

NOR ERZAFAHRAINA BINTI SALIM

BTech

2017

UTeM

THE INFLUENCES OF FOOD PACKAGING DESIGN  
TOWARDS PURCHASE INTENTION OF YOUNG  
ADULTS IN MELAKA

NOR ERZAFAHRAINA BINTI SALIM

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

## SUPERVISOR APPROVAL

“I hereby declare that I have checked this project and in my opinion, this report is adequate in terms of scope and quality for the award of the degree of Bachelor of Technopreneurship”

Signature : .....

Supervisor's Name : IR. BUDIONO HARDJONO

Date : .....

Signature : .....

Panel's Name : DR. CHEW BOON CHEONG

Date : .....

THE INFLUENCES OF FOOD PACKAGING DESIGN TOWARDS PURCHASE  
INTENTION OF YOUNG ADULTS IN MELAKA

NOR ERZAFHRAINA BINTI SALIM

Submitted in Partial Fulfilment of the Requirement for the Bachelor of  
Technopreneurship (Honours)

Faculty of Technology Management & Technopreneurship  
Universiti Teknikal Malaysia Melaka

JUNE 2017

## DECLARATION

“I hereby declare that the work of this exercise is mine except for the quotations and summarize that have been duly acknowledge”

Signature : .....

Name : NOR ERZAFHRAINA BINTI SALIM

Date : .....

## **DEDICATION**

To everyone who directly and indirectly contributed in this research, your kindness means a lot to me. Thank you very much.

## ACKNOWLEDGEMENT

Alhamdulillah. Thanks to Allah whom with His willingness gave I an opportunity to complete my Final Year Project entitled “The Influences of Food Packaging Design towards Purchase Intention of Young Adults in Melaka”. I would like to express my greatest thankfulness to the most precious persons in my life, my parents for all the effort they put to raise me with full of love, caring and happy to see me as a successful person in my life. Without them, I am nothing and I would like to extend my thanks for their moral and financial support.

First and foremost, I would like to reveal my sincere gratitude and appreciation to my respectable Supervisor IR. BUDIONO HARDJONO. The supervision and the support he gave truly help the progression and smoothness of my research. Besides that, the special thanks for my supervisor is for continuous support for my research, motivation, patience, enthusiasm, and immense knowledge. By his guidance, I am managed to finish my final year project by time. Then, I would like to thank to my respectable panel DR CHEW BOON CHEONG for being supportive to my research.

Finally thanks for all the kind hearted human, as I am aware that this simple ‘THANKS’ could not resembles all your support and moral supports.

## ABSTRACT

Packaging has become a vital means for differentiating items and attracting consumer attention. Packaging is now an important aspect in marketing and is treated as one of the most influential factors concerning consumer purchase decision at the point of purchase. Therefore, this study was conducted to investigate the influences of food packaging design towards purchase intention of young adults in Melaka. The data were collected using structured questionnaires from 200 respondents. The results of the analysis show that among all the packaging components, product information concerning the packaging, graphic and the shape & size of the packaging has a significant impact on the purchase decision of food packaging. Interestingly, attributes, such as colour and materials, were not significant in influencing the purchase decision of food packaging design. The results of this study provide important insights to marketers and food manufacturers concerning the need to adopt an appropriate packaging strategy for food manufacturer in the Melaka market.

**Keywords:** Packaging, purchase decision, consumer, food industry, Melaka

## **Abstrak**

*Pembungkusan telah menjadi satu cara penting untuk membezakan barangan dan menarik perhatian pengguna. Pembungkusan sekarang adalah satu aspek penting dalam pemasaran dan dianggap sebagai salah satu faktor yang paling berpengaruh terhadap keputusan pembelian pengguna pada masa pembelian. Oleh itu, kajian ini dijalankan untuk mengkaji pengaruh reka bentuk pembungkusan makanan terhadap niat pembelian remaja di Melaka. Data yang telah dikumpulkan dengan menggunakan soal selidik berstruktur dari 200 responden. Keputusan analisis menunjukkan bahawa di kalangan semua komponen pembungkusan, maklumat produk mengenai pembungkusan, grafik dan bentuk & saiz pembungkusan telah memberi kesan yang besar ke atas keputusan pembelian pembungkusan makanan. Menariknya, sifat-sifat, seperti warna dan bahan, tidak penting dalam mempengaruhi keputusan pembelian reka bentuk pembungkusan makanan. Hasil kajian ini memberi maklumat penting kepada pemasar dan pengeluar makanan mengenai keperluan untuk mengamalkan strategi pembungkusan yang sesuai bagi pengeluar makanan di pasaran Melaka.*

**Keywords:** *Pembungkusan, hasrat pembelian, pengguna, industri makanan, Melaka*



## TABLE OF CONTENTS

	<b>DECLARATION</b>	<b>ii</b>
	<b>DEDICATION</b>	<b>iii</b>
	<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
	<b>ABSTRACT</b>	<b>v</b>
	<b>TABLE OF CONTENTS</b>	<b>vii</b>
	<b>LIST OF TABLES</b>	<b>x</b>
	<b>LIST OF FIGURES</b>	<b>xi</b>
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	<b>1</b>
	1.1 Introduction	1
	1.2 Research Problem	2
	1.3 Research Questions	3
	1.4 Research Objectives	3
	1.5 Scope of Research	4
	1.6 Limitation of Research	4
	1.7 Important of Research	5
	1.8 Summary	5
<b>CHAPTER 2</b>	<b>LETERATURE REVIEW</b>	<b>6</b>
	2.1 Introduction	6
	2.2 Packaging	6
	2.3 Function and Objectives of Packaging	7
	2.4 Components of Packaging Design	10
	2.5 Purchase Intention of Young Adults (Consumer's Buying Behaviour)	14
	2.6 Theoretical Framework	17
	2.7 Summary	20

<b>CHAPTER 3</b>	<b>RESEARCH METHODOLOGY</b>	<b>21</b>
3.1	Introduction	21
3.2	Research Design	21
3.3	Methodological Choices	22
3.4	Research Strategy	23
3.5	Data Collection	24
3.6	Sampling Technique	25
3.7	Target Respondent	26
3.8	Research Location	27
3.9	Data Analysis	27
3.10	Research Instrument	29
3.11	Pilot Test	30
3.12	Scientific Canon	31
3.13	Summary	33
<b>CHAPTER 4</b>	<b>DATA ANALYSIS &amp; DISCUSSION</b>	<b>34</b>
4.1	Introduction	34
4.2	Pilot Test	35
4.3	Descriptive Statistic on Demographic	38
4.4	Pearson's Correlation Analysis	52
4.5	Regression Analysis	55
4.6	Summary	59
<b>CHAPTER 5</b>	<b>CONCLUSION &amp; RECOMMENDATION</b>	<b>60</b>
5.1	Introduction	60
5.2	Conclusion	61
5.3	Implications	62

5.4	Recommendation	63
	<b>REFERENCES</b>	<b>64</b>
	<b>APPENDICES</b>	<b>69</b>

## LIST OF TABLES

NO	TITLE	PAGE
3.1	Target Respondent	26
4.1	The Standard of Coefficient Alpha	35
4.2	Cronbach's Alpha Reliability Coefficient	36
4.3	Pilot Test Reliability of Each Question	37
4.4	Range of Score	46
4.5	Pearson Correlation Between The Variables	53
4.6	Model Summary	55
4.7	Anova	55
4.8	Coefficients	56
4.9	Results of Hypothesis Testing	59
4.10	Results of Hypothesis Accepted	59

## LIST OF FIGURES

<b>NO</b>	<b>TITLE</b>	<b>PAGE</b>
2.1	Theoretical Framework	21
4.1	Pie Chart of Respondent's Gender	39
4.2	Pie Chart of Respondent's Race	40
4.3	Pie Chart of Respondent's Age	41
4.4	Pie Chart of Respondent's Highest Education Level	42
4.5	Pie Chart of Respondent's Employment Status	43
4.6	Pie Chart of The Frequency of Respondent's Income	44
4.7	Pie Chart of The Respondent's Criteria of Packaging Persuaded	45
4.8	Food Packaging Design – Graphic	47
4.9	Food Packaging Design – Colour	48
4.10	Food Packaging Design – Size and Shape	49
4.11	Food Packaging Design – Materials	50
4.12	Food Packaging Design – Product Information	51

## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

The first packaging has been designed since a few thousand years ago and was in the form of baskets and containers (Meyers and Gerstman, 2005). In 19<sup>th</sup> century, where producers started to pre-package their goods, it was considered the beginning of modern packaging and it eventually became a trend. Thus, mass marketing was born in the United States which leads to a ‘profit through volume’ revolution, thanks to mass-produced packaging (Twede, 2012). The emergence of a packaging industry has started by 1927 (Twede, 2012) but it was by 1995 that package design (also called packaging design) had become an effective tool for promoting corporate brands (Stewart, 2004).

For more than a decade, the oft-quoted statistic that consumers make 70% of brand decisions in the store boosted shopper marketing and made other advertising seem almost pointless (POPAI, 1995). But an extensive new global study by Ogilvy Action indicates the consumers are not nearly as fickle as the figure suggest-though they are still plenty receptive to change their minds at the shelf. According to the study, 39.4% number is the real number of consumers who wait until they are in a store before deciding what brand to buy. About 10% change their minds while in the store and 20% of consumers wind up making a purchase from a category that they did not intend to buy from before walking into the store (George, 2008). In other words, an attractive packaging of a product can be a powerful advantage in drawing consumer’s attention and drive impulse purchase especially with the move to self-service retail format;

packaging enhances its primary characteristics as “salesman on the shelf” at the point of sale (Pilditch, 1972; Silayoi, 2004).

Today, packaging design has developed into a communication tool and it is considered as an important part of marketing. In order to stand out among the competitive rivalry, packaging has become more and more important and being the point-of-purchase merchandising tool. As it is used to communicate the brand's message and values, the design of the package enables the consumer to identify certain symbolic of uniqueness that differentiate the product from competitors (Nickels and Jolson, 1977). The average time it takes for a product to be noticed on the supermarket shelf is around 1/17 of a second. Thus, it is least to say that a product must stand out quickly and be attracting enough for consumers to grab it (Kotler, 2008).

## **1.2 Research Problem**

Packaging can be summarized in three expressions which are; the packaging is the least expensive form of advertising; every package is a five-second commercial; and the package itself is the product (Nawaz & Imamuddin, 2014). Despite the increasing popularity of packaging in the promotion of goods and services, there are areas of problems which need to be studied. According to Kotler (2012), in the application of marketing mix, many organizations are faced with packaging problems. Some of the packaging problems include; the need to know whether packaging is a good promotional tool. In addition, the previous researcher did not provide common answer regarding the influences of packaging components on consumer's buying behavior (S. Rajasekar et al, 2013). For that reason it is necessary for researcher to look into this issues in more detail as to identify which components of a packaging design having the most influence upon the consumer's buying behavior. Therefore, this study seeks to examine the influences of packaging design components on consumer's buying behavior of packaged food where such study in Malaysia is still lack of.

### **1.3 Research Question**

Referred to the problem statement, research questions for this study can be developed as follows;

- i. What is the relationship between graphic of food packaging design towards purchase intention of young adult in Melaka?
- ii. What is the relationship between the colours of food packaging design towards purchase intention of young adult in Melaka?
- iii. What is the relationship between the size and shape of food packaging design towards purchase intention of young adult in Melaka?
- iv. What is the relationship between the materials of food packaging design towards purchase intention of young adult in Melaka?
- v. What is the relationship between the product information of food packaging design towards purchase intention of young adult in Melaka?

### **1.4 Research Objective**

Based on the research questions, objective of the research can be defined as follows;

- i. To examine the relationship between graphic of food packaging design and purchase intention of young adult in Melaka.
- ii. To examine the relationship between colour of food packaging design and purchase intention of young adult in Melaka.



- iii. To examine the relationship between size and shape of food packaging design and purchase intention of young adult in Melaka.
- iv. To examine the relationship between material of food packaging design and purchase intention of young adult in Melaka.
- v. To examine the relationship between product information of food packaging design and purchase intention of young adult in Melaka.

### **1.5 Scope of Research**

This research is focused on the components (graphic, colour, size & shape, material and product information) of food packaging design and the impacts towards purchase intention of young adults in Melaka. It will cover on young adult whoever have the power of purchasing began with the age 19-26 years old in Melaka.

### **1.6 Limitation of Research**

This research will be conduct in Melaka only due to the limitation of time, cost and other resources such as the geographical factor. Therefore, the data collection of this research will be limited and the data are only applicable only to particular research area. Since questionnaire will be used as a research instrument, so there is no guarantee that all respondents will answer into similar understanding of the questions provided. This will really depend on the level of education of respondents.

## **1.7 Important of Research**

Physical products must be packaged and labelled. Well-designed packages can create convenience value for customers and promotional value for producers. According to Kotler (2012), to achieve communication goals effectively and to maximize the uniqueness of the packaging and their impact on consumer's buying behaviour follow by integrate these attributes into their packaging design. This research is important in term of academic because by studying this research, it will give more additional knowledge of packaging design that can be contribute to academic environment. Besides, different country have different consumer behaviour, culture; the response of the study able to reflect the Malaysian buying behaviour. In other words, the results of this study will provide the new insight to the local marketers towards the impact of packaging components on consumer's buying behaviour of packaged food.

## **1.8 Summary**

This chapter is discussing the background of the research. Next, discuss the problem statement that leads the researcher to achieve the objective of this research. In this chapter also discuss the research question, research objective, scope of the research and importance of the research. The problem that researcher will face in this research is the limitation of time to complete this report.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

According to Hart C. (1998), described the importance of literature review is about understanding the topic to be studied. In this chapter, researcher discuss further in details about what is packaging and its impact towards purchase intention of young adult in Melaka. Additionally, this enabled the researcher to build a conceptual model for testing. The researcher will also discuss clearly about the nature and the background of the proposed research. Eventually, theoretical framework and hypothesis will construct.

#### **2.2 Packaging**

Packaging refers to the container or wrapper that holds a product or group of products (Vidales, 1995). Packaging plays the important role as the sales tool in promoting the product to the ultimate consumer (Peng, 2012). Additionally, packaging is one of the medium in attracting consumer attention in purchasing a product. Hence, it is treated as one of the most influential factors concerning consumer purchase decision. According to Ghosh (2016), aesthetic elements of packaging in competitive market have occupied the important and unique position in delivery product to consumer. Thus, it has become the important tool of differencing product from the similar kinds of product that already exist in the market.

The first thing that a consumer encounter at a retail store is the packaging, thus an appropriately designed of packaging could boost up sales and build brand equity (Adam & Ali, 2014). According to Wang & Chou, (2010), there are more than two elements needed in packaging to deliver its message to consumers which include the product image, brand name, the shape of the packaging and its color. Packaging is considered to be the less expensive and an effective tool in marketing communications (Keller, 2009). To create competitive advantages a firm should include packaging as a creative marketing tool and not just a product strategy (Rundh, 2013). In general, packaging is not only for protecting, holding, and preserve a product, but it is also as agent of communication, marketing strategy and as a tool of seduction on purchasing. In this study emphasis will be given on packaging components.

### **2.3 Functions and Objectives of Packaging**

The function and objectives of packaging, according to Munnelly and Coleman (2009) included containment, providing information on a product, preservation, protection, convenience for handling and finally for sales purpose.

#### **i. Containment**

The kind of packaging needed to contain a product depends on the physical form of the product and the nature of the product itself. Products come in all shapes and sizes and they also react in different ways to their surroundings. For example, a corrosive or acidic chemical needs to be contained in a pack that does not allow the chemical to leak, react with its surroundings, react with packaging or become contaminated. All need to be considered before designing or modifying the type of packaging used.

## **ii. Providing information on a product**

This means communicating information on a pack to a consumer. As well as helping to identify and market the product, there may also be legal requirements as to the information a pack must contain. These vary from industry to industry, depending on the nature of the product being packaged. Information on how to use, transport, recycle, or dispose of the package or product is labeled on the package too.

## **iii. Preservation**

The preservation function in this context means stopping or inhibiting chemical and biological changes. The most common examples would be extending the shelf life of a food and beverage product beyond its natural life, or maintaining sterility in food and beverage or medical products. Preserving a product requires understanding of the conditions beyond which unacceptable deterioration may occur. Therefore limits must be established so that packaging can be designed to preserve a product to an acceptable level within these limits.

## **iv. Protection**

The protection function in this context means guarding against physical damage.

This could arise through shock, vibration or compression damage. Although corrugated cardboard boxes used for distribution packaging is the most recognizable example of protection against these hazards, there are many other pack types that could be employed to protect against physical damage. For example, paper pulp moulded packaging or plastic blister packaging can act as tension absorber and used as a cushion of a product. Protection of the products enclosed in the package from shock, vibration, compression, temperature, and others. For barrier protection, packaging act as a barrier from oxygen, water vapour, dust and others too.

**v. Convenience for handling**

This means all aspects of the movement and use of the product from the packaging line to final use and disposal. Handling a single product, groups of products and pallet loads packaging must be considered, as well as various transport methods, handling techniques, and storage conditions.

**vi. Sales**

As communicating factual information tool, a packaging must be designed effectively in order to promote the contained product. This can be done by showing the product, using graphics, branding the product name or the company that manufactures it, as well as using attractive pack shapes, colour, designs, etc. These complementary skills are normally the preserve of the sales and marketing team. In addition, to offering functional information about product identity and use packaging also serves a promotional purpose. It needs to grab and hold the consumer's attention and involved them with the product. It has been suggested that packaging may be the biggest medium of communication for three reasons (Peter, 1994): its extensive reach to nearly all purchaser of the category; its presence at the crucial moment when the purchase decision is made; and the high level of involvement of the user makes the packaging an essential element in branding, both in the communication of brand values and as an essential part of the brand identity (Connolly and Davidson, 1996).

## **2.4 Components of Packaging Design**

A package outlook contained many components which represent brand and package attributes. There were many different classification of packaging attributes found from the previous research. These studies mainly focused on analyzing the effectiveness of some key components of packaging in order to build the bridge of communication with customers.

### **i. Graphics**

Silayoi and Speece (2004) believed that the lack of graphics in package will decreased the sales. As well as good appealing graphics will influence consumers to purchase and increased the sales as much as possible. For example, a vivid picture on the packaging generates consumer attention by breaking through the competitive clutter (Silayoi & Speece, 2004). Fulfilment, The, For, & Degree, (2014) said that a picture is worth a thousand words. Lynsey Hollywood (2013) mentioned that packaging can create interest of consumer for the product if the product packaging has different images. According to Wells et al., (2007) over 43 per cent of consumers claim to use the pack photography as an indication of product quality .The overall design also plays a vital role in attracting the consumer because mostly the children of 10-18 years are so sensitive to the design of wrapper. Vila and Ampueri (2006) conclude that packaging images safe guarantee product and upper class product are associated with pictures showing on the product. Thus, graphic contribute in attracting consumer by helping them to make the decisions to purchase immediately.

### **ii. Colour**

According to (Deliya & Parmar, 2012), certain colours set different moods and can help to draw attention, thus it plays an important role in consumer's decision process. While Labrecque, Patrick, and Milne (2013) emphasized that colour is a visual perceptual property that is derived from the reflection of light. Mai, Symmank, & Seeberg-Elverfeldt, (2016) mentioned colours are characterised by the light's wave-lengths that are perceived by the human eye (the visible light ranges from 400 to 700 nm). As a result of studies by Balsamand Gallistel (2007); Labrecque, Patrick, and

Milne (2013), colours are often occur in environment especially when shopping, thus consumers have established close associations with specific colours. For example, individuals have learned that red objects require attention as the discount label (Puccinelli et al. 2013). According to Delaby, Balikdjian, and Pohl (2011); Garber, Burke, and Jones (2000); Kamal et al. (2016), consumers are differ in their perception of different package colours. Ahmad & Ahmad, (2015) had mentioned in their studies that consumers require products that directed to price through light, neutral colour, primarily white, and coloured package. As example, there are consumers who believed that red packaging colour was connected with safe and guarantee product. Meanwhile, Deliya & Parmar, (2012) said the bright color of packaging gave a fun feel and the contracting white on black is to focus attention. The most important thing is the right choice of colours to create the impression needed in order to influence the purchase intention of consumers (Fulfilment et al., 2014). Therefore, it is important to understand the consumers view on how the colour attribute to the purchase intention is important for food companies.

### iii. **Size & Shape**

Rundh & Rundh, (2016) mentioned that the design of size and shape of a visionary package can have many influences either from the inspiration of art or from the product history. Silayoi & Speece, (2004) emphasized that both the size and shape of packaging attract consumers' evaluations and decisions of purchase. In Addition, it is also associated to usability in terms of convenient to use and carry. The innovation in packaging shape could help the product appear more attractive by changing the shape to unusual container because it is more successfully competes for the viewer's attention than norm (Fulfilment et al., 2014). Changing the shape of product plays an important role in product differentiation and it will increase the profit of the food companies. Besides, Young, (2003) agreed that a unique shape as a very powerful weapon in differentiating a brand and conveying fun. According to (Ahmad & Ahmad, 2015), size do communicates and a large packaging communicates better quality. According to Smith & Taylor, (2004), in their research they concluded that a large cereal packages give the feelings of plentiful, expansive, energy giving food whereas a smaller pack may make the cornflakes seem heavy, solid, and not good. Packaging