

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

**AN ASSESSMENT OF PACKAGING PRACTICE IN THE
CASE OF UPPER AWASH AGREO INDUSTRY
ENTERPRISE**

BY
BEMNET NEGUESSIE

JUNE, 2014
SMU
ADDIS ABABA

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THE CASE OF UPPER AWASH AGRO INDUSTRY**

**A SENIOR ESSAY SUBMITTED TO THE
DEPARTMENT OF MARKETING MANAGEMENT
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF BACHELOR OF ARTS IN
MARKETING MANAGEMENT**

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Packaging is the activities of designing and producing the container or wrapper for a product. The package includes a product's primary container. It may also include a secondary package that is thrown away when the products about to be used. In recent years, product safety has also become a major packaging concern. We have all learned to deal with hard-to-open packages. And after the rash of product tampering scare during the 1980s, most drug producers and food makers now put their products in tamper-resistant packages. (Kotler&Armetrong; 2006:224).

According to (R.Ahvenainen 2000; 2) Packaging has a significant role in the food supply chain and it is an integral part both of the food processes and the whole supply chain. Food packaging has to perform several tasks as well as full filling many demands and requirements. Traditionally, a food package makes distribution easier. It has protected food from environmental conditions, such as light, oxygen, moisture, microbes, mechanical stresses and dust.

Upper Awash Agro Industry Enterprise is an Agro processing public Enterprise owned by Government and supervised by the Federal Democratic Republic of Ethiopia Privatization and public Enterprises supervising Agency and it was established on December 1979. Although founded on the citrus-belt of the world. It is the biggest producer of fresh vegetables and tropical and sub-tropical fruits and processed fruits and vegetables in Ethiopia. It is also the leading Ethiopian fruits and vegetables exporter company.

The UAAIE is the leading commercial enterprise in horticulture, has an annual production capacity of more than 50,000 tons of fresh fruits and 20,000 tons of vegetables on a total area of about 2,900 ha. The major fruits grown include citrus, mango, guava, papaya, banana, avocado, and grapes. Among vegetables tomato, onion, green beans, okro, muskmelon, and passion fruits and cultivated at upper awash.

Packaging materials come at the forefront of other inputs. As the quality of locally made packaging materials leaves much to be desired, most packaging materials are imported especially

cans for processed fruits and vegetables. The average cost of cans for processed fruits and vegetables is 25% of the sales price of the products and possible up to 49% of the total cost of production.

To this end, the student research is intending to assess the packaging practice of the company taking account the factors that affecting the packaging process, customer expectation and other related ideas.

1.2Statement of the problem

Kotler (2006; 224) traditionally, the primary function of the package was to contain and protect the product. In recent times, however, numerous factors have made packaging an important marketing tool. Increased competition and clutter on retail store shelves means that packages must now perform many sales tasks-from attracting attention, to describing the product to making the sale.

Developing an effective packaging for new product requires several decisions. The first task is to establish the packaging concept; defining what the packaging should basically be or do for the particular product. After the package is designed, it must be tested by engineers to ensure that the package stands up under normal condition, visual test to ensure that the script is legible and the colors harmonious, by the dealers to ensure that dealers find the packages attractive and easy to handle, and by consumers to ensure favorable consumer responseKotler (2002; 418).

The student researcher initiate to identify the problem associated with the packaging of Upper Awash Agro Industry Enterprise. Based on preliminary observation the company packaging practice gives due attention for promotion than protection, as a result of these, there is a gap between customer need and packaging practice of the company. Customer needs a package that is easy to handle, open, use and also they need a package that is safe for the product. When we come to the UAAIE packaging practice; the package is not attractive, difficult to open and not easy to handle. The next problem is that the package is made up of cans, so it may be affected by rust.

1.3 Basic Research Question

1. What does the packaging practice of the enterprise looks like?
2. What are the problems that affect the packaging practice of Upper Awash Agro Industry Enterprise?
3. How does Upper Awash Agro Industry Enterprise react for customer's complaints regarding the packaging practice?
4. What does the company execute to improve the quality of the package?

1.4 Objective of the study

This part of the student researcher paper is tries to see general and specific objective of the study.

1.4.1 General Objective

The general objective of the study is to assess the packaging practice of Upper Awash AgroIndustry Enterprise.

1.4.2 Specific Objective

More specifically, the study attempts to assess the following activities.

- To assess the packaging practice of the enterprise.
- To identify factors affecting packaging practice of the company.
- To examine how the company handles customers complaints; and
- To identify the procedures that increases the quality of the package.

1.5 Significance of the study

This paper is mainly focused on the packaging practice in UAAIE the importance of this study includes

To the organization

The importance of this study is to indicate the company what problems it has carry and what action the company should take in order to improve its package.

To student

It also helps the student researcher to have particular knowledge on the area of packaging practice.

To others

The study will help for others as preferences who want to study about the packaging practice.

1.6 Delimitation of the study

In the study of packaging so many things could be incorporated shape, size, texture, and style being some of the many. However for this study delimitation mainly focus on the package convenience, safety and environmental friendliness of the case company UAAIE. Customer delimitation encompasses the final users of the company's product. The final consumers are highly diversified through and across the country but the student researcher will chose the final consumer from 4 retailer's shop because they sell UAAIE product. The area delimitation includes the factory which is found in awash and the 4 retailer shops found in Addis Ababa particularly at Merkato. The time delimitation is from 2009 to 2013.

1.7 Research design and methodology

1.7.1 Research design

In order to achieve the objectives of the study, the student researcher use descriptive research method because it helps to answer the research question and to assess, identify, and describe the packaging practice of UAAIE.

1.7.2 Population and sampling techniques

The Population will include customers and the marketing manager of UAAIE. The customer chose from retailers shops, the retailer shops don't have a customer list, so the student researcher used the standard of Malhotra (2006; 339) and contact 200 of them because this study is related with problem solving and the commercial manager is one in number so purposive sampling used because the student researcher has reason to deal with him.

1.7.3 Types of data collected

The student researcher used both primary and secondary data. The primary data were collected from the manager and customers. The secondary data was obtained from many other references. Such as; internet, books, and brochures.

1.7.4 Method of data collected

There are two basic methods which the student researcher used to collect data. There are questionnaire and interview. To get firsthand information important to the study, questionnaires were prepared and distributed among the company's customers and interviews were conducted with the company's manager.

1.7.5 Data analysis technique

The responses which are collected from customers respondents in making use of questionnaire analyzed by quantitative measurement method. The result computed in terms of frequency distribution evaluated in the form of percentage. The response of interview was qualitative narrated.

1.8 Limitation Of the Study

While conducting the research study there were some factors that hindered the study not to be carried out as it was expected from which; questionnaires were not fully returned for analysis, company managers were not easily accessible for interviewing. Nevertheless the student researcher finally collects the necessary data to conduct the research paper.

1.9 Organization of the study

The study is organized in four chapters. The first chapter includes background of the study, statement of the problem, objective of the study, significance of the study, scope of the study, research design and methodology and organization of the study. In the second chapter literature review is viewed. The third chapter deals with presentation, analysis and interpretation of data. The fourth chapter includes summary, conclusion and recommendation part. Finally the bibliography and appendixes is attached with the research paper.

CHAPTER TWO

REVIWE OF RELATED LETRATURE

2.1 Definition of packaging

Different authors and writers define packaging in different way; however the idea is somehow similar.

As Paine and Paine, (1992:3) discussed that packaging is:

1. A coordinated system of preparing goods for transport, distribution, storage, retailing and end-use
2. A means of ensuring safe delivery to the ultimate consumer in sound condition at minimum overall cost
3. A techno-economic function aimed at minimizing costs of delivery while maximizing sales (and hence profits).

2.2 An overview of packaging

As packaging is part of a product, it is necessary to say something about product. In simple terms, product is anything that will be provided to customers in order to solve or satisfy a problem or need.

Kotler and Armstrong (2012:224) defined a product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It continues; Products are a key element in the overall market offering. Marketing-mix planning begins with building an offering that brings value to target customers. This offering becomes the basis on which the company builds profitable customer relationships.

Besides the main product which serves customers for there need, value could be added through the deferent stages or a level of product, besides the other marketing mix's, being packaging is one of the ways.

As Kotler and Armstrong (2006:234) explained, product planners need to think about products and services on three levels. Each level adds more customer value. The most basic level is the

core benefit, which addresses the question what is the buyer really buying? At the second level, product planners must turn the core benefit in to actual product. The need to develop product and service features, design, a quality level, a brand name, and package. Finally product planners must build an augmented product around the core benefit and actual product by offering additional consumer service and benefits.

2.3 History of packaging

For sure packaging today must have been different from what packaging was in early periods. Packaging has been changing from time to time with the advancement of technology, with changing in consumer's need and expectation, with availability of resource.

Packaging dates back beyond recorded history. Primitive people used leaves, hollow gourds, and other containers to carry food and water from one place to another. Later, clay pots were used, and still later, glass and metal containers were developed. In all these cases, the fundamental function of the package was containment of the product, enabling it to be moved as a unit. This purpose is still the basic packaging function of today, but packaging has a number of additional requirements as well. There are numerous ways to classify these functions (Selke, 1997:1).

Calver, (2007:10) added; packaging's development has been affected over the centuries by advances in technology, by transportation developments, and by societal changes. Just as progress and change have had an impact on all aspects of our lives, so have these things influenced packaging.

From the above stated literature one can understand that the development of packaging is not a one night achievement rather it is the effort of many years work and straggle. This could be aroused from the need for easy and better living.

Risch, (2009:1-3) classified the history of packaging in to three parts which are; early development, post-world war II and new package development.

2.3.1 Early development in packaging

The industrial revolution brought the development of new manufacturing processes and new materials. Although initially many of them were not intended for food products, they became useful as food packaging materials. Metal cans were initially manufactured for snuff, for which

they provided an excellent barrier to maintain the moisture of the product as well as providing protection for the flavor of the product. Paperboard was first used to manufacture folding cartons in the early 1800s. Corrugated boxes that today are widely used as a shipping container to hold a number of smaller packages were developed in the 1850s. Plastics including cellulose nitrate, styrene, and vinyl chloride were discovered in the 1800s but were not used in any packaging until well into the 20th century. Some of the first uses were during World War II with commercialization for food packaging occurring after the war (Risch, 2009:1).

2.3.2 Post World War II

After World War II, there was an increasing focus on food and food quality. Many materials including plastics that were developed for war applications found their way into food packaging after the war. There have been a number of developments to improve food quality and allow for consumers to have a wide variety of foods year-round. Plastics are one area that has seen major improvement in materials and their properties. The first plastic sandwich bag on a roll was introduced in 1957.

Although plastics have been more widely used as food packaging materials in the past 50-60 years, new developments in plastics have helped to increase the usage. One process that has improved overall properties of plastic films is co-extrusion, developed in 1964 by Hercules. In the past 15-20 years, only one new plastic has been approved for food contact and that material is polyethylene naphthalene (PEN), which received FDA clearance in 2000. It should be noted that PEN has not seen any widespread use in food packaging, due mainly to the high cost of the material. There are a large number of new additives and processing aids that have been allowed (Risch, 2009:2).

2.3.3 New packaging development

In addition to broad developments in materials, there have been a number of specific packages that have both created new food categories and changed the way that we can deliver a product to the consumer. Metal cans, now typically made of tin-plated steel, have been in use since the early 1800s. It was not until the 1950s that aluminum cans were first manufactured and used. Today, aluminum cans are very widely used, particularly for carbonated beverages. The first aluminum cans were opened with a can opener, similar to the way other metal cans are opened. The first ring pull was introduced in 1963. This facilitated opening a can and being able to drink

directly from it. The first ring pulls were not attached to the can and caused concern that someone could choke on them. It was not until 1975 that what is called the stay tab was introduced, which is a ring tab that stays attached to the can. Another package widely used by the carbonated beverage industry is the 2 L plastic beverage bottle made of polyethylene terephthalate (PET). The concept for the bottle was introduced by pepsi in 1970, with a patent on the bottle issued in 1973 (Risch, 2009:3).

2.4 Levels of Packaging

Packaging includes all the activities of designing and producing the container for a product. Packages might have up to three layers. Cool Water cologne comes in a bottle (primary package) in a cardboard box (secondary package) in a corrugated box (shipping package) containing six dozen bottles in cardboard boxes (Kotler and Keller, 2012:346).

2.5 Components of Packaging

Packaging must achieve a number of objectives:

1. Identify the brand, **2.** Convey descriptive and persuasive information, **3.** Facilitate product transportation and protection, **4.** Assist at-home storage, **5.** Aid product consumption. To achieve these objectives and satisfy consumers' desires, marketers must choose the aesthetic and functional components of packaging correctly. Aesthetic considerations relate to a package's size and shape, material, color, text, and graphics. There are a number of factors and criteria in each area (Kotler and Keller, 2012:347).

2.6 Functions of packaging

Packaging's roles depend mostly, but not totally, on the food product contained. The main functions of packaging are protection, containment, communication, unitization, sanitation, dispensing, product use, convenience, deterrence of pilfering, and deterrence from other human intrusions such as tampering (Brody, 2000:86).

❖ **Protection/preservation**

The protective function is more and more important in the present trend of increasing urbanization. For example, in Finland, the Finnish Association of Packaging Technology and Research concluded that future packaging trends do not depend on materials on hand but on more important factors such as product protection and distribution (Pongrácz, 2007:239).

Protection means the establishment of a barrier between the contained product and the environment that competes with man for the product (Brody, 2000:89).

The protection is both from manmade and/or from that of natural. manmade problems that could be caused by tampering, over loading, and from natural causes which includes water, moisture and volatile matters, oxygen, foreign odor and flavor, and microbial organisms especially bacteria and fungus.

As Morris, (2011:11) explained; protection of a product from environmental influences is the most common function that people think of when they consider packaging. The most common type of protection is against contamination of a product by microbes, or protection against the loss of an important component (moisture, for instance) from the product. The other types of protection that a packaging system may provide are less often considered. For instance, protecting consumers from the dangerous contents of a package or protecting the public at large or the environment from the dangerous materials or devices in a package can be a crucial consideration.

❖ **Containment**

It is containing or holding a product for the portable usage of products. This help for the easy transportation and consumption of products far from where it is produced.

The containment function of packaging is to accommodate the produce with regard to physical features like size, shape, and weight, and protect it from the distribution environment. In the distribution environment, products are constantly moving from place to another. Many manufactured goods cannot be moved from one place to another unless the product is contained in a package. Milk, for example, cannot be distributed without a workable container. Imagine how difficult it would be to buy or sell milk without the convenience of a container. Without

containment, product might also be lost or exposed to natural hazards such as insects, climate, and deterioration (Lee, 2008:27).

❖ **Sanitation**

Packaging helps to maintain the sanitary, health, and safety integrity of contained products. Processing and packaging are intended to stabilize food products against degradation during distribution. One purpose of packaging is to reduce food spoilage and minimize the environmental losses of nutritional or functional value of the product(Brody, 2000:95).

❖ **Unitization**

Unitization is assembly or grouping of a number of individual items of products or packages into a single entity that can be more easily distributed, marketed, or purchased as a single unit(Brody, 2000:98).

Unitization reduces the number of handlings required in physical distribution and, thus, reduces the potential for damage. Because losses in physical distribution are significantly reduced with unitization, significant reductions in distribution costs are effected (Brody, 2000:99).

❖ **Communication**

The communication function of packaging comprises all the messages the package conveys to the potential purchaser or user of the product. In their most obvious form, these messages include the product's name, manufacturer, amount, directions for use, warnings, and other printed information. However, the package also conveys such non-print messages as color, shape, general image, and attractiveness. These messages are often very significant in providing brand and/or product recognition and in leading consumers to choose on product over another (Selke, 1997:2).

Morris, (2011:12) points out an essential point adding in the idea to the above paragraph stating; since packages are the "face" of the product that the consumer will see, usually while trying to decide which of several similar items to choose, the marketing impact of packaging has always been of the utmost importance, especially with consumer goods. Visiting a supermarket's cereal aisle will give a vivid impression of the competition among products, as the gaudy front panels of the boxes vie for attention. Packaging must perform many other communication functions as

well simple display dominance. Most products marketed for consumer sales must give an accurate listing of the contents.

The study points to the significant role word of mouth plays in the mix of information sources consumers rely on and trust as they make everyday decisions. Among the resources consumers trust, traditional media channels such as TV, radio, newspapers, and magazines trail behind word of mouth (Cakim, 2010:4).

❖ **Dispersing and dispensing**

The user or consumer often dispenses a product into readily used quantities. Packaging often facilitates the safe and convenient use of the product. Thus, bottles may have push-pull or no-drip tops, cartons may have pouring spouts, salt and pepper shakers and spice containers may have openings through which the product may be shaken. To facilitate opening, the container, such as a carbonated beverage or beer bottle or can, almost invariably have a “finger-friendly,” easy-opening device to expose a pouring hole. Many packages, such as coffee or shortening cans and syrup bottles, have re-closure devices that permit the user to effectively reseal the package and protect it during reuse. An important function of packaging is ease of opening, access to contents, and re-closure if the contents are not fully consumed (Brody, 2000:99).

❖ **Pilferage deterrence**

The cost for shoplifting, intentional switching of price markers by consumers, and so on in self-service retail stores is much too high. Despite increasing vigilance by security people (which increases costs), plus numerous attempts made to deter the problem through packaging; this staggering amount unfortunately has not been declining. Nevertheless, packaging helps to keep this figure from reaching astronomical heights (Brody, 2000:102).

2.7 Package Environments

The packaging has to perform its functions in three different environments. Failure to consider all three environments during package development will result in poorly designed packages, increased costs, consumer complaints and even avoidance or rejection of the product by the customer (Robertson, 2012:4).

2.7.1 Physical Environment

This is the environment in which physical damage can be caused to the product. It includes shocks from drops, falls and bumps, damage from vibrations arising from transportation modes including road, rail, sea and air and compression and crushing damage arising from stacking during transportation or storage in warehouses, retail outlets and the home environment (Robertson, 2012:4).

2.7.2 Ambient Environment

This is the environment which surrounds the package. Damage to the product can be caused as a result of gases (particularly O₂), water and water vapor, light (particularly UV radiation) and temperature, as well as micro-organisms (bacteria, fungi, molds, yeasts and viruses) and macro organisms (rodents, insects, mites and birds). Those are ubiquitous in many warehouse and retail outlets (Robertson, 2012:5).

2.7.3 Human Environment

This is the environment in which the package interacts with people and designing packages for this environment requires knowledge of the variability of consumers' capabilities including vision, strength, weakness, dexterity, memory and cognitive behavior. It includes knowledge of the results of human activity such as liability, litigation, legislation and regulation. Because one of the functions of the package is to communicate, it is important that the messages are clearly received by consumers. In addition, the package must contain information required by law such as, nutritional content and net weight (Robertson, 2012:5).

2.8 Types of packaging

Natarajan et.al, (2009:3) discussed that, in the most familiar form, a package is a simple box on the grocer's shelf or the wrapper on a candy bar. Package can also be a wooden crates around a machine or a bulk container for industrial products. There are four broad categories of packages that require different technologies and expectations for their accomplishments as a good package.

1.8.1 Consumer package

It is concerned generally with small units in large numbers, often decorated in attractive manner. This may include food, pharmaceutical, consumer durables and gifts packages. In the evolutions of consumer package, the emphasis is more on sales orientation (Natarajan et.al, 2009:3)

1.8.2 Industrial package

These packages are generally heavier, with little attempt to make appealing to the eyes. This type of package includes machinery and heavy equipment. In their evolution emphasis emphasis is more on performance and economy (Natarajan et.al, 2009:3).

1.8.3 Institutional package

These packages are intended for select classes of trade like hotel, hospital, and beauty parlors. Here the emphasis is given on protection, cost-effectiveness, stacking efficiency and waste disposal (Natarajan et.al, 2009:4).

1.8.4 Military package

It is a highly specialize package requiring good protective qualities as specified by government and documented in the most intricate and vexing details. The evolution of this type of packaging focuses on safety and security-protective function (Natarajan et.al, 2009:4).

2.9 Food packaging material

Today, a wide range of materials are used for packaging applications, including metal, glass, wood, paper or pulp-based materials, plastics, ceramics, or a combination of more than one materials as composites (Pongracz, 2007:242)

Consumers stress on packing materials that are recyclable and environment friendly. Some countries give great importance to stop environmental pollution and to recycling of products (khan, 2006:37).

2.9.1 Paper food packaging material

Packages made from paper, paperboard, corrugated fiberboard and wood have a special relationship to life. Paper and wood hold the memory of life and offer the potential for recycling and resource renewal. They are transitory, like us, and their nature determines the unique properties of packages made from them (Twede and Selke, 2005:1).

Paper manufacturing uses cellulose fibers that from bounds with each other. Carton boxes are very effective and versatile packaging media and provide protection against contamination and breakage. It is easy to print on, collect into secondary packages, and pile on shelves at the point of Sale. After use, carton is 100 percent recyclable and is often used as raw material for the manufacture of packaging paper and boards (Pongracz, 2007:242).

Twede and Selke, (2005:498) added; wood and paper are recyclable and biodegradable. They have an environmental friendly reputation. They have the highest recycling rates.....papers and paperboards are excellent substance for printing. They create vibrant in-store billboards to carry point of purchase communications and consumer information.

2.9.2 Metal food packaging material

Metal packaging has a double function as a protection against any external influence on the food stuff during heat treatment and storage and as a sales and information pack. The basic requirement for such a package is the hermetic tightness of the container. The food, which is sterilized by the heat process, ought to be protected against any re-infection with microorganisms or any other kind of influence from the outside. This rather complex requirement is often described as “container integrity” (Oldring and Nahrung, 2007:5).

2.9.3 Glass food packaging material

Glass container structural design is an important consideration if glass is to be used in the production of packaged product. Because of the enormous costs in producing glass molds and creating a glass production run, it is common to have a single type of glass container used with a broad variety of different labels to produce an entire product line packaged in the same container, thus reducing inventory costs. The basic consideration that one must incorporate in to the structural design of a glass container-neglecting the esthetic considerations-are light weight, strength, and stability. A container whose shape causes it to tip over easily or wedge tightly in a production system will be difficult and expensive to produce, and may show the same faults when in use by the consumers (Morris, 2011; 129)

2.9.4 Plastic food packaging material

By their very nature, plastics have only become available for packaging relatively recently. Metals, glass and paper have been around for hundreds (in some cases thousands) of years. This has meant that as a new material, plastics have had to prove they better suited for any particular application than other materials. The very fact that plastics are in use all around us is proof that plastics are capable of replacing other materials (Barnetso; 1996:46).

Degradable plastics

In nature, all organisms re-enter the carbon cycle by degradation into basic elements that serve as a foundation for development and continue the sustenance of life. This same logic leads to the development of degradable plastics: To design and engineer strong, lightweight, useful disposable plastics that can break down under environmental conditions in waste disposal systems to products that can be utilized by the ecosystem (carbon cycle). One contribution to a more sustainable recovery of plastic waste might be the use of compostable plastics (Pongrácz, 2007:247).

2.10 Packaging and the Environment

Package is rarely seen as a realm of the glamorous, but in an age characterized by increasing environmental concerns, mass consumerism, and fully globalized distribution networks, it has never been so coveted, and the task of the packaging designer has never been so critical. In the past, the liberal use of materials in over packaged or inappropriately packaged products could be seen to reflect humankind's disregard for, or relative inexperience of, the world's complex natural systems. Today; this is no longer a valid defense. We are more aware than ever before of the impact we have on the world and how the consequences of our actions, individually and collectively, can harm our own lives and the lives of others (Denison, 2006:9-10).

The concept of environmental impacts encompassed both the work and external environment; it included manageability for consumers, migrations through the packaging materials to the final product, and pollutant emissions to air, soil and water (Ryding, 1998:439).

As Marsh and Bugusu, (2007:15) quoted from Smith and White 2000; as a comprehensive analysis of the material from production to disposal, life cycle analysis is important in determining the environmental impact of a package. The analysis incorporates a quantitative

evaluation of environmental costs, considering issues such as material use, energy consumption, and waste generation.

Societal marketing is when an organization, namely a business, understands the consumer's wants and needs and delivers the desired satisfaction effectively and efficiently in a way that preserves both the consumers' and society's well-being. Societal marketing means that social and ethical considerations are one aspect of every marketing decision and practice (Hisrich, 200:12).

2.11 Packages as a Silent Sells Man

Through verbal and nonverbal symbols, the package can inform potential buyers about the product's content, features, uses, advantages, and hazards. A firm can create desirable images and associations by its choice of color, design, shape, and texture (Pride and Ferrell, 2012:411).

Khan, (2006:141) in other hand stated; too much information confuses the consumer, and with more information, often poor decisions are made. Increasing package information adversely affects the ability to choose best brands.

Kotler and Keller, (2012:346) explained, the package is the buyer's first encounter with the product. A good package draws the consumer in and encourages product choice. In effect, they can act as "five-second commercials" for the product. Packaging also affects consumers' later product experiences when they go to open the package and use the product at home. Some packages can even be attractively displayed at home.

Moreover, Khan, (2006:146) added; use words like 'new', 'improved', 'better', or 'power' packed. Change in package design and color, periodically helps to push information through. It stimulates the consumer and, pushes the information through the threshold level. These adjectives help the consumer to break the threshold level faster, so that the purchases are expedited.

Various factors contribute to the growing use of packaging as a marketing tool:

- **Self-service.** An increasing number of products are sold on a self-serve basis. In an average supermarket, which may stock 15,000 items, the typical shopper passes some 300 products per

minute. Given that 50 percent to 70 percent of all purchases are made in the store, the effective package must perform many sales tasks: attract attention, describe the product's features, create consumer confidence, and make a favorable overall impression.

- **Consumer affluence.** Rising affluence means consumers are willing to pay a little more for the convenience, appearance, dependability, and prestige of better packages.

- **Company and brand image.** Packages contribute to instant recognition of the company or brand. In the store, they can create a billboard effect, such as Garnier Fructis with its bright green packaging in the hair care aisle.

- **Innovation opportunity.** Unique or innovative packaging such as re-sealable spouts can bring big benefits to consumers and profits to producers (Kotler and Keller, 2012:346).

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this chapter, a brief overview of respondents will be presented. The presentation, analysis and interpretation of data are based on the gathered information from respondents (customer of UAAIE and manager of the company). The data was obtained through the use of questionnaire which contains both closed and open ended questions and the rest was gathered by the conducted interview with the manager.

For this research, the student researcher prearranged a population that includes 200 respondents form customers, and 1 manager of UAAIE.

Generally from the total sample size 170 (85%) of respondents filled and returned the questionnaire responsibly as well the commercial manager interviewed on general issues.

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

3.1 Analysis of respondents' general characteristics

Table 1 General characteristic of respondents

Item No.	Item	Description	No of Respondents	Percentage (%)
1	Sex	Male	60	35
		Female	120	65
		Total	170	100
2	Age	15-20	-	-
		21-26	44	26
		27-32	76	45
		33-38	28	16
		39-44	12	7
		Above 45	10	6
		Total	170	100
3	Educational Background	10\12 grade	25	15
		Certificate	12	7
		Diploma	68	40
		Degree holders	65	38
		Masters & Above	-	-
		Total	170	100
4	Occupation	Student	7	4
		Employee	110	65
		Retired	-	-
		Merchant	53	31
		Total	170	100
5	Respondents Period of Stay as Customer	<1 year	41	24
		1-2 years	53	31
		3-4 years	46	27
		>5 years	30	18
		Total	170	100

- ❖ As it is illustrated in the previous page in item no 1 out of 170 respondents 60 (35%) found to be males and the rest 110 (65%) of them are found to be females. This implies that females take a huge roll in buying the company's product.
- ❖ Item no 2 indicate the age structure of customers. 44 (26%) of the respondent lay in the age of 21-26, and 76 (45%) of respondents are between the age of 27-32 this indicate that more than half of the company's customer are youngsters, the rest 50 (29%) of the respondents are above the age of 33. In general terms the respondents are capable of filling the questioner without any interference.
- ❖ Regarding the educational background from the total of 170 respondents 68 (40%) of the respondents have diploma, 65 (38%) are first degree holders, 25 (15%) have completed 10th or 12th grade and 12 (7%) have certificate as it is shown in the above table item no 3. This implies that more than 50% of respondents are expected to have some understanding of what they are buying or intended to buy.
- ❖ Coming to the occupation of the respondents, 110 (65%) are employees either in government or private institutions, 53 (31%) are merchants and 7 (4%) are students out of the 170 respondents as it is shown in the above table. This shows that 96% of the respondents have enough money to buy the product.
- ❖ The last item of the table which shows for how long the respondents have been customers of the company's product, 53 (31%) were using the product for 1-2 years 46 (27%) were customer for 3-4 years, 41(24%) were using the product for less than 1 year and 30 (18%) were customers for more than 4 years. From this one can conclude that about 55% of the respondents are new users which could be turned to loyal customers and about and about 45% of the respondents can be consider as loyal customers.

3.2 Analysis of major findings

Table 2 Motivational capacity of the UUAIE product package

Item No.	Item	Scale	No. of Respondents	Percentage (%)
1	The product package of the company motivates me to purchase the product.	Strongly Agree	-	-
		Agree	12	7
		Neutral	60	35
		Disagree	58	34
		Strongly Disagree	40	24
		Total	170	100

Out of 170 respondents asked about their degree of agreement on whether the company's package motivates them to purchase the product, 12 (7%) of respondents agree, 58 (34%) disagree, 40 (24%) strongly disagree while 60 (35%) of respondents are neutral as it is shown in table 2. From this one can conclude that even though some of customers motivated by the company's package most of the customers are not this means that the customers might start using the competitor's product.

Table 3. The package's directionality in product usage

Item No.	Item	Scale	No. of Respondents	Percentage (%)
2	The product package of the company directs me how to use the product	Strongly Agree	-	-
		Agree	10	6
		Neutral	40	24
		Disagree	55	32
		Strongly Disagree	65	38
		Total	170	100

As it is presented in table 3, 10 (6%) of respondents agree that the company’s package provides them with direction to use the product, while 65 (38%) strongly disagree and 55 (32%) disagree that the company’s package does provide them with direction to use the product and 40 (24%) of the respondents were neutral. This means there is no direction or the direction is there but it is not clear for the customers or it is in place where customers can’t see it or identify it easily this might result to improper usage of the product.

Table 4 Package Color

Item No.	Item	Scale	No. Of Respondent	Percentage (%)
3	I like the color of the UUAIE product package	Strongly Agree	-	-
		Agree	10	6
		Neutral	60	35
		Disagree	75	44
		Strongly Disagree	25	15
		Total	170	100

Regarding the color of the company’s package, out of 170 respondents 10 (6%) agree that they like the color in one hand and 75 (44%) disagree and 25 (15%) strongly disagree that they like the package’s color while 60 (35%) are neutral in the issue as it is presented in table 4. From this, one can say that the company’s color is not liked by the customer because 59% of the respondents are not interested by the color of the package.

As it is stated, a firm can create desirable image and associations by its choice of color, design, shape and texture (Pride and Ferrell, 2012; 417).

Table 5 Packages product protection

Item No.	Item	Scale	No. of Respondent	Percentage
4	The UUAIE product package keeps the product intact for longer time.	Strongly Agree	-	-
		Agree	18	11
		Neutral	29	17
		Disagree	39	23
		Strongly Disagree	84	49
		Total	170	100

Regarding the issue of the UUAIE packages keeping the product intact for long time or not which is shown in table 5. From the 170 respondents 18 (11%) responded agree, 29 (17%) responded neutral, 39 (23%) responded disagree and 84 (49%) responded strongly disagree. From this data it is clear that the company’s package did not keeps the contain product intact for longer time.

The marketing manager of the company said, since the company is ISO 22000 certified, which is food safety, it has to follow the safety manual from raw material to packaging and delivery. And also the marketing manager responded package gives protection to the product for one thing the lid closes tight enough in which case external materials like dust, moisture and other things won’t be entering through the package.

As it is stated, protection means the establishment of a barrier between the contained product and the environment that competes with man for the product (Brody 2000; 89).

Table 6 UAAIE product package's Disposability

Item No.	Item	Scale	No. of Respondent	Percentage (%)
5	The UAAIE product package of the company is easy to dispose.	Strongly Agree	-	-
		Agree	26	15
		Neutral	35	21
		Disagree	78	46
		Strongly Disagree	31	18
		Total	170	100

As it is presented in table 6, out of 170 respondents, 26 (15%) responded agree, 35 (21%) responded neutral, 78 (46%) disagree and 31 (18%) strongly agree that the company's product package is easy to dispose. In general terms, this means that the company's package is not easy to disposable and if the package is not properly disposed it might affect the environment adversely which in return affects the society at large.

The marketing manager responded the company's package give protection starting from the production all the way to consumption and disposal because of the strength of the package, while it is produced the area is confined so that there won't be any pollutants released to the environment, and after the product is consumed, since it is used for other purposes by consumers it won't be thrown away in a form that will be affecting environment.

Table 7 Package's convenience for handling

Item No.	Item	Scale	No. of Respondents	Percentage (%)
6	The UAAIE product package is convenient for handling	Strongly Agree	-	-
		Agree	7	4
		Neutral	20	12
		Disagree	89	52
		Strongly Disagree	54	32
		Total	170	100

From the total of 170 respondents about the packages convenience for handling, 7 (4%) agreed that the UAAIE product package is convenient for handling, while 89 (52%) disagree, and 54 (32%) strongly disagree that the company's package is convenient for handling and the rest 20 (12%) was neutral, as it is shown in table 7. This depicted that the package is not easy for handling. From this data we can suggest that the company's product package is not convenient for handling because while they designing the package they didn't considered, customer's preference, competitors, design and cost of production.

As the marketing manager of the company said there are so many criteria's that the company consider in order to design the package like cost, raw materials, customer preference, competitors package and government regulation , but the most criteria that the company consider in designing the package is nature of the product.

Table 8 Package convenience for home usage

Item No.	Item	Scale	No. of Respondents	Percentage (%)
7	The UAAIE product package is convenient for home usage	Strongly Agree	3	2
		Agree	24	14
		Neutral	73	43
		Disagree	39	23
		Strongly disagree	31	18
		Total	170	100

As it is shown in table 8, of 170 respondents 3 (2%) strongly agreed, 24 (14%) agreed, 73 (43%) were neutral, 39 (23%) disagree and 31 (18%) strongly disagree that the company's package is convenient for home usage. This means that the package is not easy to use at home.

From the marketing manager response the company didn't encounter any form of complaints from customers particularly in relation with product package.

Table 9 Package's Transportation Portability

Item No.	Item	Scale	No. of respondents	Percentage (%)
8	The UAAIE product package of the company is portable for transportation	Strongly agree	7	4
		Agree	37	22
		Neutral	65	38
		Disagree	37	22
		Strongly disagree	24	14
		Total	170	100

From the total of 170 respondents who were asked whether the UAAIE product package of tge company is portable for transportation 7 (4%) strongly agreed, 37 (22%) agreed, 37 (22%) disagreed, 24 (14%) strongly disagreed and 65 (38%) answered neutral that the UAAIE product

package is portable for transportation as it is shown in table 9. This means that the company's package is not portable for transportation, from this; the package could not create that much value for customers.

Function of packaging is to protect the goods, to convey product information, easy to use, easy to transport, to promote sales, increase value-added products. He Qing et.al, (2012: 148).

Table 10 Package's Attractiveness

Item No.	Item	Scale	No. of respondents	Percentage (%)
9	The UAAIE product package of the company is attractive to me	Strongly Agree	-	-
		Agree	14	8
		Neutral	37	22
		Disagree	65	38
		Strongly Disagree	54	32
		Total	170	100

As it is shown in table 10, which presents a response of customers regarding attractiveness of the company's product package 14 (8%) of the respondents agreed that the product package is attractive, while 65 (38%) respondents disagreed and 54 (32%) of respondents strongly disagreed and the rest 37 (22%) are neutral on the same issue. This shows that the company's package is not attractive enough to the company's customers; this might be aroused from the design, the shape or the color of the package and this might lead customer to switch between brands.

As Selke, (1997: 2) illustrated, the package also conveys such non-print messages as color, shape, general image, and attractiveness. These messages are often very significant in providing brand and/or product recognition and in leading consumers choose on product over another.

Table 11 Package Uniqueness

Item No.	Item	Scale	No. of respondents	Percentage (%)
10	I recognize the company's product from others by its package.	Strongly Agree	43	25
		Agree	68	40
		Neutral	37	22
		Disagree	17	10
		Strongly Disagree	5	3
		Total	170	100

As it is presented in table 11, with regard to customers in recognizing company's product from others by its package 43 (25%) and 68 (40%) out of 170 respondents strongly agreed and agreed respectively that they recognize the product by the package while 17 (10%) and 5 (3%) responded that they disagree and strongly disagree respectively in the issue, and the rest 37 (22%) said neutral. This implies that the package is differentiating from other products in the shelf so that the product might be purchased in a first glance of customer.

Table 12 Word of Mouth

Item No.	Item	Scale	No. of respondents	Percentage (%)
11	I tell about the company's product for others.	Strongly Agree	13	8
		Agree	21	12
		Neutral	83	49
		Disagree	32	19
		Strongly Disagree	21	12
		Total	170	100

From the total of 170 respondents with regard to whether they tell about the company's product for other, 13 (8%) strongly agreed, 21 (12%) agreed that they tell about the company's product for others, and 83 (49%) responded neutral while the rest 32 (19%) and 21 (12%) disagreed and strongly dis agreed that they tell about the company's product for others as it shows in table 12. This means that the company's product is not accepted and not told by the majority of customers. This shows that the product doesn't get a chance of getting customers trust since word of mouth has a better power of persuading people than any other Medias do.

As cakim (2010: 4) stated, word of mouth plays in the mix of information source customers rely on and trust as they make everyday decisions. Among the resources customers trust, traditional media channels such as TV, radio, newspaper, and magazines trail behind word of mouth.

Table 13 Packages Motivational Capability

Item No.	Item	Scale	No. of respondents	Percentage (%)
12	I have purchased the company's product on the bases of its package.	Strongly Agree	-	-
		Agree	-	-
		Neutral	31	18
		Disagree	41	24
		Strongly Disagree	98	58
		Total	170	100

From table 13, from 170 respondents asked if they have purchased the company's product on the bases of its package 31 (18%) responded neutral, 41 (24%) disagreed and the rest 98 (58%) strongly disagreed that they have bought the product because of the package. The high disagreement response on the issue confirms that the package doesn't be used as stimulant for purchasing the product, which means the package is not causing customer (including competitor's customers) to become involved in purchasing the company's product.

The marketing impact of packaging has always been of the utmost importance, especially with customer goods (Morris 2011: 12).

Table 14 Customers Package Preference

Item No	Item	Scale	No. of respondents	Percentage (%)
13	I prefer the company's product over other product package	Strongly Agree	-	-
		Agree	11	6
		Neutral	33	20
		Disagree	89	52
		Strongly Disagree	37	22
		Total	170	100

As it is shown in table 14, which presents a response of customers regarding their preference in order to other product package, 11 (6%) agreed while 89 (52%) respondents disagreed and 37 (22%) strongly disagreed that they prefer the company's product package and the rest 33 (20%) were neutral. From this the student researcher understands that the company's package is not preferred by most of the customers, this means the company has no guarantee that the customers will stay if a competitor with a better package arises.

The marketing manager of the company said the company's package is used for other purpose by the customers after the consumption of the main product as a result it gives the company additional advantage over others.

Table 15 Customers Package Expectation

Item No.	Item	Scale	No. of respondents	Percentage (%)
14	What was your expectation of the company's product package with regard of its design?	Very High	24	14
		High	79	46
		Neutral	64	38
		Low	3	2
		Very Low	-	-
		Total	170	100

From table 15, 24 (14%) of the respondents has very high expectations of the package's design, 79 (46%) of the respondents has high expectation of the packages design, 3 (2%) of the respondents has low expectation of the packages design while the rest 64 (38%) of the respondents said neutral. This implies more than 50% of the respondents have a belief that the package's design will be according to their thought.

Table 16 Packaging Home Usage

Item No	Item	Scale	No. of respondents	Percentage (%)
15	How do you rate the company's package performance for home usage	Very High	-	-
		High	-	-
		Neutral	22	13
		Low	61	36
		Very Low	87	51
		Total	170	100

From the view point of customers regarding packages performance for home usage, 22 (13%) replied neutral, 61 (36%) responded low and 87 (51%) said the package has very low home

usage performance as it is shown in the table 16. This implies that, for most of the respondents the package is not according to their expectation regarding home usage.

Table 17 Packages Handling Convenience

Item No.	Item	Scale	No. of respondents	Percentage (%)
16	How do you rate the company's product package convenience for handling?	Very High	4	2
		High	14	8
		Neutral	36	21
		Low	69	41
		Very Low	47	28
		Total	170	100

With regard the company's product package convenience for handling, 4(2%) of the customer out of 170 responded very high 14 (8%) of customer responded high, 36 (21%) replied neutral, 69 (41%) of customers replied low and 47 (28%) replied very low as it is shown in the table 17. This implies that the company's package is not convenience to handle.

Table 18 Customer Benefit

Item No	Item	Scale	No. of respondents	Percentage (%)
17	How do you rate the benefit that you get from company's product package?	Very High	34	20
		High	55	32
		Neutral	73	43
		Low	58	5
		Very Low	-	-
		Total	170	100

From table 18, which presents responses of customers regarding the customer's benefit for the company's product package 34 (20%) get very high benefit, 55 (32%) get high benefit, 73

(43%) responded neutral, 58 (5%) said they get low benefit from the product package. This implies that the company's package is beneficial for customer in one way or another, if the company figure out what is the specific benefit that customers are referring to not only the customer the company will also profitable.

Table 19 Customer Satisfaction on the Package

Item No.	Item	Scale	No. of respondents	Percentage (%)
18	How do you rate the satisfaction that the company's product package creates on you?	Very High	-	-
		High	12	7
		Neutral	24	14
		Low	78	46
		Very Low	56	33
		Total	170	100

As it is shown in the table 19, 12 (7%) of respondents said that the product package created high satisfaction, 24 (14%) replied neutral, 78 (46%) responded low and 56 (33%) replied very low that the company's product create satisfaction for them. This implies that the company's product package doesn't create customer satisfaction, as a result unsatisfied customers if they give it time they might tell the company about their dissatisfaction and wait for a response or they might simply shift to competitor's product without notifying the company about their dissatisfaction.

Kotler and Killer (2012: 62) stated that; the keys to success are designing and producing products that meet market demand. In addition, a company must ensure total customer satisfaction. If these keys to success are achieved, it will become a profitable, sustainable company.

CHAPTER FOUR

SUMMERY, CONCLUSION AND RECOMMENDATION

This part of the research paper incorporates summery, conclusion and recommendations of what has been studied so far.

4.1 Summary of Major Findings

- ❖ From the response greater parts of customers (58 %) are not motivated to purchase the company's product neither it provides with directions how to use the product for ease of product consumption. And the color of the package is not also liked by most (100 or 59%) of the customers. However, most of (123 or 72 %) customers disagreed and strongly disagreed that the package keeps the product intact for longer time.
- ❖ With regard to the company's disposability, the greater part of respondents (109 or 64 %) argued that the package is difficult to dispose; on the other hand, more than half of them (143 or 84 %) are not convinced that the company's product package is convenient for handling. And respondents which count close to 50 % (41 %) have disagreed and strongly disagreed that the company's product package is convenience for home usage. And with regard to product package's transportation portability, respondents who said "it is portable" is (26 %) and (36 %) respondents who said it is not but most of the respondents responded neutral. Conversely more of the respondents are not attracted to the company's product package.
- ❖ More than (50 %) of respondents agreed that they recognize the company's product package from the shelf with other similar products, additionally; the company's product package is not according to customer's preference. Regardless of the fact, customers did not tell about the company's product to their friends, families and relatives, despite the fact that they didn't purchase the product for its package.
- ❖ A large amount of responses indicate that customers have high expectations regarding the company's product package. Moreover, regarding the product package's performance for home usage and convenience for handling more than half of the customer gives low rate

but some of customers believe that they are benefited from the product package. Yet the product package doesn't satisfy majority of the customers in other regards.

4.2 Conclusion

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

- ❖ UAAIE product package is not designed in providing a motivational or impulsive feeling to purchase the company's product. And the company's product package directionality in using the product is hidden from customers or it is not there at all for use. Neither the color of the product package is chosen in a way of pleasing the company's customers.
- ❖ The company's product package is not easy to dispose for most of the customers, and if it is not disposed properly it might affect the environment as well as the society at large. And from the view point of most customers the company's product package is not attractive enough in which case customers might switch between brands sooner or later.
- ❖ As per the research findings, the product package of UAAIE is somehow similar to that of competitors and is not used as a silent sales person and shine out from competitor's product in the same shelf. And most of the customer's doesn't prefer company's product package over others as well as the product package does not motivate and/or increase customers impulse in choosing and purchasing the company's product and beyond, attracting the competitor's customers.
- ❖ From the research findings, the company's product package doesn't fully satisfy its customers in one way or another, in which case the customers might tell the company about their dissatisfaction and wait for a response if they are loyal or they simply switch to competitors brand.

4.3 Recommendation

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

Package is the buyer's first encounter with the product (Kotler and Keller, 2012:346).

- ❖ The company needs to give so much concern in the package more than anything because package is the customer's first encounter with the product.
- ❖ The company has to conduct a research on the customers feeling, need, demand, purchasing behavior and its competitor's package and come up with the package that can create a motivational appeal to its customers.
- ❖ The company needs to incorporate the necessary information in the food package information's like how to use the product, how to store the product, how to dispose the package after consuming the product, and what the product is exactly made of and what health benefits do the products contribute.
- ❖ The company needs to design a package that is easy to handle and portable for transportation because customers' needs a package that is comfortable to move from place to place.
- ❖ The company must be listen the customer complaints about the package and design a package in order to their compliment.
- ❖ The company should develop a follow up system, how the package is kept after consuming the product, by collecting feedback from customers and collecting those packages for recycling process and even better to use other packing materials like that of degradable plastics so that the company contributes to the safety of the environment.
- ❖ The company should design a package which is unique from the competitor's package in a form of shape, size, color, or multipurpose package, so that it could shine out in the shelf and prioritized as the first in the minds of customers and even acknowledged by competitor's customers.

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Appendixes

Appendix A

St. Mary's university

Faculty of business

Department of marketing management

Questionnaire to be filled by customers

This questionnaire is prepared by graduate student of St. Mary's university in the field of marketing management for the partial fulfillment of a senior essay. This questionnaire is prepared to assess the overall packaging of Upper Awash Agro Industry Enterprise and its purpose is purely academic.

The validity of your response has high contribution for success of my senior essay due to this reason I would like to ask with due respect to give the right response. All information you provide to this study will be kept strictly confidential.

Thank you for your sincerely cooperation!

Instruction

- Give your response by placing “√” sign in the box.
- No need to write your name
- If you want to give additional comments with regard to the package of the company use the blank spaces provided at the end.

I. General questions

1. Personal information

1.1 Sex A) Male B) Female

1.2 Age A) 15-20 B) 21-26

 C) 27-32 D) 33-38

 E) 39-44 F) Above 45

1.3 Educational background

- A) 10/12 completed B) Certificate C) Diploma D) 1st degree
 E) Master& above

2 Occupation

- A) Student B) Employee C) Retired D) Merchant

If it is other than this please specify _____

3 For how long you have been customer of the company

- A) <1 year B) 1-2years C) 3-4 years D) >5 years

II. Questions directly related to the study

SA=strongly agree: A= agree: N= neutral, DA= disagree; SDA= strongly disagree

Item No	Description	SA	A	N	DA	SDA
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Basic Elements of Packaging

1	The UAAIE packaging of the company motivates me to purchase the product					
2	The UAAIE packaging of the company directs me to use the product					
3	I like the color of the UAAIE product package					
4	The UAAIE product package keeps the product intact for longer time					

Customers interest over company's package

5	The UAAIE product package of the company is easy to dispose					
6	The UAAIE product package is convenient for handling					
7	The UAAIE product package is convenient for home usage					
8	The UAAIE product package of the company is portable for transportation					
9	The UAAIE product package of the company is attractive to me					

Company's Competitive Advantage through Packaging

10	I recognize the company's product from others by its Package					
11	I tell about the company's product for others					
12	I have purchase the company's product on the bases of its package					
13	I prefer the company's product package over other product package					

VH= Very High H= High N= Neutral L= Low VL=Very Low

Item no.	Description	VH	H	N	L	VL
----------	-------------	----	---	---	---	----

Package's benefit to customers

14	What was your expectation of the company's product package with regard of its design?					
15	How do you rate the company's product package performance for home usage?					
16	How do you rate the company's product package convenience for handling?					
17	How do you rate the benefit that you get from company's product package?					
18	How do you rate the satisfaction that the company's product package creates on you?					

19. Other customer suggestion (if any)

ቅድስት ማርያም ደብዳቤ

ቢዝነስ ፋይል

ማርኬቲንግ ማኔጅመንት ምህርት ክፍል

በላይኛው አዋጅ አገልግሎት ለግብርና ማህተም ማሳመን ጥያቄ

ይህ መጠይቅ የተዘጋጀው በቅድስት ማርያም ደብዳቤ ለማርኬቲንግ ማኔጅመንት ምህርት ክፍል ለማህተም ማሳመን ጥያቄ ለመረጃ ለመስጠት ነው።

ጥናቱ ለሙሉ ምህርት ደብዳቤ ነው።

የእርስዎ ማህተም ማሳመን ጥያቄ ለማህተም ማሳመን ጥያቄ ለመረጃ ለመስጠት ነው። የሚሰጡት መረጃ በጥንቃቄ ይጠበቃል።

ውድ ጊዜዎን ሰውተው ይህንን መጠይቅ ለመሙላት ምህንድስና ስለሆኑ በቅድሚያ ክፍል ለመሙላት ነው።

ማሳሰቢያ

- ይህንን መጠይቅ በሚሞሉበት ጊዜ ስምዎን እና ልዩ ልዩዎችን መጥቀስ አይጠበቅብዎትም።
- መልስ ለሚሰጡበት ጊዜ ማህተም ስም “ ✓ ” ምልክት ያስቀምጡ።
- ተጨማሪ አስተያየት ካልዎት በስተቀም ጨረሻ ላይ ባሉት የአስተያየት መስጫ ቦታዎች ያስፍሩ።

ክፍል 1 ጠቅላላ መረጃ

- 1.1 ስም ሀ. ወንድ ለ. ሴት
- 1.2 እድሜ ሀ. ከ15-20 ለ. ከ21-26 ሐ. ከ27-32
 መ. ከ33-38 ሠ. ከ39-44 ረ. ከ45 በላይ
- 1.3 የትምህርት ደረጃ ሀ. 10/12 ያጠናቀቀ ለ. ሰርተፍኬት
 ሐ. ዲፕሎማ መ. የመጀመሪያ ድግሪ
 ሠ. ማስተርስ እና ከዚያ በላይ
- 1.4 የስራ ሁኔታ ሀ. ተማሪ ለ. ሰራተኛ ሐ. ጠረታ የወጣ/ች መ. ነጋዴ
- 1.5 ለምን ያህል ጊዜ ድርጅቱ ጋር በደንበኝነት ቆይተዋል።
 ሀ. ከ1 ዓመት በታች 2 ዓመት ሐ. ከ3 ዓመት መ. ከ5 ዓመት በላይ

ክፍል 2 የላይኛውን አዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች

ተ.ቁ	ጥያቄዎች	እጅግ አስፈላጊ	አስፈላጊ	መሀከለኛ	አልተፈላጊም	እጅግ አልተፈላጊም
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የምርት ማሻሻያ ስራዎችን በተመለከተ

1	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
2	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
3	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
4	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					

የደንበኞችን የምርት ማሻሻያ ስራዎችን በተመለከተ

5	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
6	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
7	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
8	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
9	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					

የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ

10	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
11	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
12	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
13	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					

ተ.ቁ	ጥያቄዎች	በጣም ከፍተኛ	ከፍተኛ	መካከለኛ	ዝቅተኛ	በጣም ዝቅተኛ
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ደንበኞች የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎችን በተመለከተ

14	የአዋቅ አገልግሎት ለሚሰጡ ሰው ጥያቄዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
15	የምርት ማሻሻያ ስራዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
16	የምርት ማሻሻያ ስራዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
17	የምርት ማሻሻያ ስራዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					
18	የምርት ማሻሻያ ስራዎች ላይ ግልጽ ግልጽ ማድረግ፡፡					

19. ከላይ በተዘረዘሩት ጥያቄዎች ላይ ተጨማሪ አስተያየት ካልዎት

Appendix B

St, Mary's University

Faculty of Business

Department of Marketing Management

Interview Check List

This interview is prepared to interview the managers of UAAIE which is required to fulfill the research under study concerned to the packaging of the company.

1. What criteria's does the company consider in designing the package?
2. Have the company's 'design for safety' guidelines been addressed during the design of the packaging? If yes, please explain how the guidelines have been addressed?
3. What does the packaging practice of the enterprise looks like?
4. What does the company execute to improve the quality of the package?
5. How does the company's package give protection to the product? Please explain
6. What complaints do the customers have regarding the package? What was their concern?
7. How does the company react for customer's complaints regarding the packaging practice?
8. What advantage does the company has over the competitors through the package? Please explain
9. How do you see company's packaging in creating/ developing the company's image?
10. What are the problems that affect the packaging practice of the company?

DECLARATION
CANDIDATE'S DECLARATION

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

Name: BemnetNegussie

Signature _____

Place of submission: - ST, MARY'S UNIVERSITY DEPARTEMENT OF
MARKETING MANAGEMENT

Date of submission _____

ADVISOR'S DECLARATION

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

Name: AberaYilma

Signature _____

Date _____