

St. Mary's University College

AN ASSESSMENT OF PACKAGING PRACTICE ON GREAT ABYSSINIA P.L.C

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Table of Contents

	Page
Acknowledgements -----	i
Table of Contents-----	ii
List of Tables -----	iii
Abbreviations/Acronym-----	iv
Chapter One	
Introduction	
1.1. Back ground of the study-----	1
1.2. Statement of the problem-----	2
1.3. Research questions-----	3
1.4. Objective of the study-----	3
1.5. Significant of the study -----	3
1.6 Scope (Delimitation of the study)-----	3
1.7. Definition of terms and operational Definition	
1.8 Research design Methodology -----	4
1.8.1. Research Design-----	4
1.8.2. Population and sampling technique-----	4
1.8.3. Type of data to be used-----	4
1.8.4. Method of data collection-----	4
1.8.5. Method of data analysis-----	5
1.9. Organization of the study-----	5
Chapter two	
Literature Review	
2.1. Introduction-----	6
2.2. Meaning of packaging-----	7
2.3. Classification of packaging-----	7
2.4. Function of packaging-----	7
2.4.1 Packaging and labeling-----	8
2.4.2. Labeling-----	8
2.4.3. Functions of label-----	9

2.4.4. Kinds of labels-----	9
2.4.5. Purpose of labeling-----	10
2.4.6. Role and importance of packaging-----	10
2.4.7. Consumer problem with packaging-----	11
2.4.8 . Essentials of packaging-----	11
2.5 Plastic packaging in the environment-----	12
2.5.1. Global implication and legal guidelines for -----	13
Packaging	
2.5.2. Packaging Design	14
2.5.3. Packaging strategies	14
2.5.4. Criticism of package	15
2.6 Impacting Environment	16
2.6.1. Green Packaging	16
2.6.2. Strategies to reduce environmental Impact	17
2.6.3 What customer can do to recycle	17

Chapter Three

Data presentation Analysis and Interpretation

3.1 General Characteristics of the respondents	18
3.2 Analysis of the major findings	20
3.2.4. Customer personal opinion	27
3.2.5. Interview with the marketing manager Of Abyssinia plc	28

Chapter four

Summary, Conclusion and Recommendation 30

4.1. Summary of the findings	31
4.2. Conclusion	32
4.3. Recommendation	33
Bibliography	
Appendices	
Questionnaire	
Interview	
Declaration	

List of Tables

	Page
Table 1. General Characteristics of the Respondents -----	19
Table 2. General view of customers to ward the company -----	21
Table 3. Packaging practice and environmental protection-----	23
Table 4. Company labeling practice -----	25
Table 5. General view of customers to ward compliant regarding the label-----	26

DECLARATION

I understand, declare that this senior essay is my original work, prepared under the guidance of Ato kalid Issa. All sources of Materials used for the manuscript have been duly acknowledged.

Name -----

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Place of submission St. Mary's University College

Date of submission June 19, 2010

This senior essay has been submitted for examination with my approval as university college advisor.

Name -----

Signature -----

Date June 19, 2010

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Appendix - A
St. Mary's University College
Faculty of Business
Department of Marketing Management

Questionnaires to be filled by customers of Great Abyssinia PLC

Objective of the questionnaire

Dear Respondents.

This questionnaire is designed by the final year degree marketing management student of St. Mary's University College. Your response is kept strictly confidential and is purely for a academic purpose only.

Instruction

- You are not supposed to write your name.
- Please put "x" in the box provided. Open ended Question will be answered in the space provided.

Section 1:- General Characteristics of the Respondents

1. Personal Information

Sex

A. Male

B. Female

1.2 Age

A. 18 – 27

B. 28 – 37

C. 38 – 47

D. 48 – 57

E. > 58

1.3 Education level

A. Certificate

B. Diploma

C. First Degree

D. 2nd degree and above

Occupation

- A. Government
- B. Employ
- C. Business owners
- D. Other (please specify)

Section 2 types of bodies

Customers of great Abyssinia plc

Section 3 question related to plastic packaging

1. How long have you been using the product?

- A <1 B.1-3 C. 4-6 D.7
E. >9

2. How do you measure the reliability of the company?

- A very high
B high
C medium
D low
E very low

3. How do you evaluate the company, capability of producing the product according to Customer specification?

- A. Very high
B. High
C. Medium
D. Low
E. Very low

4. How do you evaluate the Company's over all Packaging practice?

- A. Very high
B. High
C. Medium
D. Low
E. Very low
-

5. How do you evaluate the plastic bottle packaging?

- A. Very high
- B. High
- C. Medium
- D. Low
- E. Very low

6. How do you see the plastic bottle regarding the environment protection?

- A Very high
- B High
- C Medium
- D Low
- E Very low

7. How do you evaluate the company strategy used to protect the environment from population?

- A very good
- B good
- C satisfactory
- D poor
- E very poor

Section 4 question related to labeling

1 How often do you check the label when you buy the product

- A always
- B some times
- C not at all

2 How do you see the problem on the label?

- A very high
- B high
- C medium
- D low
- E very low

3 How do you evaluate the information printed on the label?

A very good

B good

C satisfactory

D poor

E very poor

4. How do you see the company responsiveness to handle customers compliant regarding the label?

A very good

B good

C satisfactory

D poor

E very poor

5. Based on the experience of today do you want to be customer of the company to the future?

A yes

B no

C I don't know

Appendix-B

St. Mary's University College

Faculty of Business

Department of Marketing Management

Interview Questions

This interview questions are prepared for the general managers and marketing managers of Abyssinia Plc

1. When and how Abyssinia private limited company established?
2. Where do you purchase the raw materials available to pack your product?
3. How do you see the impact of plastic bottle on the environment?
4. How do you measure the packaging practice of your company?
5. Do you believe that your packaging practice is good enough to protect the environment from pollution?
6. What are the reasons for the company not reuse or recycle the plastic bottles?
7. Do you have any plan for the future to protect the environment from pollution
8. What do you think of the current situation in competition in this business?
9. Why the company does not print the product date on the labels
10. Is there any government force policy which has influence in protecting the environment?

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Introduction

1.1 Background of the study

Packaging is the general group of activities in the planning of product. An appropriate and an attractive container or wrapper for a product. The container it self can act as a force full through silent and colorful salesman at the point of purchase. (sherlekar,2004:236)

On top of this khanna (2001:179) also support the idea of Sherleker and define packaging as the use of containers and parts, together with the decoration and labeling of a product in order to contain, protect and identify the merchandise and facilitate the use of products.

The plastic bottle was first patented in 1973 G.C It has only grown in popularity each year. With the growth of the bottled water industry the plastic bottle has become the container of choice for single serve bottled water. (Baker,2000:612)

One of the positive characteristics of plastic is the fact that it is durable. Un fortunately, this is not a positive characteristics when it comes to the environment. The fact that plastic is durable means it degrades slowly. (J.oehlmann, 2009)

Currently it is seen that packaging becomes one of the core aspects in the over all marketing process that firms must give emphasizes to get competitive advantage with the industry.

Great Abyssinia private limited company was established in 1992 E.C as a private limited company with the beginning capital of 6,000,000.00 Birr, and started to commercialize its product in 1994 E.C. The company has a production location located in Addis. The firm has 500 employees, out of this 400 are permanent the rest are contractual basis. The key products that the firm produce and offer to the market are plastic bottle mineral water and coffee powder. (Source Company Brochures).

So this study is focus on the plastic packaging practice of great Abyssinia private limited company.

1.2 Statement of the problem

Packaging has in recent years been one of the most innovative areas of marketing. The developments of new packaging materials and new packaging technologies have added considerably to the armory of tools with respect to the marketer's decisions in the use of packaging design.

Packaging has also been one of the areas which has felt the greatest effects of an increasing concern with the environment and green issues. Packaging is increasingly recyclable. Indeed in some countries there are very stringent regulations needed concerning this aspects of packaging.(Lancaster,2001:77)

However, the situation in Ethiopia seems dissatisfying. This is because the student researcher had observed some of the problem of plastic bottle packaging. Most of the of plastic bottle manufacturer do not recycle or re-use so that the plastic bottle pollute the environment. But this research tried to focus on the plastic packaging activity practice in Great Abyssinia private limited company. The student researcher had observed some of the problem of plastic bottle packaging. The company does not recycle or re-use the plastic bottles and the company does not print the product date on the labels as well.

Based on the above reasons this paper tries to seek answer for the following questions.

1.3 Research questions

1. What strategy the companies use to protect the environment from pollution?
2. What are the reasons for the company not to re-use or recycle the plastic bottles?
3. To what extent the company print full information on the label?

1.4 Objective of the study

The objective of the study is to assess the extent of the problems to the public eyes. In addition to this,

- To identify the strategies that the company use to protect the environment from pollution.
- To find out the reasons for the company not to re-use or recycle the plastic bottles.
- To identify whether the company print full information or not.

1.5 Significant of the study

The result of this study is expected to give some information to the company. This study may serve other researchers who might inspire to conduct further in this issue. Therefore, I hope that the preparation of this work partly alleviates the problem. Even though it is so limited and specific in its coverage, and issue dealt by the study.

The study may also help to expose the problem to the public to the government, in order to raise public awareness about the seriousness problem then to get public or community support to protect the environment from pollution.

Last but not least, perhaps, in conjunction with the above, the study may be useful in formulating policies and strategies that are specific to plastic packaging in the beverage industry.

1.6 Scope (Delimitation of the study)

This study is concerned with analyzing the impact of plastic packaging in the environment in the case of Great Abyssinia P.L.C. Even if the company has different branches across the country, the student researcher focused only to the head office found in Addis.

1.7 Definition of terms or operational definition

Packaging: - is an activity of designing and producing the container for a product.

Beverage: - Formal drinking or specialized drinking of any type.

Labels:- It gives verbal information about the product and seller

1.8 Research Design and Methodology

The research methods are both qualitative and quantitative method. In order to meet the principal research objective qualitative and quantitative method of data collection were made by questioner and interview method.

1.8.1 Research Design

The research method is descriptive research method. In order to answer questions like who, what, where, when and to summarize the findings.

1.8.2 Population and sampling technique.

The target population of the study were customers and management of great Abyssinia P.L.C by purposive/Judgment sampling techniques. The total numbers of samples for this study were 200. Since the population frame of customers respondents could not be defined.

1.8.3 Type of data used

In order to generate reliable data two major source of data were used to conduct the study. The first source of data are information obtained from the secondary sources, review of different studies conducted by individual researchers, and other scholar's books, reports, essays and other un published memo are reviewed for this particular study purpose.

The second sources of data were the information obtained from the company's managers and also those customers found in Addis.

1.8.4 Method of data collection

The primary data was collected through an interview with the company's managers and questioners were distributed to customers of Abyssinia water minerals, at Ferancay Lagaceyon.

1.8.5 Method of data analysis

The data analysis was both qualitative and quantitative measurement methods. The quantitative measurement was helping us to use statistical method of measurement in order to analyze and interpret. The qualitative measurement was helping us to interpret ideas gathered through interview.

1.9 Organization of the study

The study is organized in to four chapters. The first chapter concerned about background of the study associated with background of the company, statement of the problem, objective of delimitation of the study, research design and methodology. The second chapter concerned about review of related literature. The third chapter concerned about data presentation, analysis and interpretation. The fourth chapter concerned about summary, conclusion and recommendation based on the finding.

CHAPTER TWO

2.Literature Review

This chapter will provide a review of related literature concerning the role of packaging in the beverage industry. In this section, an over view of global implication and legal guidelines for packaging, labeling recycling plastic packaging, role and importance packaging. Role and importance packaging in the beverage industry there fore, it is necessary to make use of the available recorded information on the plastic packaging in the beverage industry all over the world as it relates to and can be harmonized in formation on the plastic packaging in the beverage industry all over the world as it relates to and can be harmonized with the existing situations of the role of plastic in the beverage industry.

2.1 Introduction

According to Zikmud (1992:282) packaging is basically an extinction of the product offered for sale. In fact the package is often more important then the product it contain and they offer considerable consumer benefits packages perform many functions. They contain a product and protect in until the consumer is ready to use it. Beyond this package facilitates the storage and use of products. Thus, packages should be designed for ease of handling consumers often identifies products by their packages on shelf can attract attention they can play a major part in promotional strategy. To day environmental considerations may also strongly influence in packaging decisions. Packaging waste is pilling up and many industries, Such as the plastic bottle industry.

2.2 Meaning of Packaging

According to Kottler (2005:436) Packaging is defined as all activities of designing and producing and container for a product and the container is cooed the package.

In favor of this Khanna (2001:179) also support the idea of kottler and define packaging as the use of the containers and parts together with decoration and labeling of a product in order to contain protect and identify the merchandise and the use of products.

More over, sherlekar (2004:236) define packaging as the general group of activities in the planning of a product An appropriate and attractive container or wrapper for a product. The container it self can act as a force full through silent and colorful salesman at the point of purchase or an effective medium of advertisement encouraging impulse buying.

2.3 Classification of packaging

According Kottler (2003: 438) Packaging can generally be categorized in to: *Consumer Packaging*, These kind of packages are often based on marketing consideration in terms of advertising prompting product through their attractive colors. And now a day in the world of globalization packages are playing very important role in getting competitive in competitive market. And *Industrial Packaging*, It is also called protective packaging where it has protective nature than promoting the product.

2.4 Functions of Packaging

According to sherlkar (2004:238) packaging can serve the following basic function. It can serve as a sales tool it identifies the maker as well as the product and carries the brand named the packaging label informs the buyer about inner contents and how to use them and it is the biggest advertising and promotion tool other than the above major function packaging also gives protection and containment function for the product.

On top of this Stanton (1991:145) Packaging must attract immediate attention. Build consumer confidence as well as tell the true product and be clean and sanitary must have protective seal and be convenient to use other than the above major features packaging should look like a good value to the consumer.

More over, Zikmund (1999:282) packages perform many functions. They contain a product and protect it until the consumer is ready to use it beyond this package facilitates the storage and use of products. Thus packages should be designed for ease of handling consumer of then identifies products by their packages on shelf can attract attention they can play a major part in promotional strategy.

2.4.1 Packaging and labeling

Most physical products have to be packed and labeled some packages such as the plastic bottle container are world famous many marketers have called packaging a fifth p along with price, product place promotion most marketers however packaging and labeling as an element of a product strategy (Kotler 2005:437)

However packaging and packager labels has its own purpose such as protection from among other things a barriers from oxygen water vapor dust etc is often required small objects are typically grouped together in one package for reasons of efficiency. Package and labels communicate how to use, transport recycle or dispose of the package or product. The packaging and labels van be used by marketers to encourage potential buyers to purchase the product packaging play an important role in reducing the security risks of shipment (Oehlmann, 2009:53)

2.4.2 Labeling

According to Lancaster (2001:145) labels may range from sample tage attached to products to complex graphics the are part of package they perform several functions.

Sherlekar (2007: 143) also explain that label is a part of product. It gives verbal in formation about the product and the seller. The purpose of labeling like the purpose of branding is to give consumer information about the product.

According to Kottler, (2003:438) label is also apart of a package or it may between labeling and packaging. Seller must label products. The label may be a simple tag attached to the product or an elaborately designed graphic that is part of package. The label might carry only the brand name or a great deal of information. Even if the seller prefers a simple label the law way requires additional information

2.4.3 Functions of label

According to kottler (2003:438) label identifies the product or brand. The product. The label might describe the product:- who made it where it was made when it was made what it contains how is to be used and how to use it safely. The label might promote the product through attractive graphics.

More over, sherlekar (2004:144) explained that label must describe the brand name address of the producer, weight, measure count ingredients by percentage where possible directions for the product use of the product retail price cautionary measures concerning the product and its use, date of packaging and date of expiry.

2.4.4Kinds of labels

Sherlekar (2001:144) classified labels in to four classes such as

Brand Label,to describe the brand name of the product and to popularize branding. All branded goods must have the brand label on the product and/or package, *Grade label*, describing not only the product features but also quality of a product – by aletter number or word,*Descriptive label*, describing not only the product features but also the use of thee of the product, Such labels are needed when a product is difficult to grade and sale is primarily by description of the product and it uses, and *Informative labels*, are used not only to describe

the product features but also to provide adequate information giving precise guidance and instructions on the use and care of the product consumers prefer information labels. They give adequate and help full information

2.4.5 Purpose of labeling

According to shrlekar (2004:144) labels must contain factual information on which consumer can rely. Misleading labels will invite prosecution and penalty label in general is not a very reliable guide to quality or an assurance of uniformity. The printing of labels costs very little but the superlatives given on the label cost nothing hence consumers should guard against deceptive labels on the whole consumers welcome informative labels.

Stanton (2004:144) also explained by strengthening sherlekar idea that a labeling has two purpose first consumer can quickly compare the information given on different labels and make up his mind to purchase a product on the basis of such relevant information and facts concerning each product. Second the label also contain relevant instruction for care and use of the material or product a matter of great importance to consumers and large number of unfamiliar articles are coming in to the market.

2.4.6 Role and Importance of packaging

According to sherlekar (2004: 142) packaging is major aid to successful marketing. It is act as multipurpose arrangement. It distinguishes the product. It contributes to good display and advertising purposes. It act as a silent and colorful salesman Branding with out packaging is not possible. Transparent packaging made self service stores and super markets very popular. It pays a unique role as a medium of publicity and for impulse buying.

Moreover, Stanton (1991:144) packaging play a vital role in marketing it protects the commodity from losses, damages and deterioration in quality due to exposure. It keeps the contents pure and clean, Goods may be packed mechanically and untouched by unclean hands. By unclean hands. It reduces chance of breakage, shrinkage and pilferage in transit Adulterations of good

become impossible pre-packed goods ensure correct weight quality and price as these are indicated on the package. Packaging help us widening of the market due to necessary protection and ease in handling and convenience to all packaging helps branding and advertising and point of purchase display.

In addition, Lancaster (2001:80) packaging is important in successful marketing in marketing it protects the commodity from losses damages and deterioration in quality due to exposure. It keeps the contents pure and clean. Goods may be packed mechanically and contents pure and clean. Goods may be packed mechanically and untouched by unclean hands. It reduces chance of breakage, shrinkage and pilferage in transit Adulterations of good become impossible pre-packed goods ensure correct weight quality and price as these are indicated on the package packaging help us widening of the market due to necessary protection and ease in handling and convenience to all packaging helps branding.

2.4.7 Consumer problem with packaging

According to Lancaster (2001:79) Buyers can not Judge the contents by appearance. If the package label is silent on quality information a buyer has to buy the product almost blindly. There is not feasible way to check weight and volume of inner contents before opening the package design and size of package design and size of a package may inflate the contents. If a consumer wants a specific quantity he may not have that amount when goods are sold in packages deceptive and misleading packages have several roommates in an unfair trade practice packages are same contents are reduced and apparently same price are changed. This method is popular in a period of raising prices.

2.4.8 Essentials of packaging

According to Sherlekar (2004:140) packaging from the seller's point of view, it is a sales tool. It identifies the maker as well as the product and carries the brand names the package label informs the buyer about inner contents and how to use them. It is the buyer about inner contents and how to use them. It is the

biggest advertising medium. It moves the product at the point of purchase. It encourages impulse buying. It establishes a product image. It encourages impulse buying. It establishes a product image. It identifies the product with advertising.

According to Lancaster (2001:79) also explained by strengthening Sherlekar's idea that essentials of packaging are,

Protection, Fundamental function of packaging the product demands protection until it is used or consumed. Package demands protection until it is used,

Dependable, Truthfulness and honest representation is the most important function and quality of packaging, *Ease in handling*, during the process of distribution,

Ease of identification, is an important function of packaging following closely protection and ease in handling, *Convenience in packaging*, is not a matter of customer service. Middlemen, wholesalers, retailers and warehouse keepers i.e. all agencies in a machinery of distribution, demand convenience. The size and shape of the package will determine the function of convenience adaptability,

Reasonable Cost; Costly package may be needed for fragile and very valuable products. It may be good for goods bought as gift. But in general cost of package must be reasonable. Righter but sturdy packages can reduce cost of transport also, and *Attractiveness (Selling tool)*, Attractiveness is a major consideration in modern packaging. The design and the label on the package, printed matter, picture, layout or get up of the package colour combination, all these are special aspects of the package and act as selling point of the package. Package must have an artistic appeal.

2.5 Plastic packaging the Environment

Plastic is so versatile, it can be used for a variety of packaging purposes. If the product is well protected, the plastic can be rigid and tough. If on the other

hand the packaging need to be convenient to carry, the plastic can be flexible or a combination of the two can be achieved further more, the packaging can be deigned in to any shape or shape or size desired and it can be clear or any color imaginable. This is not appositive characteristics when it comes to the environment.(Ottman,1994:25)

2.5.1 Global implication and legal guidelines for packaging

According to Berkowiz (200:339) two global trends in packaging originated in the mid 1990s will continue in to the twenty first century. One trend involves the environmental effects of packaging, the other focuses on packaging health and safety concerns.

Moreover, Lancaster (2001:77) packaging has in recent years been one of the most innovative areas marketing. The development of new packaging materials and new packaging technologies have added considerably to the armory of tools with respect the marker's decisions in the use of packaging design packaging has also been one of the areas which has felt the greatest effects of an increasing concern with the environment and green issues packaging is increasingly recyclable. In deed in some countries there are very trident regulations needed concerning this aspects of packaging.

According to Zikmud (2004:144) also explained by strengthening Lancaster idea that a single package with two or more language or multiple packages tailored to the separate countries decisions about use of colors and other aspects of package design should be made only after local cultures and usage patterns have been considered. In particular a company must follow the legal guidelines and requirement of each country where its product will be marketed. Many countries have laws about deceptive packaging packages intentionally designed to mislead consumers, labels that bear false or misleading information or packages that do not provide required warning soon draw the attention of the federal trade commission, some other official body or consumer groups.

2.5.2 Package Design

According to Kottler (2005:463) well designed packages are created to convince and provide promotional value. Various factors have contributed to the growing use of packaging as a marketing tool. Such as, Self Service, An increasing number of products are sold on a self-service basis. The package must perform many of the sales tasks. Attract attention, describe the product features, create consumer confidence, make a favorable overall impression, Consumer influence, consumers are willing to pay a little more for convenience, appearance, dependability and prestige of better packages, Company and branding image, packages contribute to instant recognition of the company or brand, and Innovation opportunity, innovative packaging can bring large benefits to consumers and profit to producers.

On top of this, Sherleker (2004:141) modern packages act as a multipurpose arrangement. It must fulfill utility functions such as protection, identification and convenience, when it serves as a container or wrapper or a product. In addition, it is also called upon to play the role of a colorful sales man. Customers are always in a hurry. The package must be in for motive labeling.

Moreover, Stanton (1991:147) truth in packaging is absolutely necessary while designing the package, a package label should not misrepresent the realities to make a sale. Information given on the label should be attractive. In short, a package must be honest and helpful to the consumers.

2.5.3 Packaging Strategies

In favor of Stanton (1991:277) packaging is in the public eye today largely because of environmental issues. Specific concerns are, Packaging product line, a company must decide whether to develop a family resemblance when the package related products family packaging use either highly similar packages for all products or packages with a common and clearly noticeable feature, Multiple package, the practice of placing several units of the same product in

one container, and Changing the package, a company need to correct poor feature in existing package.

2.5.4 Criticisms of package

According to Lancaster (2001:77) packaging has in recent years been one of the most innovative are as of marketing and also been one of the areas which has felt the greatest effects of an increasing concern with the environment and green issues.

Stanton (1991:276) strongly believes that is one of the successful are as of marketing and also environment issues specific concerns are:-

a. Packaging that depletes natural resources

Stanton (1991:216) points out in his book this problem is magnified by firms that larger than necessary containers this criticism has been partially addressed through the use of recycled materials in packaging. A point in favor of pack aging is that it materials in packaging. A point in favor of pack aging is that it minimizes spoilage there by reducing a different type of resource waste.

b. Forms of packaging that are health hazards

As Stanton (1991:276) government regulations banned several suspect packaging materials, not ably aerosol cans that used chlorofluorocarbon as propellants. Just as important, growing numbers of companies are switching from aerosol to pump dispensers.

c. Disposal packaging

As Stanton (1991:276) consumers desire for convenience in the form of throw away containers conflicts with their stated desire for a clean environment. Some discarded packages wind up as litter, others add to solid waste in land fills this problem can be eased by using biodegradable materials in packaging.

d. Deceptive packaging

Stanton (1991:277) strongly explained that a common problem is that the package size conveys the impression of containing more than the actual contents. Government regulations plus greater integrity on the part of business firms regarding packaging have alleviated this concern to some extent.

e. Expensive packaging

As Stanton (1991:277) even in seemingly simple packaging such as for soft drinks as one half the production cost is for the container still, effective packaging reduces transportation costs and spoilage losses.

2.6 Impacting environment

One of the positive characteristics of plastic is the fact it is durable unfortunately this is not a positive characteristic when it comes to the environment. The fact plastic is durable means it degrades slowly (Oehlmann, 2009:65)

On top of this Berkowitz (2000:334) environmental sensitivity is a world wide concern about the growth of solid waste and the shortage of packaging materials is a major concern. Recycling packaging is a major trend.

2.6.1 Green packaging

Packaging has been an obvious starting point for many companies green marketing efforts, since packaging can often be safely reduced without expensive changes to core products or production processes and without a risk of disaffecting customers. Reducing and recycling packaging is also a key feature to protect the environment from pollution. In addition to packaging can be made greener which can be identified using the checklist. (Baker, 2000:612)

Lancaster (2004:146) stated that many companies promote themselves and their products through explicit or implicit with the environment

and good eco-performance. There has been considerable concern over whether or not much of the green promotion (particularly advertising) being used is an

area where there are important opportunities is combining with corporate communications efforts and where a

Communications Approach based on openness and education more than promotion will often play dividends.

2.6.2 Strategies to reduce the environmental impact.

To protect the environment from pollution the company or the plastic bottle industries must reduce the use, re use containers require producers to take resins. Legislative require recycled content, and standardize labeling and inform the public. (Wagner, 2008:89)

Plastic recycling become some what place in the 1990 S. Thermoplastics were melted and used again and thermoses plastics where ground up and used for filler un fortunately, the purity of these plastics was compromised each time it was reused To assist in the plastic recycling program, the plastic bottle institute of the society of plastics industry created method for marketing plastics. (Oehlmann, 2009:63)

2.6.3 What Customers can do to recycle the plastic bottle

Consumers must sort the plastic waste or take it to recycling center. Re use plastic containers and bottles where ever possible. Cut down the consumption of bottled drinks or choose glass bottles when you buy it keep and reuse plastic bags and refuse when in a shop. (Wagner, 2009:234)

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter deals with the presentation, analysis and interpretation of the data gathered from Abyssinia private limited company customers and marketing manager at the head office.

Accordingly, various questions were posed to sample respondents mainly related to plastic bottle packaging and labeling. To make this research paper representative, 200 questionnaires are prepared and distributed to the respondents. But only 185 respondents are returned back. So the analysis is presented based on the response gathered from the respondents.

3.1 General Characteristics of the respondents

Each item in the table one below shows that the general characteristics of the respondents which include sex, Age, Educational level, Occupation type that obtained from distribution of questionnaire to the customers.

Table -1 General Characteristics of Respondents.

Item	Sex	Number	Percentage
1	Male	99	54
	Female	86	46
	Total	185	100
	Age group	Number	Percentage
2	18 – 27	50	27
	28 – 37	44	24
	38 – 47	38	21
	48- 57	23	12
	>58	30	16
	Total	185	100
	Educational level	Number	Percentage
3	Certificate	38	21
	Diploma	77	41
	First Degree	46	25
	2 nd degree and above	24	13
	Total	185	100
	Occupation	Number	Percentage
4	Government	44	24
	Employed in a private firm	86	46
	Business Owners	55	30
	Total	185	100

Among the 185 respondents 99 percent are males while the remaining 86 (46%) of them were female. According to the above information the majority of the respondents were males.

In relation to the age category as shown in item 2 of the same table the number of respondents from age 18 – 27 were 50 (27%), from age 28 – 37 were 44 (24%), from age 38 – 47 were 38(21%), from age 48 – 57 were 23(12%) and 30 (16%) of them were greater than 58 years. There for finding from the age profile of the respondents were lie between the age of 18 – 27. This implies that most of respondents are young age groups.

Item 3 in the above table 1 shows the educational back ground of the respondents. Accordingly, out of the total 185 respondents no one is below certificate, 38(21%) were certificate holder,77(41%) were Diploma holder,46(25%) were first degree holder and the remaining 24(13%) were 2nd degree and above. This shows that most of respondents are diploma holder .

As depicted in the above table of item 4 out of the total respondents 44 (24%) were employed in governmental (Public center), 86 (46%) were employees in a private firm and the remaining 55 (30%) were business owners. This implies that most of the Abyssinia customers are employees in private firm, because most private firm paid well than the government. The numbers of workers were increasing from time to give quality service to the society in general and its customer in particular.

3.2 Analysis of the major findings

This research study tries to investigate how the plastic packaging pollutes the environment from both customers as well as from manager's point of view. Thus in this section response from customers and company managers are presented, analyzed and interpreted as follows.

Table II General view of customers toward the company

Item	Description	Number	Percentage
1	How long have you been using the product? A < 1 B 1 – 3 C 4 – 6 D 7 E >9 Total	46 58 44 37 - 185	25 31 24 20 - 100
2	How do you measure the reliability of the company? A. Very high B. High C. Medium D. Low E. Very low Total	24 33 58 40 30 185	13 18 31 22 16 100
3	How do you evaluate the physical protection of the plastic bottle ? A. very high B. High C. Medium D. Low E. Very low Total	25 33 44 48 35 185	14 17 24 26 18 100

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As it can be seen from item one of table II 58(31%) of respondents replied as using the product between 1 and 3 years, 46(25%) of respondents using the product less than 1 year, 44(24%) of respondents replied as using the product between 4 and 6 years, 37(20%) of respondents replied as using the product 7 years. This implies that most of the customers using the product between 1 and 3 years..

Item 3 in the above table II of item 2 out of the total respondents 58 (31%) evaluate the reliability of the company as medium, 40(22%) evaluate the reliability of the company as low, 33(18%) of the respondents evaluate the reliability of the company as high, 30 (16%) of the respondents as very low, 24 (13%) of the respondents evaluate there liability of the company as very high. This implies that most of the customers evaluate the reliability of the company as medium.

In relation to the physical protection of the plastic bottle in item 3 of the same table 25 (14%) of respondents replied as very high, 33 (17%) of respondents replied as high, 44(24%) of respondents replied as medium, 48(26%) of respondents replied as low 35 (18%) of respondents as very low. This implies that most of the respondents believe that the physical protection of the bottle is low.

Table III packaging Practice and environmental Protection

Item	Description	Number	Percentage
1	Evaluate the attractiveness of the plastic bottle ?		
	A. Very high	-	-
	B. High	29	16
	C. Medium	45	24
	D. Low	74	40
	E. Very low	37	20
	Total	185	100
2	How do you see plastic bottle regarding the environmental protection?		
	A. Very high	-	-
	B. High	3	2
	C. Medium	47	25
	D. Low	55	30
	E. Very low	80	43
	Total	185	100
3	How do you evaluate the over all company involvement regarding environmental protection ?		
	A. Very good	-	-
	B. Good	-	-
	C. Satisfactory	20	10
	D. Poor	75	41
	E. Very poor	90	49
	Total	185	100

As it is mentioned on the literature the package must perform many sales tasks. Attract attention, describes the product features, create consumer confidence. When this idea is associated with the figure given on item of table three it is somehow contradictory. This means that based on the figure only 29 (16%) of the respondents measure the over all packaging practice as high but all the respondents 45(24%) measure the company's packaging practice as medium, 74(40%) and 37 (20%) as low and very low. This implies that the attractiveness of the plastic package is low.

Regarding item 2 of the same table 3(2%) of the respondents agreed that the plastic bottle protect the environment 47(25%) of respondents replied as medium, 55(30%) of the respondents replied as low and 80 (43%) of the respondents replied as very low. This implies that most of the customer agreed or believe that the plastic bottle pollute the environment.

As it is mentioned on the literature to protect the environment from pollution the company or the plastic bottle industries must reuse containers require procedures to take resins. Legislatives require recycled content, and standardized labeling and inform the public. When this idea is associated with the figure given on item of table three it is somehow contradictory. This means that based on the figure only 20(10%) of the respondents the company strategy to protect the environment as satisfactory, 15 (41%) of respondents replied as poor, 90(49%) of the respondents evaluate the company involvement regarding environment pollution very poor.

Table IV company labeling practice

Item	Description	Number	Percentage
1	How often do you check the label when you buy the product?		
	A. Always	32	17
	B. Some times	55	30
	C. Not at all	98	53
	Total	185	100
2	How do you evaluate the information printed on the label?		
	A. Very high	-	-
	B. High	43	23
	C. Medium	49	27
	D. Low	58	31
	E. Very low	35	19
Total	185	100	

As it can be seen from item 1 if Table IV 32 (17%) of the respondents check the label, 55 (30%) of the respondents some times check the label, 98 (53%) of the respondents never check the label. This implies that most of the respondents never check the label when they buy the product.

As it is mentioned on the literature label is a part of product. It gives verbal information about the product and the seller. The purpose of labeling is to give consumer information about the product. It is also a part of package or it may be between labeling and packaging. Seller must label products when this idea is associated with figure given on item three of table three it is somehow contradictory. This means that based on the figure only 43(23%) measure the information as high, 58 (31%) replied as low, 49(27%) as medium and 35 (19%) as very low.

Table V The compliant of customers

Item	Description	Number	Percentage
1	How do you see the company's responsiveness to handle customers compliant regarding the label?		
	A. Very good	-	-
	B. Good	39	21
	C. Satisfactory	48	26
	D. Poor	58	31
	E. Very Poor	40	22
	Total	185	100
2	Based on the experience of today do you want to be customer of the company to future?		
	A. Yes	55	30
	B. No	32	17
	C. I don't know	98	53
	Total	185	100

As it can be seen from item 1 of table V 48(26%) of respondents believe the company compliant handling regarding the label as satisfactory, 39 (21%) replied as good, 58(31%) replied as poor, 40(22%) replied as very poor. This implies that most of the respondents are satisfied about the company compliant handling mechanism.

In relation to item 2 table V 55(30%) of the respondents need to be future customers of the company, 32 (17%) of respondents they do not want to be future customers, 98 (53%) of the respondents they do not have any idea whether they are future customers or not.

Customer personal opinion

Table VI Issue related to respondents personal opinion

Ultimately the respondents give a chance to forward their suggestions, comments and opinions related to the plastic packaging and labeling practice of Abyssinia PLC their points are re-arranged and listed as follows.

- The first task the management should take in to consideration is to reuse the plastic bottle so as to protect the environment and to minimize cost.
- In addition to that there is also need for the company to have strategies to reduce the environmental impact.
- More over, the company must print full information on the label to protect the customer from misleading and to satisfy customer therefore, the company should expect to work day and night to overcome this problem.

3.2.5 Interview with the marketing manager of Abyssinia plc

- ❖ For the question that asks the marketing manager about where do you purchase the raw materials available to pack your product? The interviewee replied as follows:-

The marketing manager said that we purchase the product from local companies.

- ❖ Regarding the question how do you see the impact of plastic bottle on the environment? the marketing manager replied as follows:-

The marketing manager said that the plastic bottle affect the environment because the plastic bottle break down for along period of time or degrades for a long period of time so that it affect the environment.

- ❖ For the question that asks the marketing manager about why the company not reuse the plastic bottle and what strategies use the company to protect the environment from pollution, the interviewee replied as follows:

The marketing manager said that the technology is not available in our country so that it is difficult to reuse the plastic bottle but the company has a plan to collect used (Consumed) bottle to the future to protect the environment from pollution.

- ❖ Regarding the question why the company not print full information on the label the marketing manager replied as follows:-

The marketing manager replied the company try to print full information on the label, However the company print the expiry date and other contents but the company does not print the product date on the label because the company

believe that the expiry date is one of the essential in the bottle water but for the future the company will add the product date.

- ❖ For the question that asks the marketing manager about what do you think of the current situation in competition in this business, the interviewee replied as follows:-

The marketing manager said that the competition is so high but we are working day and night to be good competitor and to satisfy our customers.

- ❖ Regarding the question is there any government force policy which has influence in protecting the environment, the interviewee replied as follows:-

The marketing manager said that the government doesn't have any policy regarding the environment protection.

- ❖ Lastly, the marketing manager said Abyssinia plc is one of the largest company in the mineral water, however the company works with out rest to satisfy customers and also to protect the environment from pollution

CHAPTER FOUR

Summary, Conclusion and recommendation

4.1 Summary

The study attempted to address the three basic questions posed in the first chapter of the paper. In this regard all pertinent data and information was collected from sample respondents. The major findings of the study are summarized accordingly.

With regard to the packaging practice of the company 29(16%) of the respondents measure the over all packaging practice as high, but all the respondents 45(24%) measure the company's packaging practice as medium, 74(40%) and 37(20%) as low and very low.

Regarding the plastic bottle protect the environment 47 (25%) of respondents as medium, 55 (30%) of the respondents as low and 80 (43%) of the respondents as very low.

In relation to the company strategy to protect the environment as satisfactory, 75 (41%) of respondents as poor, 90 (49%) of the respondents evaluate the company strategy regarding environment pollution very poor

Concerning about checking the label when they buy the product 32 (17%) of the respondents always check the label when they buy the product 98 (53%) of the respondents never check the label when they buy the product.

Regarding the problem on the label 40 (22%) of the respondents as medium 65 (35%) of the respondents as low and 80(43%) very low.

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According to the marketing manager of the company, the company not reuse the plastic bottle because the technology is not available in our country so that it is difficult to reuse the plastic bottle. The company did not give due attention regarding environmental protection but the company has a plan to collect used (consumed) bottle to the future to protect the environment from pollution.

In relation to the information protection the label, the marketing manager replied the company try to print full information on the label, how ever the company print the expiry date and other contents but the company does not print product date on the label because the company believe that the expiry date is one of the essential in the bottle water but for the future the company will add the product date.

Lastly, the marketing manager said Abyssinia Plc is one of the largest company in the mineral water, However the company works with out rest to satisfy customers and also to protect the environment from pollution.

4.2 CONCLUSION

Depending on the findings discussed above the following conclusion are drawn.

As it is revealed in the research finding, majority of the respondents do not have a habit of checking a label when they buy the product.

The company is in capable of reusing the product bottle so as to protect the environment because the technology is not available in the country but the company must have a better strategy regarding the environmental protection.

According to the findings majority of the respondents claim the company is giving insignificant attention to words protecting the environment . And from the literature packaging must involves in the environmental protection, health and safety concerns. So that company should give due care for the environment protection so as to competent in the market.

As it is revealed in the research finding majority of the respondents believe that the company doesn't print full information on the label

In relation to company's compliant handing mechanism majority of them complained that the company's compliant handling regarding the label is poor. So that it can push customers to look out and find other better company that can give them what they lost currently. So the company should give due care so as to be competent in the market.

4.3 Recommendation

This part of the study will try to forward certain recommendation that would help the company management to overcome the problem faced or occurred. The opinion which will be recommended or forwarded allows the firm to overcome the problems. Accordingly, The student researcher would like to recommend the following possible remedies that must be taken by the management of the company.

- ❖ As it's noticed from the overall company analysis the company is not well familiarized with modern technologies so the company must up date itself through adopting up to date technology. So as to better compete in the current market
- ❖ The company should have a plan to improve its packaging practice quality based on the needs and wants of its customer, so as to create better value.
- ❖ The company must follow properly the procedure or stages in printing the information on the label and improving existing one. I.e. printing full information to makeup the customer mind to purchase a product on the basis of such relevant information and facts about concerning the product.
- ❖ The company should create awareness about the use and importance of label.
- ❖ In order to protect the environment from pollution the company should be proactive in order to implement strategy a plan for the future.
- ❖ The company should have an appropriate compliant handling mechanism because as it is already mentioned poor compliant handling may push customers to look outward.
- ❖ Finally, taking in to account the mentioned possible remedies can add value at the same time enhance customers satisfaction and growth as well as help to maintain a competitive advantage for the company.

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