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Ms. Ruma Bag

Journal *South Asian Journal of Social Studies and Economics*

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Dear Ms. Ruma Bag:

Re: Editorial decision manuscript number 2024/SAJSSE/128853

*South Asia Journal of Social Studies and Economics*.

Title: Effect of Product Packaging on Consumer Buying Behavior of Jambo Drinking Water: A Case Study of Nyegezi Ward, Mwanza City, Tanzania

My editorial decision is to publish as is with minor corrections.

I suggest revised title: "Effect of Product Packaging on Consumer Buying Behavior: Econometric Case Study Jambo Drinking Water, Nyegezi Ward, Mwanza City, Tanzania."

The article is well-written, most interesting and important. The author's main conclusions make good common sense to me.

In addition to convenience and information, the consistent quality of Jambo Drinking Water, as conveyed through its packaging, emerged as another key factor. A total of 76.3% of respondents reported that the quality of the product, reflected in its packaging, influenced their purchasing decisions. This aligns with previous studies that emphasize the relationship between product quality and consumer perceptions (Sung, 2021; Singh et al., 2019). The data supports the notion that a well-designed package serves not only as a protective barrier but also as a signal of quality, which directly influences consumer confidence and loyalty.

1. Abstract. Good.

This study explores the impact of product packaging on consumer buy-

ing behavior, focusing specifically on Jambo Drinking Water in Nyegezi Ward, Mwanza City, Tanzania. The research investigates two key aspects of packaging: design and convenience, using the AIDA (Attention, Interest, Desire, and Action) model as a framework to understand how packaging influences consumer decision-making. A quantitative research approach was employed, with a population of 28,454 and a sample size of 379 respondents, determined using the Krejcie and Morgan table. Random sampling was used to ensure an equal chance of selection for all participants. Data was collected through questionnaires and analyzed using multiple regression analysis with SPSS version 20.0. The results revealed that packaging design significantly influences consumer choices, with a coefficient of 0.322, while convenience emerged as the most influential factor, positively affecting buying behavior. The study found that packaging plays a crucial role in capturing consumer attention and stimulating interest and desire, ultimately driving action.

2. Keywords: Good.

3. Introduction. Good.

As urban populations grew and technology advanced, so did the demand for water, spurring the emergence of numerous packaged water brands. Notable brands such as Kilimanjaro, Afya, Dasani, Dew Drop, Jambo, and Aqua Water became widely available in different sizes, shapes, price points, and quality, allowing consumers to quickly identify their preferred choices (Alatas et al., 2023; Fu et al., 2023).

Jambo Drinking Water, a well-established local brand produced by Jambo Foods and Products Company in Shinyanga, Tanzania, has seen significant expansion across the Lake Zone regions, including Mwanza, Shinyanga, Simiyu, Mara, Kagera, and Geita. The company's commitment to ensuring the availability and accessibility of its products has been facilitated through direct delivery to key accounts such as supermarkets and restaurants, ensuring consistent access for households, businesses, and institutions alike. Packaging plays a vital role in capturing consumer attention, not only serving as a protective barrier but also as a key marketing tool that influences consumer perceptions and encourages repeat purchases (Kolter, 2019; Amad, 2022).

4. Literature Review. Good.

5. Theoretical Framework. Good.

This study is grounded in the AIDA Model Theory, which serves as a framework to understand the relationship between consumer purchasing behavior and product packaging. The AIDA model, introduced by American advertising pioneer E. St. Elmo Lewis, provides a structured approach to guiding consumers through the decision-making process. The model emphasizes four key stages: Attention, Interest, Desire, and Action.

6. Empirical Literature Review. Good.

Ahmad et al. (2021) explored the influence of packaging components on consumer purchasing decisions in Pakistan, focusing on both food and non-food items. Their study, which included 384 respondents, revealed that packaging components such as color, design, material, printed information, and innovation significantly influenced consumer decisions. This study emphasizes the importance of packaging in driving consumer purchasing behavior across a range of product categories.

7. Conceptual Framework. Good.

In this framework, product packaging serves as the independent variable, encompassing key elements such as packaging design and convenience. These aspects are considered critical in influencing consumer perceptions and purchasing decisions.

On the other hand, the dependent variable is consumer buying behavior, which is influenced by various factors related to packaging. This includes consumer surveys and feedback, which reflect consumer attitudes and satisfaction levels regarding the packaging; purchase choice, which refers to the decision-making process where consumers select a particular product based on packaging attributes; and repeat purchase, which assesses consumer loyalty and the likelihood of purchasing the same product again due to positive experiences with the packaging.

8. Figure Conceptual Model. Good.

9. Research Methodology. Good.

Philosophical Approach  
Research Design  
Study Area and Target Population  
Sample Size and Sampling Technique  
Data Collection Method  
Data Analysis  
Ethical Considerations

10. Results. Good.

11. Demographic Characteristics. Good.

12. Table 1. Demographic Characteristics. Good.

Gender:  
Age:  
Marital Status:  
Educational Background:

13. Normality Tests. Good.

To evaluate the normality of the data, the Skewness-Kurtosis test was employed, as detailed in Table 2. This test assesses the symmetry (skewness)

and the peakedness (kurtosis) of the data distribution. A normal distribution is characterized by a skewness value close to zero and a kurtosis value around three. Significant deviations from these values indicate departures from normality, suggesting that the data may not meet the necessary assumptions for reliable regression analysis.

14. Table 2 Normality Assumption. Good.

15. Homoscedasticity Test. Good.

To test for homoscedasticity, a scatter plot of standardized residuals versus predicted values was generated. This visual assessment allows for the detection of any patterns in the residuals that may indicate non-constant variance. As shown in Figure 1, the plot confirmed that homoscedasticity was satisfied, with the residuals being randomly scattered around zero, suggesting consistent variance across all levels of the independent variables. This finding supports the reliability of the regression analysis and ensures that the results are not biased by issues of heteroscedasticity.

16. Fig. 1. Homoscedasticity Test. Good,

17. Correlation Analysis. Good.

18. Table 3 Pearson Correlation Analysis. Good.

Specifically, the correlation between customer buying behavior and packaging design is significant ( $r(304) = 0.239, p < 0.01$ ), suggesting a relationship between the two. Additionally, customer buying behavior was found to be significantly related to packaging convenience and usability features ( $r(304) = 0.180, p < 0.01$ ), indicating that these packaging aspects influence purchasing decisions. Lastly, the relationship between customer buying behavior and other independent variables also showed significance ( $r(304) = 0.226, p < 0.01$ ), further supporting the integration of packaging features in shaping consumer behavior.

19. Regression Analysis. Good.

20. ANOVA Test. Good.

21. Table 4 ANOVA Test. Good.

22. Table 5 Coefficients Test. Good.

From the results presented in Table 5, material innovation was found to have a significant effect on customer buying behavior, with a coefficient of ( $\beta = 0.160, p < 0.004$ ). Packaging design, however, showed a weaker relationship ( $\beta = 0.064, p < 0.322$ ), indicating no significant impact. On the other hand, packaging convenience and usability features had a strong significant effect ( $\beta = 0.279, p < 0.000$ ). These findings suggest that there is an interaction between the independent variables, as all coefficients fall within the acceptable range (0 to 1), indicating valid relationships for fur-

ther analysis.

23. Discussion of Findings. Good.

single

The primary aim of this study was to explore the influence of packaging design on consumer buying behavior, specifically focusing on Jambo Drinking Water in Mwanza City, Tanzania. The findings revealed that packaging design plays a critical role in shaping consumer preferences and purchase decisions.

24. Summary of Findings. Good.

Overall, the study confirmed that Jambo Drinking Water's packaging design, which focuses on functionality, regulatory compliance, and consistent quality, plays a crucial role in influencing consumer buying behavior. The data underscores the importance of packaging as a powerful marketing tool that shapes consumer perceptions and drives purchasing decisions.

25. Conclusion of the Study. Good.

The study also revealed that compliance with packaging regulations, which impacts perceptions of product quality and safety, further strengthens consumer confidence in the brand. This indicates that consumers are increasingly aware of the importance of regulatory compliance and environmental sustainability in their purchasing decisions.

26. Recommendations. Good.

Highlight Quality and Safety: Marketing efforts should emphasize the consistent quality and safety of Jambo Drinking Water, as these factors significantly influence consumer confidence. Packaging should effectively communicate the brand's commitment to quality, regulatory compliance, and environmental responsibility.

27. Areas for Further Study. Good.

28. References. Good.

Sincerely,

Gerald Aranoff