

THE INFLUENCE OF PACKAGING ATTRIBUTES ON CONSUMER PURCHASE
DECISION OF FACE CLEANSING PRODUCT.

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DECLARATION OF ORIGINAL WORK

“I hereby declare that this project paper is the result of my own and independent work except the summary and experts that have been specifically acknowledgement”

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DEDICATION

I would like to dedicate the appreciation to my family members especially my parents Mr. Wee Wui Teck and Mrs. Gan Leng Choo who supported me from spiritually and financially, beloved supervisor, Mr. Kamarudin and panel Dr, NorHidayah who guided me throughout the research, friends and course mates that assisted me through the journey of research.

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Abstract

A product's packaging plays a crucial role in attracting consumers and also acts as a brand communication vehicle. Packaging attributes are considered to have an influence on consumer purchase decisions for face cleansing product. A product's packaging need to be designed well to convince consumers to buy it in the point of sale. In this study, the data were collected by using questionnaire from 150 respondents in Melaka, Malaysia that covered areas such as attributes of the packaging (colors, size, graphic and printed information) towards consumer purchase decision. The results of the analysis show that the packaging attributes have significant impact on the consumer buying decision of face cleansing product among young adult in Melaka, Malaysia. The results of this study provide exceptional judgment to face cleansing products marketers and manufacturers in the Malaysian market.

Keywords: Packaging, consumer, buying decision, face cleansing product, Melaka

Abstrak

Pembungkusan memainkan peranan penting dalam menarik konsumen dan juga bertindak sebagai alat komunikasi jenama. Sifat-sifat pembungkusan dianggap mempunyai pengaruh ke atas keputusan pembelian konsumen bagi produk pembersihan muka. Pembungkusan ini perlu direka dengan baik untuk meyakinkan pengguna untuk membelinya di tempat jualan. Dalam kajian ini, data yang telah dikumpulkan dengan menggunakan soal selidik daripada 150 responden di Melaka, Malaysia meliputi bidang-bidang seperti sifat-sifat bungkusan (warna, saiz, grafik dan informasi bercetak) terhadap keputusan pembelian pengguna. Keputusan analisis menunjukkan bahawa elemen pembungkusan mempunyai kesan yang besar ke atas pembelian perilaku konsumen dalam produk pembersihan muka di kalangan dewasa muda di Melaka, Malaysia. Hasil kajian ini memberikan pemahaman yang luar biasa pemasar dan pengeluar produk pembersihan muka dalam pasaran Malaysia.

Kata Kunci: Pembungkusan, konsumen, pembelian, produk pembersihan muka, Melaka

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LIST OF ABBREVIATIONS

ANOVA	=	Analysis of Variance
C	=	Colors
CPD	=	Consumer Purchase Decision
G	=	Graphics
PI	=	Printed Information
PSM	=	Project Sarjana Muda
S	=	Size
SPSS	=	Statistical Package for Social Science

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

A product's packaging is regarded as a key element in the situation when consumers make decision to purchase a product in a store. Marketing is defined as a form of communication between seller and buyers with the goal of selling their products or service. Sellers use some ways to market their products such as used an attractive packaging on their product in order to catch consumer's attention. Nowadays, packaging design of a product is considered as an important part of marketing and has developed into a communication tool in the market. Besides protecting the product from damage during storage and distribution, a product's packaging is also used to capture the potential buyers' attention, to affect consumers' willingness to buy and even to increase the acceptance of the product by consumers, once purchased (Cervera, 2003, chap1). A nice packaging design is defined as a fundamental part of successful business practice (Hassan, Lee et al., 2011). One of the products which have nice and attracting packaging design is face cleansing product. Therefore, a competitive advantage of a product such as face cleansing product is ability to capture the consumer's attention during the purchase decision moment in a marketplace.

There are many faces cleansing product available in Melaka, Malaysia such as Biore, Loreal, EverSoft, Nivea, Simple, Olay, and other brands. However, the researcher will focus on Biore as the face cleansing product which study in this research study. A face cleansing product such as Biore is defined as a facial care product that used to remove pollutants from the skin of the face such as make-up pollutants, dead skin cells, dirt and oil. Based on Mcalonan (2012), Biore is considered as one of the best face cleansing product with a reasonable price that used for problem skin. Nowadays, the advancement and technological development in the production and distribution of face cleansing products have cause many different type and brands of face cleansing product in the market. This may makes consumers to face difficulty in selecting which product to buy in the store. Therefore, face cleansing producers need to make their products differentiate from competitors by improving their product packaging design. Acting as an aid in the consumer purchase decision making process, consumers always look at the product's packaging (Hassan, Lee et al., 2011). A product's packaging act as a communication tool for consumers during the moment of buying a product in the store.

Researcher had identified high potential of the face cleansing product in Malaysia and realized that the innovation in packaging had become an essential strategy for competitive success and survival in the market. According to Rundh (2005), an attractiveness packaging design can change the product perception and create a new market position. A good packaging design plays a major role in attracting consumer attention and influencing consumer purchase decision. Therefore, this study is tried to examine the packaging of face cleansing product and the consumer.

1.2 The Importance of Product Packaging

In general, a product's packaging is identified as a container that used to hold, preserve, protect and facilitate the commercialization and handling of product (Hassan, Lee et al., 2011). A product's packaging is one of the factor that influencing consumer purchase decisions in a store. There are many different type of product's packaging in the market such as face cleansing product. In this research study, the researcher will focus on Biore as the face cleansing product. According to Olga and Natalia (2006), packaging elements are important in marketing as it acts for distinguishing items and attracting consumer attention in order to encourage them to purchase a particular product. There are four main packaging elements which are potentially affecting consumer purchase decision. They can be separated into two categories which are visual and informational elements. The visual elements consist of packaging graphics, packaging colors and packaging size. The informational element consists of the packaging printed information. So, the researcher will emphasis on the packing attributes of cleansing product in the buying process. Hence, for this research, the researcher feel that it is important to define the attributes of product packaging as mentioned above.

1.3 Consumer Attitude in Purchase Process

Consumer purchase behavior consists of a consumer's attitudes, preferences, purpose and intentions regarding the consumer's behavior in the marketplace when purchase a product or service. Consumer purchase decision always changed dramatically and influenced by many factors all the time. Consumers usually make their buy their goods according to their needs and wants. During the purchase process, a product's packaging play an important factor as it communicates to the consumer in a marketplace (Estiri et al., 2010). There were different consumer behaviours in the marketplace. Marketers can understand the market by understanding the consumer purchase attitude

and preferences when buying a product. So, it is important for researcher to enhance the study on the consumer purchase decision in a marketplace. Hence, for this research, the researcher feels that it is important to define the consumer purchase decision as mentioned above.

1.4 Problem Statement

A product's packaging is defined as the key element of marketing communication on consumers as it gets the consumers attention and they can relate to the product easily. The packaging of a product is used to protect a product, ease of use besides act as a marketing communication of a product. Packaging of a product seems to be one of the most important factors that stimulating impulse purchase decision in a market. Besides that, a product's packaging can affects the consumer perception in making their purchase decision on the face cleansing product. There are many different type of product's packaging in the market such as face cleansing product. In this research study, the researcher will focus on Biore as the face cleansing product.

Nowadays, consumers were hard to make a purchase decision of Biore face cleansing product due to there were so many available options in the market. Although consumers know the important of choosing the face cleansing product, but they still had difficulties in making a purchase decision. Before made a purchase decision on a product, most of the consumers would do a clear and deep research. However, the consumer purchase decision of every consumer was always changed in time. The purchase decision of a consumer will made based on the thinking and feelings from the experience and the actions they performed in a purchase process.

Therefore, it is important for researcher to identify which packaging attributes having the most influence against consumer purchase decision. There is a large volume of published studies describing the purchasing decision. However, there has been little agreement on how the visual elements of packaging attributes affect the consumer decision. So, this study is seeking to find out the variables between packaging attributes towards consumer purchase decision of face cleansing product where still less such study in Malaysia.

1.5 Research Objective

Based on this research, the researcher had found that several research objectives that have directly related to the research questions. The objectives of this research are as follow:

1. To identify the variables of packaging attributes and the consumer purchase decision of face cleansing product in Melaka.
2. To determine the correlation between packaging attributes and the consumer purchase decision of face cleansing product in Melaka.
3. To analyse the significance relationship between the packaging attributes and the consumer purchase decision of face cleansing product in Melaka.

1.6 Research Question

Based on this research topic, the researcher had discovered some related questions, which are as following:

1. Are there variables of the packaging attributes and the consumer purchase decision of face cleansing product in Melaka?
2. Is there a correlation between packaging attributes on consumer purchase decision of face cleansing product in Melaka?
3. Is there a significant relationship between the packaging factors on consumer purchase decision of face cleansing product in Melaka?

1.7 Scope

This research is mainly focus on packaging attributes that affect consumer purchase decision of face cleansing product in Melaka. Melaka is defined as the “History State” and is a popular tourism town in Malaysia. This could be many tourists from overseas as well as local tourists. Therefore, the researcher can get many target respondents in Melaka for doing the survey questionnaire. The targeted respondent for this research is young adult who using face cleansing product in Melaka. This study would identify the relationship between the attributes of the product packaging that would affect the consumer purchase decision on face cleansing product.

1.8 Limitation of study

There are two limitations which faced by the researcher in doing this research paper. One of the factors faced by researcher is time constraint. Data collection was a time-consuming task. The duration for doing this research study is insufficient for researcher to complete the research. The researcher has only given few months to obtain

more relevant information to do the research. Moreover, the study was only carried out at Melaka area but did not cover every state in Malaysia due to insufficient time.

Besides that, the other limitation in this research paper is it is hard to get an honest respondents when doing questionnaire due to social desirability. According McLeod, S.A. (2014), most people would like to present a positive image of them and they may not telling the true or hiding the truth to look good. For example, pupils would exaggerate revision duration. The accuracy of result may be affect. Furthermore, some of the respondents might fill in the questionnaires unwillingly; therefore it was not guaranteed that the answers from the respondents were totally accurate.

1.9 Significant of Study

Nowadays, a product's packaging is generally regarded as an essential component of our modern life style and the way business is organized (Kumar. M, 2006). Before integrate the attributes of a packaging into a product packaging design, the marketers must recognize the attributes of a packaging and their influence towards consumer's purchase decision in order to achieve effective communication goals and improve the uniqueness of a product packaging in a marketplace. This research study can helps in increasing the understanding of marketers on face cleansing product packaging attributes that affect consumer purchase decision. Besides that, the research findings also will help the face cleansing product's company to determine the significant packaging attributes that influence the consumer purchase decision on the face cleansing product. Moreover, this study is important since most of the previous packaging and consumer purchase decision studies were not locally-based (not Malaysia-based) and also not study about face cleansing product. So, this research study can help the company top management to take a corrective action to improve the company's performance by increase the level of consumer purchase decision on face cleansing

product. Moreover, this research can help the manufacturer of face cleansing product to get better understanding on how to design the product packaging to attract customer. Therefore, the response of this research study is able to reflect the Malaysian purchase decision on face cleansing product packaging attributes.

1.10 SUMMARY

In this chapter, it is structured as the introduction of the whole research. It introduces and explains about the topic of the study including the background of the study, the importance of packaging, consumer attitudes in purchase process, the research questions, research objectives, the problem statements, scope and limitation of study as well as importance of research.