. Therefore, it is better to see the impact of our country's context to enrich and extend the understanding of the attribution of packaging on the marketing strategy issues related to in Ethiopian context. In addition, because the abundance of scientific literature on this issue does not provide a unanimous answer concerning package elements as well as whether packaging attributes affect marketing strategy as well as generate consumers' subsequent

product and brand evaluations and perceptions, exploring important packaging elements and the relationship between consumers' attitude towards packaging attributes and product/brand perceptions can provide insights for beverage firms to enhance consumer-perceived product value and brand preference towards their products using packaging attributes.

The researcher analyses by utilizing an analytical framework from the extant literature and empirical evidence from other countries' contexts. The researcher draws inferences regarding demonstrating the functions and attributes of packaging and identifies whether those attributes affect the marketing strategy of their brand preference and perception of quality & value in the case of Habesha Breweries S.C in Ethiopia.

1.3. Research Questions

The particular research questions that this study tried to answer are the following:

1. Does the product packaging color affect marketing strategy?
2. Will marketing strategy affected by the background image of the product packaging?
3. What is the effect of the font size of product packaging on marketing strategy?
4. What is the influence of printed information on a packaged product on marketing strategy?
5. What is the relationship between innovation and consumer marketing strategy?
6. Is there a relationship between packaging material and consumer marketing strategy?

1.4. The objective of the study

1.4.1. General Objective

It is important to agree on packaging characteristics as well as to consider the link between brand marketing strategies. The general purpose of this study is to investigate whether; in the case of Habesha Breweries S.C various features of beverage packaging influence the brand marketing strategy.

1.4.2. Specific Objective

The specific objective of the study is:

- To identify if packaging color has a significant effect on Brand Marketing strategy
- To determine if the background image of the packaging has a significant effect on Habesha Breweries S.C Brand Marketing strategy
- To identify if packaging material has a significant effect on Habesha Breweries S.C Brand Marketing strategy
- To detect if the font size of the packaging has a significant effect on Habesha Breweries S.C Brand Marketing strategy
- To examine if printed information on the packaging has a significant effect on Habesha Breweries S.C Brand Marketing strategy
- Identify Innovation on the packaging has a significant effect on Habesha Breweries S.C Brand Marketing strategy

1.5. Significance of the study

Marketers must recognize important attributes of a package and their relationship with the expectation of the consumer to integrate these perceptual attributes into their packaging design to achieve the communication goals effectively and to optimize the potential of the packaging in a purchasing place. Since most of the previous packaging studies were not locally based and are not expected to reflect the same situation settings as in Ethiopia, the results of this study provide local marketers with a new insight into important packaging attributes and provide instructions for understanding their relationship with the product and brand evaluation of consumers.

The analysis is important in different ways. Next, the research draws some conclusions and defines them for both professionals and researchers by offering valuable knowledge on the evaluation of packaging characteristics of the beverage brand marketing campaign. It is useful for the management of the company by supplying information on the significant packaging characteristics and providing guidance for understanding their interaction with the product and service assessment of customers and, most significantly, allowing beverage business, beverage marketers, and beverage package designers to consider the expectations of consumers on the nature of beverage packages.

In addition, the study may be used as an initiation for those who are interested in undertaking a systematic and comprehensive study as a point of comparison and a step-stone for those scholars who wish to do more studies on the field afterward.

1.6. Scope of the study

- **Geographical**

For this study, an experiment was taken place in Addis Ababa, Bole sub-city region in seven different bars with particular beverage products (s). All participants were recruited at the selected bars based on their willingness to participate and whether they are responsible for the beverage shopping of their household or with the help of another member of their household.

- **Theoretical**

The variables under this study were limited to packaging color, background image, packaging material, font size, printed information, and innovation of the packaging of products.

- **Methodological**

The study used a quantitative research approach and both primary and secondary data. The survey research method has chosen where the questionnaire was used to collect the information. It also employed a structured survey and used formal lists of questions asked of all respondents in the same way.

1.7. Definition of Key Operational Terms

1.7.1. Branding

A constant process by which customers are expected to create a good perception of a certain product is called branding. Branding offers a distinctive identity that enhances the trade process on either side. It makes it simple for both parties to purchase and sell. (Brassington and Pettitt, 2006)

(Kotler& Keller, 2006), consider, on the other hand, branding is something that offers the dominance of a certain brand to service and goods. They also persuade branding to create a difference. It is essential to teach people about the product to be branded. They must know “who” the product is, “what” and above all “why” it should attract the consumer. Branding also pertains to the creation of

a physiological constitution and helps the consumer in systematizing one's cognitive knowledge about services and goods to bring value to the firm and enlighten the decision-making process of the consumer.

1.7.2. Brand Marketing Strategy

Brand marketing describes a long-term strategic plan to continuously boost a brand's recognition and reputation. The goal of brand marketing is to develop an ever-growing base of loyal customers.

1.7.3. Packaging

Packaging refers to all those activities related to designing, evaluating, and producing the container for a product. Packaging may be defined as the general group of activities in the planning of a product. These activities concentrated on formulating a design of the package and producing an appropriate and attractive container or wrapper for a product.

1.7.4. Packaging Attributes

Packaging attributes are those packaging elements that are packaging image, packaging material, packaging printed information, font style of packaging, and innovation.

2. CHAPTER TWO: RELATED LITERATURE REVIEW

2.1. Theoretical Review

The theoretical framework focuses on the relationship between the dependent and independent variables. The distinction between dependent and independent variables is as important in a comparative study as in a regression analysis. The dependent variable in the case of a comparative study is the one, which we aim to predict, and independent variables here are the ones that are used to predict the dependent variable.

A. What Is the Packaging?

The definitions of ‘packaging’ vary and range from being simple and functionally focused to more extensive, holistic interpretations. Packaging can be defined quite simply as an extrinsic element of the product (OLSON & JACOBY, 1972)-an attribute that is related to the product but does not form part of the physical product itself. “Packaging is the container for a product – encompassing the physical appearance of the container and including the design, color, shape, labeling, and materials used”(Arens, 1996)

B. Objectives of Packaging

Packaging and package labeling several objectives:

- Physical Protection– Protection of the objects enclosed in the package from shock, vibration, compression, temperature, etc.
- Barrier Protection - A barrier from oxygen, water vapor dust, etc.
- Containment or Agglomeration - Small objects are typically grouped in one package for transport and handling efficiency. Alternatively, bulk Commodities (such as salt) can be divided into packages that are more suitable Size for individual households.
- Information transmission - Information on how to use, transport, recycle, or Dispose of the package or product is often contained on the package or label
- Reducing theft -Packaging that cannot be re-closed or gets physically damaged (Shows signs of opening) is helpful in the prevention of theft. Packages also provide opportunities to include anti-theft devices.
- Convenience - features that add convenience in distribution, handling, display, sale, opening, reclosing, use, and re-use.

- Marketing - Packaging can be used by marketers to encourage potential buyers to purchase the product. Packaging may be looked at as several different types. For example, a transport package or distribution package can be the shipping container used to ship, store, and handle the product or inner packages. Some identify a consumer package as one, which is directed toward a consumer or household.

Packaging may be discussed concerning the type of product being packaged: medical device packaging, bulk chemical packaging, over-the-counter drug packaging, retail beverage packaging, military material packaging, pharmaceutical packaging, etc.

Consumers today are faced with an ever-increase in the number of products. According to (Belch & Belch, 1999), the average American supermarket holds approximately 20,000 products that are competing to attract the consumers' attention. (Keller, 2008) Expresses a similar opinion when he states that consumers are faced with more than 20,000 choices within a 30-minute shopping session. With so many options available just before a purchase decision is made, product packaging is one of the best marketing tools companies can use to sell products.

However, to create the 'right' packaging for a product, marketers must understand the consumer buying process and where packaging becomes a variable that can influence the purchase decision. They must also understand what factors can influence buying behaviour and what packaging elements are most important to compel the consumer to purchase their product over another.

2.1.1. Consumer Buying Behaviour

(Schiffman & Kanuk, 1997) Define consumer behaviour as: "The behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas." (Schiffman & Kanuk, 1997) Elaborate on the definition by explaining that consumer behaviour is, therefore, the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. (Belch & Belch, 1999) Define consumer behaviour as a set of the activities that a consumer experiences in searching for better prospects and this involves namely, searching for, selecting, purchasing, using, and evaluating the product. It can also be a process undertaken by consumers to select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their quest. Consumer behaviour generally means the behaviour of consumers as they look for the product that they feel will satisfy their intended needs and wants. (Vila & Ampuero, 2007) Classified factors considered in consumer purchasing habits into those that can be controlled and those that cannot be controlled. Controllable factors include mainly the 4Ps whilst

uncontrollable factors encompass demographic, socio-economic, cultural, geographical, and psychological factors. Purchase decisions everyday consumers faced with purchase decisions. Not all purchase decisions are treated in the same manner because some decisions are more complex than others and therefore call for more effort by the consumer. Yet other decisions are routine and require little effort (Schiffman & Lesile, 2008). The term decision entails the selection of an option from at least two alternative brand choices. Regardless of the varying decision-making situations and the levels of consumer decision-making, the following factors influence the purchase decisions of consumers. These factors include external (culture, subculture, groups, situation, social class, and family; internal (perception, attitude, knowledge, personality, lifestyle, involvement, and roles) and marketing factors (product, package aesthetics, promotion, distribution, service, and price).

In view of (Rita, 2009) a good package should be characterized by the following:

2.1.1.1. Attractiveness

The package should be attractive and fascinating to draw customers' attention. Attractive packaging stimulates; thus, packaging can dramatically influence customers' minds hence some end up demanding the product due to its attractive package.

2.1.1.2. Economical

A good package should be economical. A costly package increases the price of the purchased component. Protective: A product should be packaged neatly so that the quality, quantity, and color of the components do not decline thus it should be insulated from damage by rain, dust, or insects. The proper package should ensure no damage or spillage during transportation.

2.1.1.3. Communicative

A good package should provide information about the quantity and brand utility of the merchandise.

2.1.1.4. Convenient

The package should allow free and easy movement of the product from one place to another. The shape and package size should also be compatible with retailers and wholesalers for shop or for consumers to keep at home. The package should preferably be re-usable. Good packaging should reflect the conditions in which the product should be sold. Packaging needs to highlight compelling and believable claims on product differences. Prior research studies on packaging attributes in different countries are summarized herein.

Packaging as an Influencing Factor

It is estimated that 60-70% of all buying decisions are made while the customer is in the store. While the marketing messaging in advertisements and on social media may have created the need or want, the packaging is the final point of communication between a brand and consumer in the retail environment. For this reason, the packaging is one of the most important points of interaction between the brand and the consumer.

Since packaging directly correlates to the quality of the product and since it affects whether or not a product is noticed on the store shelf, it can impact the purchase for all four of the types of consumers buying behaviour previously described. As such, it needs to be fully utilized for communicating the brand message through design and messaging.

According to a study published by researchers at the University of Miami and California Institute of Technology, packaging has a proven and important influence on consumer purchasing decisions in a retail environment. Researchers proved that aesthetic aspects like color, brightness, and typography influence where the shopper's eyes land on the shelves. The consumer takes more time to look closely at these products and the packaging, which, in turn, directly influences whether or not he buys the product or selects another brand.

According to MilicaMormann, one of the authors of the study, "the big idea here is that perceptual processes happen in the brain in parallel with economic value computations and thus influence how economic decisions are made."

2.1.2. Packaging Attributes

The product packaging design includes the brand name, color, typography, and images, all of them encourage how rapidly and simply a product catches the eye. The graphic elements of packaging have a solid impact on purchasing when the consumers have a low contribution to the purchase, which means when the product is of low risk and less expensive. They also have a solid impact on desire purchases. (Nilson and Ostrom, 2005),

- 1) Packaging color
- 2) Background Image

- 3) Packaging Material
- 4) Font Style
- 5) Printed Information
- 6) Innovation

Packaging elements are Packaging color, Packaging Image, Packaging Material, Font Style of Packaging, Printed Information and Innovation are explained briefly below:

2.1.2.1. Packaging Color

Marketing literature reveals that package colors can evoke feelings, and emotional behaviours in different consumers (Mutsikiwa, Basera, & Dhliwayo, 2012); (White & White, 2006). The colors have the potential to create a deep and long-lasting impression and image about the product or brand. In the packaging of products, marketers use colors to catch the customers' attention which in turn creates either a negative or positive feeling about the particular product/brand. (Asadollahi & Givee, 2007) Suggest that the package colors communicate, reflect, and exhibit some salient features and intangible attributes of the brand. It, therefore, means that the colors convey special messages about the brands which ultimately create a unique selling proposition. However, it is important to note that, in packaging food products, the package colors usually take the colors of the actual product.

2.1.2.2. Background-Image

(Underwood, 2003) Suggest that the product package typography affects the brand identity and personality due to multiple structural and visual elements, including brand logo(s), colors, fonts, package materials, pictorials, product descriptions, shapes, and other elements providing rich brand associations. Legibility and readability of the product package are critical concepts of the product typography mostly because, when products are displayed on the shelf, the rationale for package typography is to reduce time spent looking for the particular brand, by ensuring the customer easily locates, identifies, and notices their preferred brand. Therefore, marketers believe that the brand name, company name, place of origin, company address, and others are important components of the package typography which are essential in attracting consumers' attention and ultimately influence their purchase decisions.

2.1.2.3. Packaging Material

Some packaging materials are to be made in a way so that they could bear the temperature below zero or high temperatures in the microwave depending on the product's functionalities and the needs

of a consumer (Smith & Taylor, 2004). In one study on food packaging (Hollywood, 2013) three packaging materials were discussed which include glass, plastic, and cardboard. The findings of the research revealed different perceptions of packaging about different packaging materials. Many advocated the use of glass packaging material in food packaging, but then said that it was heavy, and it used to be washed after it is used. Secondly, concerning cardboard packaging consumers had negative views about it and they said that this type of packaging does not keep a product fresh, and one also cannot see the product they referred to this kind of packaging as UHT treated food (Hollywood, 2013). Participants in that study advocated the use of plastic containers and agreed that such containers were better than cardboard and glass packaging because their screw-top cap prevented the product and was less likely to leak (Hollywood, 2013).

2.1.2.4. Font Style

The font is an important element of packaging which attracts customer attention. Packaging information can create contrary results. It can lead to misleading or inaccurate information through small fronts and dense writing styles which are used on the package (Deliya & Bhaveshkumar, 2012). Packaging font size is one of the main visual attributes when making a purchase decision (Kuvykaite, 2009). The packaging size is related to usability, as consumers appear to use this visual criterion as a heuristic that helps to make volume judgments (Silayoi & Speece, 2004). Consumers use the height of the container or its elongation to simplify volume judgments (Raghubir & Krishna, 1999). A bigger package reflects better value but consumers from smaller households are not interested in larger packages (Silayoi & Speece, 2004). The larger packaging size is more easily noticed and communicates higher value (Silayoi & Speece, 2004). The font style of the Packaging grabs customer attraction. The up gradation of IT technology has supported this feature. Successful companies have best practices in font styles. They hire a specialist in composing which creates mind-blowing and attractive font styles. The attractive package has an innovative font style. So, we can say that there is a relation between font style and buying behaviour.

2.1.2.5. Printed Information

Packaging as the primary vehicle for communication with the consumer provides details about the product at the point of sales including the nutritional value, added ingredients, country of origin, the producer, and best before date. Informational elements of the package play a vital role in decision-making (Silayoi & Speece, 2004);(Rita, 2009); (Kuvykaite, 2009). Appropriately delivered information on the packaging has a strong impact on consumer purchase decisions, as this information

reduces uncertainty and creates product credibility (Silayoi & Speece, 2004). Consumers are becoming more careful shoppers and be paying more attention to label information as well as using the packaging information more extensively, as they are more health and nutrition-conscious (Coulson, 2000). The packaging may be the only communication between a product and the consumer in the store (Gonzalez, Thorhsbury, & Twede, 2007)and is a critical factor in consumer purchase decisions (Butkeviciene, Stravinskiene, & Rutelione, 2008).

2.1.2.6. Innovation

(Silayoi & Speece, 2004)Highlight that technology developed for packaging comes from the current trends in products and consumer behaviours. Packaging innovation in this dynamic environment must be consumer-oriented, meet the green marketing agenda, meet the nutritional requirements of the society, must be efficiently manufactured, and should have a long shelf life, and meet the food safety requirements of the people. (Silayoi & Speece, 2004)Are of the view that technology that comes in with a package plays a big role and thus forms a special form of an informational element.(Deliya & Bhaveshkumar, 2012)Are of the view that innovative packaging increases the value of the goods if it meets a consumer's needs. In most instances customers accept a product if its package is well innovated, thus product innovation plays a pivotal role in consumer decision-making of FMCG products. As part of product innovation font style is also important. (Deliya & Bhaveshkumar, 2012)Affirm that the font style of packaging grabs customer attraction.

2.2. Empirical Review

Throughout the area of business (Labrecque et al. 2013) as well as the consequences of various colorson customers' decisions, color research did not give much thought. Literature neglected brand marketing strategy, even though most product evaluations are dependent on colors just by buyers (Funk &Ndubisi 2006); (Singh, 2006). While their meat study (Borgogno, et al., 2015), color was found as a key quality indicator inherent in customer requirements during purchasing. (Skorinko, et al., 2006)In research investigation on the naming of products/brand identities, the value of a name linked with a name is secondary, while names have a major impact on the color perception of consumers, where color searches for consumers for its main purposes. Studies involving the hue of a medication (Frank et al, 2001) indicated that color in the melding of purchasing choices of customers was roughly three times higher than the retail value

The image of the product is vital to raise awareness of the item as well as make the product more recognizable. The backdrop picture is the photo provided by the consumer that helps to determine the brand image. Photos of an appealing package (mountains, beaches, luxury mansions, and automobiles), may help generate a desire for existence. (Rundh, 2009).

Packaging material is a crucial factor that avoids loss of the goods. High-grade material is something of a low attraction for consumers (Shah, et al., 2013). Although other visible components are also communicated, the perceived quality of the product is most essential, which implies that customer thinking about the material changes the channels allocated. Moreover, marketers may employ packaging materials that might inhibit product integrity at ultrahigh or extremely low temperatures. (Smith & Taylor, 2004).

Since font size conveys the data on the package effectively, the way the intended signal is transmitted has a significant impact (Karasu, 2014). The font is a crucial packaging feature that calls the attention of customers. Packaging data might provide opposite outcomes. It may lead to spurious or false facts via tiny fronts and thick text that is utilized in the packaging. (Deliya&Parmar, 2012).

Material on quality of product, pricing, and explanation to recognize the product is contained in the printed material. It helps buyers decide correctly and buy the goods. It is one of the most essential aspects of the marketing mix and component of the item (Shah, et al., 2013). Information printed on specific products includes product description, brand name, country of origin, ingredients, directions for use, storage directions, nutrition facts, promotional deals, expiration date, and widespread of the item; (Merwe, et al., 2013); (Kaynak, 2012), (Silayoi&Speece, 2007), (Prathiraja&Ariyawardana, 2003).

Innovation also increases the price of the goods in the consumer's perception as easily open, recyclable, simple to store, machinability, kid-proof, eco-sustainable, etc. (Shah, et al., 2013). (Silayoi&Speece, 2004), It should be emphasized that packing technology derives from existing product and brand trends.

Several studies have investigated issues such as packages as a means of attracting the attention of consumers (Underwood et al., 2001; Garber et al., 2000; Goldberg et al, 1999; Schoormans&Robben, 1997). Other studies researched packages as a means of communication as well as a means of communicating brand and product meaning (Underwood & Klein, 2002; Garber et al., 2000, Schoormans&Robben, 1997; Gordonet al., 1994; Homer & Gauntt, 1992; Rigaux- Bricmont, 1981; McDaniel & Baker, 1977).

Below here is a summary of some research studies on the packaging.

Kriti Bardhan Gupta (2009) has a study on Consumer Behaviour toward Beverage Products in India. Primary data was collected from 326 respondents in Uttar Pradesh and National Capital Region. The relative importance of various beverage purchasing criteria was estimated for four different beverage categories, beverage, and vegetables; milk and milk products; beverage grains and pulses; and processed beverages on 1-5 scale. The present study explored the consumer behaviour for beverage products in India from different perspectives. People accepted the fact that their beverage habits get affected by the shifting to a new region, but many basic buying and consumption behaviours do not change. Some of the changes in buying and consumption behaviour of relocated people, which were observed after their settlement in a new region, were not significantly different from the level of changes in the behaviour of non-moving people. However, compared to the last 10 years, people have started preferring healthier beverages and are willing to try out new dishes. They tend to learn to cook and eat new beverage items after relocation without discontinuing their traditional beverage items. There is also an influence of children on the type of beverage items that they eat. This paper has shown that impulse buying is indeed a relevant factor in CE retailing, thus justifying the use of sales packaging. However, optimization is still important. From an economical and environmental perspective, it is very costly to apply sales packaging (with additional material use and transport volume) to products that do not need them or to apply them ineffectively. Economical costs and environmental impact can be expressed in a single score, indicating the pack's performance. To allow proper management of the pack design the sales performance should be expressed in as simple a way as possible, preferably also a single score. Calculating the sales performance is impossible a test will need to be used. The pressure from time to market in the CE industry, demands that the test be relatively simple.

H Ahasanul, (K Ali 2009) measured the Factors Influencing Buying Behaviour of Piracy Impact to *Malaysian*. A structured questionnaire was used to collect data whereby it was served as primary data to answer the research questions and objectives planning to find out the factors that play a vital role in consumer's perception of pirated products. It can be identified that the dependent variable is consumer perception of piracy. Where else the independent variables would be divided into social influence, personality/beliefs, culture, and the economy. These are the factors that could influence consumers' perception of piracy thereby supporting our dependent variable. Social influence would include susceptibility, which means an individual might purchase a pirated product merely because his/ her friend or family members bought the product and introduced it to them.

Bed Nath Sharma Dec. 2008 studied New Consumer Products Branding, Packaging, and Labelling in *Nepal*. This paper focuses on the existing practice of branding, packaging, and labelling of new products in consumer product manufacturing units. The study method was a Descriptive presentation of facts collected through a questionnaire survey concerned with a different section of consumer new products (soap, biscuits, noodles, cigarettes). The study further investigates the new consumer product packaging and labelling status in manufacturing units. They are aware of the value of packaging and labelling. The majority of the consumer products 84.37% (27 out of 32 responses) are using product labels as a simple tag attached to the product or an elaborately designed graphic that is part of the package.

Nuntasaree and Dr. E Barry (2008) published a paper about a model of male and consumer behaviour in buying skincare products in *Thailand*. The conceptual model of male consumer behaviour in buying skincare products beliefs in product attributes Quality, Price, Brand, Packaging, Advertising, Promotion, Salesperson, and Distribution. This study used a quantitative research method. A convenience sample with a shopping mall-intercept technique was employed for the sampling method. The closed-ended questionnaire developed from standard questions of relevant literature was chosen as a research instrument. The Statistical Package for the Social Sciences program (SPSS) SPSS version 17 was used in this study with a 0.05 level of significance for all of the statistical assessments. The data set was screened and examined for incorrect data entry, missing values, normality, and outliers.

2.3. Research Gap

Previous research show that there is no agreement on the overall classification of packaging material and package elements. There is also disagreement regarding the methods of package impact on consumer's buying behaviour decision. Several researchers attempt to examine all potential elements of packaging and their effect on consumer's buying decisions (Butkeviciene, Stravinskiene, & Rutelione, 2008), however, others focus on distinct elements of packaging and their influence on consumer purchasing behavior (Ampuero & Vila, 2006; Madden, Hewett, & Roth, M, 2000; Underwood, Klein, & Burke, 2001; Bloch, 1995).

Furthermore, some researchers explore the assessment of packaging and its features on a consumer's whole purchase decision (Underwood, Klein, & Burke, 2001), whereas some others – on each step of the consumer's decision-making process (Butkeviciene, Stravinskiene, & Rutelione, 2008).

Brand image and advertisement have a strong positive influence and significant relationship with consumers' buying behaviour. People perceive the brand image with a positive attitude. The study depicted that teenager in Gujranwala are more conscious of their social status, so they prefer branded products and advertisements affect their Consumer Buying Behaviour positively (Malik, Ghafoor, Iqbal, Ali, Hunbal, Noman, and Ahmed, 2013).

The purpose of this research is constructed on hypothetical analysis of packaging components and their influence on consumers' buying behaviour decisions. This empirical study uncovers the features, which are having the eventual influence on consumers' choices when multiple and different choices are available.

2.4. Conceptual framework

Based on a rigorous theoretical and empirical review the following conceptual framework has been developed to guide the research study.

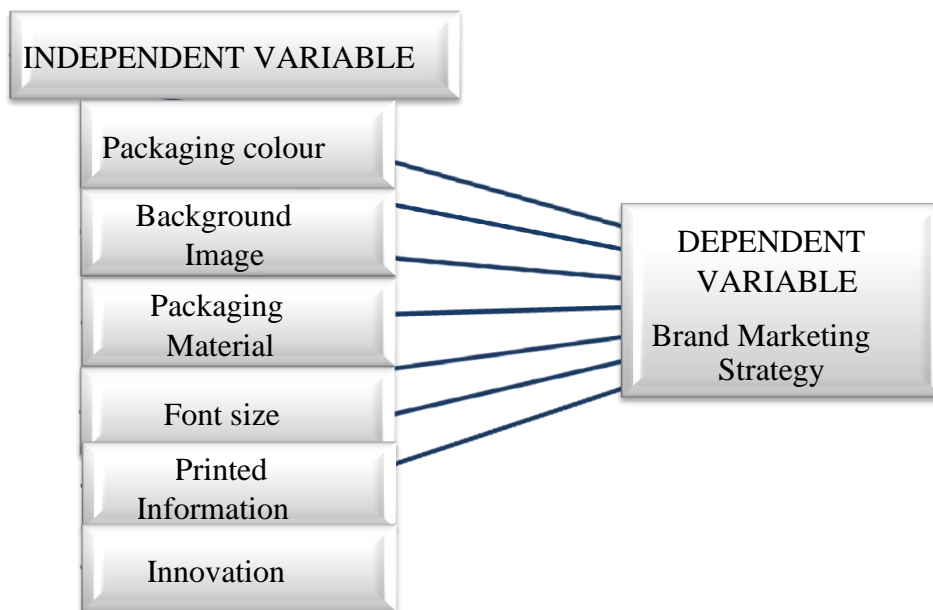


Figure 2.1 Conceptual framework

Source: Adapted from Silayoi & Speece (2004, 2007)

The conceptual framework had taken from two studies (Silayoi& Speece, 2007) and (Jalilvand et al., 2011). Based on the different researcher's arguments above it is important to know the advantage of branding and packaging for marketing strategy. This framework shows the dependent and

independent variable. Therefore, all researchers believe that branding and packaging has a positive relation with marketing strategy.

The effects of brand equity components and packaging on marketing strategy are brand awareness, perceived quality, brand association, brand loyalty, packaging information, packaging material and packaging colour are independent variables that have influence and impact on dependent variable which is marketing strategy.

3. CHAPTER THREE: RESEARCH METHODOLOGY

This section deals with how the study was conducted, specifically on the approach of the study, method of data collection, sampling techniques, and methods of data analysis.

3.1. Research approach

Based on the type of data employed, the researcher followed quantitative, qualitative, and mixed approaches. Quantitative research is used in research that has measure and count attributes. The approach involves the generation of data in a quantitative form which can be subjected to rigorous quantitative analysis formally and rigidly (Kothari, 2004). It is also often concerned with finding evidence to either support or contradict a hypothesis that contains concepts to be measured. Hence, the study found the approach appropriate to investigate the relationship between the variables in line with the main aim of the research which was testing the developed hypothesis.

3.2. Research design

The study employs an explanatory research method that describes any causal link between independent and dependent variables that pertains to the research problem. Since this study intends to evaluate the effect of independent variables over the dependent variable, the method was suitable and helpful in examining the relationship and concluding from the findings.

3.3. Sources of data

Questionnaires: structured questionnaires developed and forwarded to the customers of the product. The questionnaires gathered information on the beer packaging attributes and the marketing strategy.

3.4. Methods of Data collection tool

To achieve the objectives of the study primary data was used that obtained via a structured questionnaire. The questionnaire had two parts the first part was to collect the personal information of respondents using the nominal scale. The second part consisted of the perception of respondents that measured the dimensions of the hypothesized factors. In the questionnaire, a 5 points Likert scale rating technique was used which started with 1= strongly disagree to 5= strongly agree.

3.5. The population of the study and Sampling technique

The target population of the study was comprised of all individual customers' who are occasional and/or regular purchasers of beverages, which are either men or women aged 21 and more years old and had at least a foundation education. In the research, the number of customers was not determined, and the population of the study was considered infinite. Addis Ababa was the convenient target location where the service was available to obtain the respondent's data.

Because of the large number of sample units, and time and cost constraints, the sample was drawn from the targeted population by using non-probability sampling. This sampling method involves a purposive or deliberate selection of particular units of the universe for constituting a sample that represented the universe (Kothari, 2004). In this research, the Convenience sampling technique was used where the population elements were selected in the sample based on the ease of access or respondents were selected because they happened to be at the right place at the right time. The researcher contacted the target element in Addis Ababa, who were willing to participate.

3.6. Sample size

The following sampling formula for an infinite population is used to come up with the sample size.

$$n_0 = \frac{Z^2 pq}{e^2}, \text{ where}$$

n_0 -Sample size

Z – z value at specified confidence interval, e.g. z=1.96 at 95% CI

p – Degree of variability (0.5)

q – Q=1-p (0.5)

e – Desired level of precision ($\pm 5\%$)

This is valid where n_0 is the sample size, Z is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$) equals the desired confidence level, e.g., 95%), e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is 1-p. The value for Z is found in statistical tables which contain the area under the normal curve

To illustrate, It was assumed there was a large population that we didn't know the variability in the proportion that adopted the practice; therefore, assumed $p=.5$ (maximum variability). Furthermore, it was desired to have a 95% confidence level and $\pm 5\%$ precision

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} = 384.16 \approx 384$$

The researcher used a google form to collect the responses from the respondents. Google Forms is a survey administration software included as part of the free, web-based Google Docs Editors suite offered by Google. The service also includes Google Docs, Google Sheets, Google Slides, Google Drawings, Google Sites, and Google Keep. Google Forms is only available as a web application. The app allows users to create and edit surveys online while collaborating with other users in real-time. The collected information can be automatically entered into a spreadsheet.

3.7. Methods of data analysis

The data gathered from the questionnaire was entered and all the analyses were performed with the Statistical Package for the Social Sciences (SPSS version 20). Descriptive analysis was used to organize and summarize the demographic data of the respondents which include age, gender, educational level, and marital status. On the other hand, correlation analysis is used to see if there were any relationship between the independent and the dependent variable. In addition, regression analyses were also used to know how much the independent variable has influenced the dependent variable.

3.8. Organization of the Paper

This study is organized into five chapters. The first chapter states the general introduction of the study. Chapter 2 presents the literature review regarding the research area both empirical and the theoretical foundations for the research. The third chapter outlines the research methodology. The research is presented in chapter four. The last chapter draws conclusions and implications and winds up the report by highlighting future research areas.

4. CHAPTER FOUR: RESULTS AND DISCUSSION

4.1. Introduction

This section seeks to analyse with SPSS (Version 26) to understand and assess the results of an enquires survey and the relation between product labels and marketing strategy. The framework for study and assessment of the factors from very unpleasant to strongly agreed using the five-liker rating. The questions were given to 384 distinct persons (strongly disagree, disagreement, neutral agreement, and strong agreement). Out of the 384 (100 percent) surveys, SPSS obtained data as well as analyses were obtained from participants. The section contains primarily the inspection and discussion of evidence.

4.2. Data Presentation and Analyses

4.2.1. Analysis of Demographic Characteristics of Respondents

The demographic characteristics of the sample respondent have been analyzed at the intersection. The first section of the survey asked respondents about their general demographic information (gender, age, academic qualification, and marital status of respondents). Consequently, the respondents' responses are depicted in Tables 4.1, 4.2, 4.3, and 4.4.

Table 4.1 Age groups of respondents

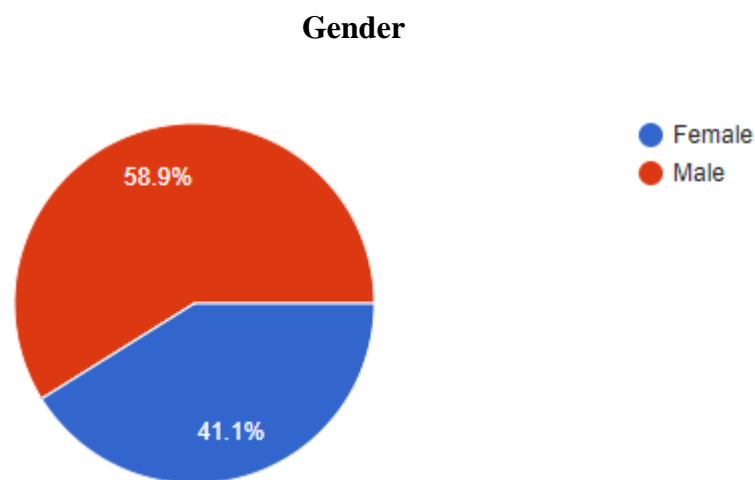
		Age			
		Frequency	Percent	Valid Percent	Cumulative Per
Valid	below 20	3	.8	.8	.8
	21 to 30 years	145	37.8	38.0	38.7
	31 to 40 years	166	43.2	43.5	82.2
	40 to 50 years	60	15.6	15.7	97.9
	Over 51 years	8	2.1	2.1	100.0
	Total	382	99.5	100.0	

Missing System	2	.5		
Total	384	100.0		

Source: Own Survey, 2022

This age range of the participants under twenty years is 0.8 percent, 21-30 years is 38 percent and 31-40 years is 43.5 percent and the age of 45-30 is 15.7 percent. Out of this, it can be concluded that most youthful users drink Habesha Beer in the city.

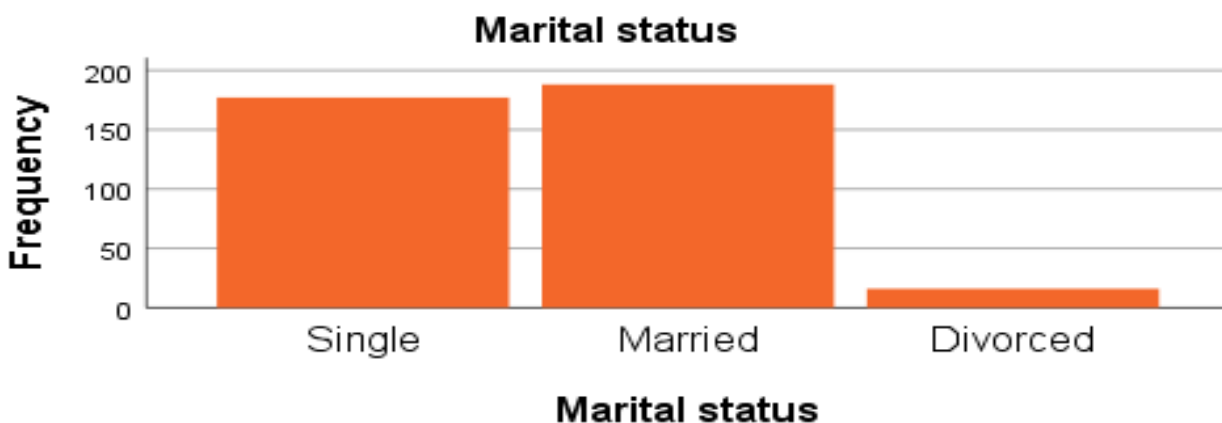
Figure 4.1 Gender classification of respondents



Source Own Survey, 2022

Male responses outnumber female respondents by a factor of two. Male respondents make up 58.9 percent of the overall number of respondents, while female respondents make up about 41.1 percent. From this data, it can be shown that most of the consumers of Habesha Beer products in Addis Ababa city are males.

Figure 4.2 Respondent's Marital Status



The diagram above shows that 188 (49.3%) respondents are married and 177 (46.5%) are unmarried. The rest 16 or 4.2% of them are divorced.

Table 4.2 Academics qualification classification of respondents

		Academic qualification			
		Frequency	Percent	Valid Percent	Cumulative Per
Valid	High school and below	10	2.6	2.6	2.6
	Technical/vocational cate (Diploma)	39	10.2	10.2	12.9
	Bachelor's degree	244	63.5	64.0	76.9
	Master's degree	83	21.6	21.8	98.7
	Other	5	1.3	1.3	100.0
	Total	381	99.2	100.0	
Missing	System	3	.8		
Total		384	100.0		

Source: Own Survey, 2022

Overall academic performance of its participant indicates about 10 respondents about 2.6 percent of the total participants have graduated high school, whereas 39 respondents of the total or 10.2 percent of its total are graduates, 244 respondents the total or 64 percent of the total number are graduate students, 83 or 21.8 percent of its total have master's degrees.

Questions for authenticity control were addressed to test the validity of the respondents. The question of validity checked if Habesha Beer products have been used by respondents frequently and if Habesha Beer Packaging influences the intention of the client to buy foods. 84.8% of respondents have used Habesha Beer frequently and the rest 15.2% of the participants haven't used Habesha Beer frequently, this implies almost most of the respondents meet the requirements in this respect.

Table 4.3 Respondents classified by experience to use

Habesha Beer products have been used by respondents frequentl

		Frequency	Percent	Valid Percent	Cumulative Per
Valid	Yes	323	84.1	84.8	84.8
	No	58	15.1	15.2	100.0
	Total	381	99.2	100.0	
Missing	System	3	.8		
Total		384	100.0		

Source: Own Survey, 2022

4.2.2. Descriptive statistics for packaging color, packaging back-ground, packaging material, Innovation, packaging font size, and printed information

4.2.2.1. Packaging Colour attributes on marketing strategy

Table 4.4 Packaging Colour

Descriptive Statistics

	Disagree	Disagree	Neutral	Agree	Strongly Agree
Changing the color of the packaging of Habesha could lead to a change of choice in marketing strategy.	27 (7%)	30 (7.8%)	30 (7.8%)	111 (28.7%)	189 (48.8%)
Full colors on Habesha beer packaging have an impact on marketing strategy.	13 (3.4%)	15 (3.9%)	29 (7.5%)	171 (44.2%)	159 (41.1%)
Light colors on Habesha beer packaging have an impact on marketing strategy.	11 (2.8%)	21 (5.4%)	61 (15.8%)	130 (33.6%)	164 (42.4%)

Warm colors on Habesha beer packaging have a pact on marketing strategy.	11 (2.9%)	20 (5.2%)	47 (12.2%)	136 (35.3%)	171 (44.4%)
Cold colors on Habesha beer packaging have a pact on marketing strategy.	5 (1.3%)	18 (4.7%)	52 (13.6%)	132 (34.5%)	176 (46%)

Source: Own Survey, 2022

In this part, the marketing strategy decision for Habesha Beer had five questions to evaluate the package color qualities. The results of the questionnaire connected to the changing color of a Habesha Beer packaging might cause the purchase choice to alter and full, clear, warm, and cold on the Habesha Beer packaging might have an effect on the marketing strategy choice.

This shows that the color of the change in the package might influence the selection of the consumer and shift to other similar goods. Due to the manufacturing firm's color of Habesha beer packaging, the color of the packaging changes might influence the marketing strategy process. This shows that the full bright colors of Habesha Beer packaging influence consumer behaviour during the marketing process, according to the respondents. According to the responders, Habesha Beer's light colors have more influence than warm, full, and cold colors on the marketing practice. This illustrates that the lightweight color of packaging for Habesha Beer is most crucial if more customers are to decide. And customers are also vulnerable to Habesha Beer color shift packaging.

4.2.2.2. **Background Image of packaging attributes on marketing strategy**

Table 4.5 Background Image of Packaging

	Descriptive Statistics				
	Strongly gree	Disagree	Neutral	Agree	Strongly Agree
The picture qualities of the Habesha beer package an impact on drawing attention to buying decisio	4 (1%)	10 (2.6%)	27 (7%)	114 (29.5%)	232 (59.9%)
Appealing graphics on Habesha beer packaging an impact on marketing strategy.	3 (0.8%)	8 (2.1%)	26 (6.7%)	136 (35.2%)	213 (55.2%)

Photographs and images of Habesha beer packaging have an impact on marketing strategy.	5 (1.3%)	13 (3.4%)	31 (8.1%)	127 (33.1%)	208 (54.2%)
Illustrations of an image on Habesha beer packaging have an impact on marketing strategy.	5 (1.3%)	12 (3.1%)	32 (8.2%)	138 (35.6%)	201 (51.8%)
Images of people on Habesha beer packaging have an impact on marketing strategy.	6 (1.6%)	13 (3.4%)	32 (8.3%)	129 (33.3%)	207 (53.5%)

Source: Own Survey, 2022

The findings for the evaluation of packing image features on the Habesha Beer marketing strategy are discussed in this part. The facts relating to the impact of quality packing images on the product image affect the marketing practice or activities and have an impact on consumers' purchasing choice, the attractive graphics, the image pictures, drawings, and images of people on Habesha Beer packaging.

The image on the package shows that the consumer's behaviour affects marketing strategy, the product quality standard, the attractive graphics, the photos and pictures of the packing on Habesha Beer catch the attention of the finished customers and attracts attention to consumer decisions. However, according to the respondents, the picture on Habesha Beer packaging has no impact on marketing strategy.

4.2.2.3. Packaging material attributes on marketing strategy

Table 4.6 Packaging Material

descriptive Statistics					
	Strongly agree	Disagree	Neutral	Agree	Strongly Agree
The quality of packaging in Habesha beer is related to the price of the product.	7 (1.8%)	23 (5.9%)	53 (13.7%)	107 (27.6%)	197 (50.9%)

The packaging material in Habesha beer show beer is enriched with quality.	9 (2.3%)	19 (4.9%)	40 (10.3%)	134 (34.6%)	185 (47.8%)
The packaging material in Habesha beer show beer is Environmentally friendly.	12 (3.1%)	24 (6.2%)	62 (16.1%)	105 (27.2%)	183 (47.4%)
The packaging material in Habesha beer show beer is Easy to open.	22 (5.7%)	21 (5.4%)	59 (15.2%)	104 (26.9%)	181 (46.8%)
The packaging material in Habesha beer show beer is protected.	4 (1%)	14 (3.6%)	51 (13.2%)	133 (34.5%)	184 (47.7%)

Source: Own Survey, 2022

The questionnaire findings of the marketing strategy on the Habesha Beer evaluation of the purchasing material qualities are studied in this part. The information on the influence of the packaging material in Habesha Beer is linked to the price of the product, which is the quality of the packaging. The other issue was if the product is quality-enriched with packaging material Habesha Beer and the product is environmentally friendly with the packaging material in Habesha Beer. Finally, Habesha Beer packaging material shows that the items are easy to grasp and that the items are secured.

That means that Habesha Beer's quality packaging material has an influence on customer behaviour and also shows that the material qualities of the product are enhanced with quality, which is linked to the price of the product. And packaging material Habesha Beer also indicates that the items are safe to safeguard the environment.

4.2.2.4. Packaging information attributes on marketing strategy

Table 4.7 Printed Information

	Descriptive Statistics				
	Strongly agree	Disagree	Neutral	Agree	Strongly Agree
The language used on the Habesha beer packages marketing strategy.	7 (1.8%)	10 (2.6%)	39 (10.1%)	124 (32.1%)	206 (53.4%)

The printed information on the Habesha beer packaging increases confidence.	2 (0.5%)	10 (2.6%)	48 (12.4%)	138 (35.7%)	189 (48.8%)
The nutrition information on Habesha beer packaging has an impact on marketing strategy.	3 (0.8%)	18 (4.7%)	48 (12.5%)	121 (31.4%)	195 (50.6%)
The country of origin of Habesha beer packaging has an impact on marketing strategy.	4 (1%)	10 (2.6%)	48 (12.5%)	114 (29.6%)	209 (54.3%)
The guideline of the preparation process on Habesha beer packaging has an impact on marketing strategy.	4 (1%)	9 (2.3%)	54 (14%)	117 (30.3%)	202 (52.3%)

Source: Own Survey, 2022

In this part, we evaluate the findings of the questionnaires linked to the influence of the qualities of the packaging on Habesha Beer printed information on the marketing strategy. Packaging data Prints assess if the language used on packaging impacts the customer purchasing choice, printed information on packaging data boost confidence, country of origin, and guidance.

This shows that the answer to packaging impressions on the behaviour of customers on shopping, Habesha Beer printed packaging landscape has a strong influence on consumer understanding, Habesha beer printed packaging information increases customers' confidence due to the information provided about the contents of the packaging printed information has.

4.2.2.5. Packaging innovation attributes on marketing strategy

Table 4.8 Innovation

Descriptive Statistics

	Strongly agree	Disagree	Neutral	Agree	Strongly Agree
The innovative beer increases the preference for buying packed Habesha.	1 (0.3%)	7 (1.8%)	40 (10.3%)	134 (34.6%)	205 (53%)
Packed Habesha beer in a unique manner influences consumer buying decisions of a product.	1 (0.3%)	12 (3.1%)	30 (7.7%)	141 (36.3%)	204 (52.6%)

Tamper-proofing on Habesha packaging has an impact on marketing strategy.	1 (0.3%)	13 (3.4%)	58 (15%)	130 (33.6%)	185 (47.8%)
Easy store on Habesha beer packaging has an impact on marketing strategy.	0 (0%)	8 (2.1%)	54 (14%)	118 (30.5%)	207 (53.5%)
Easy-carry on Habesha beer packaging has an impact on marketing strategy.	0 (0%)	10 (2.6%)	40 (10.3%)	128 (33.1%)	209 (54%)

Source: Own Survey, 2022

Under this section, the results of the survey on the effect of material on the choice to purchase Habesha Beer on packet development are investigated. Data on the effects of packaging innovation on the purchasing process, distinctive Habesha Beer items packaging innovation, tamper-proofing on Habesha Beer packaging, and packaging innovation helps to make consumer purchasing decisions easy to store and simple for the user to carry.

The answer to the new packaging innovation is that the preference for purchasing processes increases, customers are more attracted to the unique packaging method, Habesha beer packaging is more favoured by consumers, and product packaging innovation is easy for consumers to drink and easy to carry is highly important.

4.2.2.6. Packaging Font style attributes on marketing strategy

Table 4.9 Font Size

	Descriptive Statistics				
	Strongly agree	Disagree	Neutral	Agree	Strongly Agree
The font size on Habesha beer packages contributes to the preference of buying the product.	5 (1.3%)	22 (5.7%)	57 (14.7%)	119 (30.7%)	185 (47.7%)
The font used in writing the ingredient compositions of the Habesha beer influences behavior on buying decisions.	6 (1.5%)	20 (5.2%)	55 (14.2%)	134 (34.5%)	173 (44.6%)

Attractive to read fonts on Habesha beer packaging have an impact on a consumer buying decision.	4 (1%)	15 (3.9%)	40 (10.4%)	143 (37.2%)	182 (47.4%)
Large fonts on Habesha beer packaging have an impact on marketing strategy.	6 (1.5%)	19 (4.9%)	59 (15.2%)	119 (30.7%)	185 (47.7%)
Small fonts on Habesha beer packaging have an impact on marketing strategy.	14 (3.6%)	29 (7.5%)	68 (17.6%)	108 (27.9%)	168 (43.4%)

Source: Own Survey, 2022

Throughout this section, the results of the survey are assessed on the impact of packaging font size characteristics on the marketing strategy of Habesha Beer. The information on the font size of the packaging of Habesha beer packaging is contributing to the choice of purchase of the product, the composition in writing of the beer product Habesha, the appeal of the font to read on the packaging, and the font size, which impacts the purchasing decision of both large and small font.

This suggests that the font size of the product influences marketing strategy. The typeface used for the composition of Habesha beer is appealing to customers. Customers prefer larger font styles over smaller ones to read the product information.

4.2.2.7. Brand marketing strategy

Table 4.10 Brand marketing strategy

Descriptive Statistics

	Strongly agree	Disagree	Neutral	Agree	Strongly Agree
Among competitive beers, I can recognize the Habesha beer brand easily.	2 (0.3%)	2 (0.5%)	16 (4.1%)	99 (25.6%)	268 (69.4%)
Habesha beer has a very unique brand image compared to competing beers.	2 (0.5%)	7 (1.8%)	15 (3.9%)	141 (36.4%)	222 (57.4%)
The brewery sale is relatively higher compared to other breweries due to the market strategy for packaging.	5 (1.3%)	12 (3.1%)	67 (17.4%)	119 (30.8%)	183 (47.4%)

The brewery helps package market strategy to customers.	4 (1%)	9 (2.3%)	54 (14%)	128 (33.2%)	191 (49.5%)
The brewery helps package market strategy to customers.	2 (0.5%)	4 (1%)	44 (11.4%)	140 (36.3%)	196 (50.8%)
The brewery packaging market strategy is effective promoting and attracting new customers.	0 (0%)	5 (1.3%)	35 (9%)	118 (30.4%)	230 (59.3%)

Source: Own Survey, 2022

The answers in this last portion of the questionnaire relate to the general influence of Habesha beer on the consumer purchasing decision of the package qualities. The obtained statistics relate to packaging color, picture visibility, quality material, kind of typeface used, printed package information, and the influence of innovation on the marketing strategy.

4.2.3. Correlation analysis

The amount, as well as extent of the system of interconnected factors, are indicated by a Pearson correlation. It is a dimension of effect; thus the intensity of the connection may be described vocally. Coefficients of correlation range between +1.0 and -1.0. The indication that the coefficient is right or wrong informs us. .00-.19 —very poor in the case, 20-.39 —weak in the case of a weakness, 40-.59 —normalize in the case, 60-.79 —strong in the case of a strong and, in fact, —very high in the case of the weaknesses. The results of the correspondence analysis have been summarized below, depending on the approach.

Table 4.11 Pearson's Correlation Matrix

Correlations

		Packaging color	Background Image	Packaging material	Font size	Printed information	Innovation	Marketing strategy
Marketing Strategy	Pearson Correlation	.591**	.554**	.506*	.574**	.433**	.545**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	

N	364	364	364	364	364	364	364
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***. Correlation is significant at the 0.01 level (2-tailed).*

Source: Own Survey, 2022

This correlation analysis is presented in Table 4.11. Even though there is a significant connection ($r=.591$, $p =.000$) between the variables – choose and Package color. The above two factors have a modest, substantial relationship. The hypothesis is therefore acceptable. The pleasant coloring of the package is capable of attracting consumers. Colorful packaging appeals to consumers. It also means that we could take consumer attention with the use of nice colors in Packaging.

As well as a relationship where there is a strong connection between two variables – marketing strategy and backdrop images ($r=.554$, $p=.000$). Such two components have a modest, substantial relationship. Another one relates to the positive relationship between the variables ($r=.506$, $p= 000$). Marketing strategy as well as packing materials. There seems to be a modest and substantial relationship between the two factors. These findings suggest that perhaps the consumer also evaluates the goods to the buyer of their packaging quality. Good quality of the packing is better for the consumer.

The marketing strategy but instead typeface ($r = .574$, $p = .000$) are associated favourably. Those two components have a modest, substantial relationship. That result reveals that users also like the formatting. A customer favors large types. And decision-making and written information have been favorably associated ($r=.433$, $p=.000$). The above two factors have a modest, substantial relationship.

Positive links were found between purchasing intention and printed information ($r=.545$, $p=.000$). This correlation between the two variables is rather substantial. Consequently, the connection between marketing strategy and package creativity is significant.

4.2.4. Normality Assumption

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Packaging color	380	-1.233	0.125	1.097	0.250
Background image	379	-1.575	0.125	2.721	0.250

Packaging Material	380	-1.184	0.125	0.849	0.250
Font size	380	-1.094	0.125	0.712	0.250
Printed information	379	-1.263	0.125	1.393	0.250
Innovation	380	-1.092	0.125	0.706	0.250

The variables are normally distributed with a 99% confidence level.

4.2.5. Multiple Regression Analysis

The following standard specifications were evaluated on every assumption such as linear across a dispersed plot, model summary, ANOVA, and co-linearity before using a regression model.

The dependent variable is Marketing strategy (MS) and the six independent variables are Colour of packing (A), Backdrop picture (B), Packaging Material (C), Font size (D), Printed information (E), and Innovation (F). Throughout the multilinear regression models, several factors have been used:
 $MS = \beta_0 + \beta_1A + \beta_2B + \beta_3C + \beta_4D + \beta_5E + \beta_6F + e$

:- e is the error term

Table 12: Regression model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. The error of the Est
1	.729a	.531	.507	.646

Inside the given table, the R coefficient of multiple correlations is 0.729. This same ratio of intercorrelation appears during the Adjusted R Square. The corrected R square value is 0.507, multiplied by 100, indicates that 50.7 percent of the variation in the dependent variable from the independent variable is anticipated.

Table 13: ANOVA model

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	64.787	7	9.255	22.191	.000b
	Residual	57.139	137	.417		
	Total	121.926	144			

The mean level throughout the ANOVA table demonstrates also that confluence of factors indicates that the regression model substantially

Table 14: Coefficient model

Model	Unstandardized		Standardized		Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta	t	
(Constant)	.274	.297		.925	.000
Packaging Color	.237	.079	.238	2.988	.003
Background image	.208	.074	.213	2.821	.004
Packaging material	.059	.079	.059	.748	.001
Font Style	.247	.084	.228	2.938	.004
Printed information	.070	.070	.075	.993	.002
Packaging Innovation	.171	.074	.177	2.294	.003

The result of SPSS regression analysis gives details of the show parameters (the beta values) the significance of this values. The quality of each indicator (autonomous factors) influencing the measure (subordinate variable) can be explored through standardized Beta coefficient. The regression coefficient clarifies the normal sum of alter within the dependent variable that's caused by a unit alter within the independent variable. The bigger esteem of Beta coefficient an independent variable brings more back to the independent variable as the more vital determinant in anticipating the dependent variable.

Regression coefficient model

Throughout this research, the goal of regression would be to develop even a formula that perhaps the effect of indicators on the dependent variable may be exploited. The regression model stated is as follows:

$$MS = \beta_0 + \beta_1A + \beta_2B + \beta_3C + \beta_4D + \beta_5E + \beta_5F + e$$

Where, Marketing Strategy (MS) and the six independent variables are Color of packing (A), Backdrop picture (B), Packaging Material (C), Font size (D), Printed information (E), and Innovation (F). Therefore, the equation comes as

$$\text{Marketing Strategy (MS)} = 0.274 + 0.237 (A) + 0.208 (B) + 0.059 (C) + 0.247 (D) + 0.070 (E) + 0.171 (F)$$

The substantial colour, backdrop, packaging, fonts' size, print information and inventiveness levels are, respectively, .000, 0.003, 0.004, 0.001, 0.004, 00.002 and.003.

4.2.6. Summary of Hypothesis Test

Table 4.15 Summary of Hypothesis Testing

		Sig. test result	Independent Variable	Dependent Variable	Ho Rejected / Accepted
H1	Among competitive beers, I can recognize the Habesha beer brand easily.	.000	Packaging Color	Marketing Strategy	Accepted
H2	Habesha beer has a very unique brand image compared to competing beers.	.000	Background image	Marketing Strategy	Accepted

H3	The brewery sale is relatively higher compared to other breweries due to the market strategy for packaging	.000	Packaging material	Marketing Strategy	Accepted
H4	The brewery helps package market strategy to reach customers.	.000	Font Style	Marketing Strategy	Accepted
H5	The brewery helps package market strategy to attract customers.	.000	Printed information	Marketing Strategy	Accepted
H6	The brewery packaging market strategy is effective in promoting and attracting new customers.	.000	Innovation	Marketing Strategy	Accepted

Source: Own Survey, 2022

Both marketing strategy and packaging colors of the above-mentioned capacity are favorably associated ($p=.000$). Those two components have a modest, substantial relationship. The hypothesis is therefore acceptable. The appealing hue of the package is capable of offering consumers. Multicolor packaging appeals to the buyer. It also means that we may take the client's attention with the use of vibrant colors in wrapping.

H2 shall be accepted. This implies that even on the representative of its package backdrop the client can change the goods. This conclusion also becomes beneficial for the researcher to build the finest image goods.

Both factors the marketing strategy as well as the packing material ($p= .000$) connect favourably. There seems to be a modest and substantial relationship between these two factors. Unable to dismiss H3. The conclusion is that even the buyer also assesses the package product quality in favour of it. Package quality is preferred by the users.

Both marketing strategy variables and formatting are linked favourably ($p=.000$). The above two elements have a modest, substantial relationship. H4 is therefore Alright. The outcome shows that clients prefer formatting as well. A buyer prefers big typefaces.

Since there is a strong relationship between both factors ($p=.000$), marketing strategy as well as printed information. The above two factors have a modest, substantial relationship. Hypothesis 5 is acknowledged.

Furthermore, the table illustrates the two factors that have positive relationships with the purchasing and print data $p = .000$. These two factors have a modest, substantial relationship. Therefore, the connection between consumption decisions and packaging innovation is crucial.

We can conclude that the appealing packaging color can entice customers. The colourful packaging appeals to the consumer. It also means that we can catch customers' attention by choosing appealing colors in packaging.

The consumer can customize the product based on its packaging. Marketers can utilize this data to build goods with the greatest potential background image.

The result shows that the consumer considers the product's package quality while evaluating it. Consumers desire higher packaging quality.

Customers enjoy the font style, according to the results. Large fonts are desired by customers.

Packing color, backdrop, quality, font style, printed information, and inventive packing have significant levels of 0.003, 0.005, 0.001, 0.004, 0.002, and 0.003 respectively. The coefficients of the predictor are statistically significant at less than 5% level of significance, according to this test.

The discoveries in this study support past considers by Oscar et al. (2015); Gunawardane, N. R. (2015) where there consider comes about recommend that brand name awareness is the most grounded determinant of consumer purchase decision. On the other hand, other studies have found weaker support for the same discoveries are such as ponder the by Shoaib et al. (n.d.); Tong and Hawley (2009). While the research conducted that did not come up with similar discoveries are such as the think about by Suryadi D. (2015); ROOZY E. et al. (2014). They investigated the impact of brand value measurements on client buy choice or choice based on Aaker's (1991) four-dimensional brand value show, but the discoveries uncovered that brand title mindfulness had not back on impacting shopper buy decision.

The finding was moreover steady with outcomes about by other analysts ponders by Gunawardane, N. R. (2015); and ROOZY E. et al. (2014). Their result affirms that perceived quality would have a greater impact on purchase decision in a comparable context. This considers moreover in line with the discoveries of Tong and Hawley (2009) investigate on Measuring Customer

The result was compatible with earlier investigates conducted inside the setting of brand equity measurements impact on client buy choice by Shoaib et al. (n.d.); Tong and Hawley (2009); Oscar et al. (2015). Moreover, the result was reliable with past investigate conducted by ROOZY E. et al.

(2014) on the setting of customer buy choices components from the viewpoint of brand equity measurements. They found that that brand loyalty has the foremost affecting factor on expanding the purchases deliberate of customers. On the other hand, there are other considers that did not come up with comparative discoveries are such as ponder by Suryadi D. (2015); loyalty don't significantly give individual impact to the consumer purchase decision.

5. CHAPTER FIVE: SUMMARY, CONCLUSION & RECOMMENDATION

5.1. Summary

Demographic features of participants reveal that 58.40 percent of the total are male and 41.60 percent female.

Regarding participants' age analyses, the overwhelming 47.0 percent of the population was 21-30; 24.0 percent of the population was 31 to 40, 20.0 percent of respondents were under 20 as well as the remainder 9.0 percent were 40-50 years. The overwhelming was 47.0%.

42.0 percent of the population had been married, 54.0 percent of the total had been unmarried, and 4.0 percent separated in the case of the marital characteristics of the person.

In academic terms, 54.6 percent of respondents of participants had a bachelor's degree, 23.0 percent had a master's, 19.3 percent had a diploma, and 3.1 percent had secondary school and lower.

Regarding experience to use 92.3 percent of respondents have been using Habesha Beer frequently and the rest 7.7 percent of the participants have been using Habesha Beer frequently.

The product color of Habesha beer packaging and the color of the packaging changes might influence the marketing strategy process, this shows that the full bright colors of Habesha Beer packaging influence the consumer behaviour during the marketing process.

The background image on the package shows that the consumer's behaviour affects buying, the product quality standard, the attractive graphics, the photos and pictures of the packing on Habesha Beer Habesha beer packaging is more favoured by consumers, product packaging innovation which is easy for consumers to drink and easy to carry is highly important.

Marketing strategy and hue of the packaging— are associated favorably ($r=.591$, $p=.000$). Those two components have a modest, substantial relationship. The essential feature between the marketing strategy and the backdrop image ($r=.554$). Both marketing strategy and packing material ($r=.506$, $p=.000$) have favourable correlations. There is a modest and substantial relationship between these two factors. The marketing strategy and font style ($r = .574$, $p = .000$) are associated favourably. Those two factors have a modest, substantial relationship. The result reveals that customers also like

the formatting. Positive links were found between purchasing intention and printed information ($r=.545$, $p=.000$). The connection between these two elements is rather substantial.

The substantial colour, backdrop, packaging, fonts' size, print information and inventiveness levels are, respectively, .000, 0.003, 0.004, 0.001, 0.004, 0.002 and 0.003.

5.2. Conclusion

Because of the changing marketing environment and customer preferences, the role of the packaging has shifted. Businesses are interested in packaging as a strategy for increasing sales and lowering promotional expenditures.

Throughout this article, those who are looking at six main research structures, which have been the influence of packaging color, backdrop imaging, type of typography, packaging materials, imprinted information, and technology in wrapping on the Habesha pro, which will help to understand, in theory, the effects of wrapping on Habesha Beers marketing in Addis Ababa Bole Sub City.

Packaging is being used to promote performance objectives as well as being an important component in impacting the purchase behaviour of a person. Packaging may inform potential buyers by verbal and pictorial symbols on the substance, proper characteristics, proper use, and location of origin, benefits, and risks of the goods.

Another discovery that marketers might use is that consumers over the age of 30 pay greater attention to spoken information when purchasing a product. They are more concerned with the product's content than with its looks.

Background picture, color, and font style all have an impact on customers. Font style, on the other hand, has the least impact, scoring only 3.1 on average. This seems to be comparable with the conclusions from the study conducted by Deliya and Parmar that further showed that text size has a low effect on all elements of the packaging.

Consumers are drawn to light and warm hues; therefore packaging color has a favourable relationship with them. Although full and cold colors on packaging have an impact on consumer purchasing decisions, they do not have the same strength as light and warm colors.

Packaging graphics also have a significant beneficial impact on customer purchasing behaviour. Graphics and pictures of appealing people have a greater effect than photographs and illustrations.

Packaging material has a favourable influence on customer purchasing behaviour. The use of superior packing materials makes it simple for the consumer to believe that the product is richer in quality, protects the goods better, and is ready to drink.

The quality of the packing material is associated with the influence on the price of the product by many consumers. The packaging of the items reveals that the product is usually environmentally friendly.

The proper choice of typefaces will help to change customer product choice. The components for producing Habesha Beer are shown with fonts that affect the consumer purchasing decision.

Consumers prefer to use larger fonts for packages than use small fonts. Consumers who buy decisions are also affected by the use of readable typefaces. Some innovations are wanted that entice people and provide the company with a distinctive light. The Consumer Buying Decision has more effect on the sole package.

Manipulative evidence is a new method that has a beneficial impact on the consumer's buying decision. Easy-to-store and unique package designs can improve the consumer comfort in the consumption of this product. In turn, this will boost the impact of the purchase choice by customers.

Properly supplied information on a package may have a strong influence on consumer choice, thereby increasing product reliability. Appropriate product information leads to customer purchasing decisions being influenced.

The language chosen to present package information allows buyers to comprehend the product. The nutritional information shown on the packaging has a higher consumer value and more than any information shown affects the purchasing choice. Country of origin and product preparation guidelines also have positive effects on buying consumers' choices.

Finally, consumers feel that the printed data on the box and the package backdrop picture will have the most impact on the packaging qualities of customers' purchasing choices. Compared to the written information and backdrop images the package color and quality of the product have an overall effect.

The package may be regarded as one of the most useful instruments in Habesha Beer's marketing communications today, requiring a more detailed investigation of its features and an influence on customers' purchasing behaviour.

5.3. Recommendation

The research and product development divisions are strongly suggested for the packaging be given proper consideration. The application of inadequate packaging might lead to product failure on the market. The right packaging standards need to be developed and the criteria for better marketing and sales of a product need to be enforced correspondingly.

Researchers think that packaging is a communication approach at the time of acquisition and that adequate attention paid to packaging qualities such as color, background picture, and liking will result in higher sales and income since they impact customer buying choices.

Packaging is not the sole element influencing customer purchasing choices. Appropriate marketing tactics should thus be used to promote customer brand preference for producers.

Appropriate levels of investment in these traits should be recommended by the researcher as a realistic increase in a company's income, as they impact customer purchase decisions.

It should be mentioned that companies should prioritize the package qualities because their influence on the decision to purchase the consumer is not the same. Although certain qualities such as written information have a greater impact, other factors such as typefaces may have no effect than predicted.

The researchers estimate that the backdrop picture of the package and written packaging information will have the most effect on customer buying decisions between the packaging features.

While not as influenced by the backdrop and written content, the study also suggests paying appropriate attention to the color of the packaging, quality packaging material, and unique packaging designs and typefaces employed on the packaging.

The researcher proposes that adequate attention should be paid to the packaging business to strengthen the country's packaging production capabilities to decrease lost foreign cash. Another important area for the government should also be the quality aspect of imported materials for packaging.

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Appendices

Questionnaire

St. Mary's University

School of Graduate Studies

Department of Master of Business Administration

Greetings, Sir/Madame

The purpose of this questionnaire is to collect primary data for conducting a study on the topic, Packaging as a Brand Marketing Strategy: Assessing its Effectiveness in the Case of Habesha Breweries S.C for the partial fulfilment of the Master of Business Administration (MBA) Program. I kindly request you to provide me with reliable information. The data collected is confidential and will only be used for the analysis of the study and not for other purposes.

I want to guarantee you that perhaps the details you submit will only be used for educational purposes. Your participation is valued as a significant contribution to the experiment's excellence. As a result, I feel that participation in the study will broaden your support.

Your sincere and genuine response is extremely valuable to our study. As just a result, we request that you complete this form completely and honestly, and we thank you in advance for your constant support and guidance.

Respectfully,

Section One: General Background of Respondents (Demographic Information)

The following question lists different general questions, please kindly tick (✓) your answer in the appropriate numbers or circle the appropriate answer.

- 1) **Gender:**
 - a. Female
 - b. Male
- 2) **Age:**
 - a. Below 20
 - b. 21 to 30 years
 - c. 31 to 40 years
 - d. 40 to 50 years
 - e. Over 51 years
- 3) **Marital status:**
 - a. Single
 - b. Married 3-Divorced
- 4) **Academic level:**
 - a. High school and below
 - b. Technical/vocational certificate (Diploma)
 - c. Bachelor's degree
 - d. Master's degree
 - e. Other (specify) _____
- 5) **Do you buy Habesha beer?**
 - a. Yes
 - b. No

Section Two: Determinants of marketing strategy

The following table lists different packaging characteristics and the attributes of each characteristic, please kindly tick (✓) your answer in the appropriate boxes or respond by writing if required.

D= Disagree
SD= Strongly Disagree
N = Neither Agree nor Disagree

A = Agree
SA= Strongly Agree

		SD	D	N	A	SA
I)	Packaging colour related questions					
1	Changing the color of the packaging of Habesha beer could lead to a change of choice in marketing strategy.					
2	Full colors on Habesha beer colouring have an impact on marketing strategy.					
3	Light colors on Habesha beer colouring have an impact on marketing strategy.					
4	Warm colors on Habesha beer colouring have an impact on marketing strategy.					
5	Cold colors on Habesha beer colouring have an impact on marketing strategy.					
		SD	D	N	A	SA
II)	Background image related questions					
6	The picture qualities of the Habesha beer package have an impact on drawing attention to buying decisions.					
7	Appealing graphics on Habesha beer packaging have an impact on marketing strategy.					
8	Photographs and images of Habesha beer packaging have an impact on marketing strategy.					
9	Illustrations of an image on Habesha beer packaging have an impact on marketing strategy.					
10	Images of people on Habesha beer packaging have an impact on marketing strategy.					
		SD	D	N	A	SA

III)	Packaging Material related questions					
11	The quality of packaging in Habesha beer is related to the price of the product.					
12	The packaging material in Habesha beer shows the beer is enriched with quality.					
13	The packaging material in Habesha beer shows the beer is Environmentally friendly.					
14	The packaging material in Habesha beer shows the beer is Easy to open.					
15	The packaging material in Habesha beer shows the beer is protected.					
		SD	D	N	A	SA
IV)	Size-related					
16	The font size on Habesha beer packages contributes to the preference of buying the product.					
17	The font used in writing the ingredient composition of the Habesha beer influences behaviour on buying decisions.					
18	Attractive to read fonts on Habesha beer packaging have an impact on a consumer buying decision.					
19	Large fonts on Habesha beer packaging have an impact on marketing strategy.					
20	Small fonts on Habesha beer packaging have an impact on marketing strategy.					
		SD	D	N	A	SA
V)	Printed information related to questions					
21	The language used on the Habesha beer package influences marketing strategy.					

22	The printed information on the Habesha beer package increase confidence.					
23	The nutrition information on Habesha beer packaging has an impact on marketing strategy.					
24	The country of origin of Habesha beer packaging has an impact on marketing strategy.					
25	The guideline of the preparation process on Habesha beer packaging has an impact on marketing strategy.					
		SD	D	N	A	SA
VI)	Innovation related questions					
26	The innovative beer increases the preference for buying packed Habesha.					
27	Packed Habesha beer in a unique manner influences consumer buying decisions of a product.					
28	Tamper-proofing on Habesha packaging has an impact on marketing strategy.					
29	Easy store on Habesha beer packaging has an impact on marketing strategy.					
30	Easy-carry on Habesha beer packaging has an impact on marketing strategy.					

Section Three- Brand marketing strategy

The following question lists questions on brand marketing strategy, please kindly tick (√) your answer in the appropriate numbers or circle the appropriate answer.

		SD	D	N	A	SA
I)	Brand marketing strategy related questions					
1	Among competitive beers, I can recognize the Habesha beer brand easily.					

2	Habesha beer has a very unique brand image compared to competing beers.					
3	The brewery sale is relatively higher compared to other breweries due to the market strategy for packaging.					
4	The brewery helps package market strategy to retain customers.					
5	The brewery helps package market strategy to attract customers.					
6	The brewery packaging market strategy is effective in promoting and attracting new customers.					