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ANALYZE FOOD PRODUCT PACKAGING DESIGN THAT INFLUENCE
CONSUMER PURCHASE INTENTION

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The thesis is submitted in partial fulfillment of the requirements for the award of
Bachelor of Technology Management (High Technology Marketing)

Faculty of Technology Management (High Technology Marketing)

Universiti Teknikal Malaysia Melaka

JUNE 2018

DECLARATION

“I admit that this report is the result of my own, except certain explanations and passages where every of it is cited with sources clearly.”

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DEDICATION

This thesis is dedicated to my late father, Allahyarham Idris bin Ishak, whom I still miss everyday, my mother that nursing me with affections and love, my family whom I love very dearly, my beloved supervisor and panel who guided me through the research, my course mates and friends whom I love you all sincerely.

ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere appreciation to my parents Allaryarham Idris Bin Ishak and Siti Norbaya Binti Abd Jalil whom supported me from spiritually and financially.

I would also like to take this opportunity to thank my research supervisor Madam Azrina Binti Othman. Without her assistance and dedicated involvement in every step throughout the process, this research would never be accomplished. I would like to thank you very much for your support and understanding over these past one year. In addition I would like to thank Professor Madya Dr. Ahmad Rozelan Bin Yunus for his fruitful comments in my final year project construction.

Besides, I sincerely thanks to researchers that did their research paper an uploaded online. Although the topic of paper was different, but the theory and knowledge provided were helpful.

The appreciation is also extended to respondents whom spent time in answering my questionnaire. Last but not least, appreciation goes to those who involved either directly or indirectly towards this project. Hopefully, this report will be reference to the others in the future.

ABSTRACT

Packaging has become sales promotion tools and stimulator in creating consumer purchase intention. This phenomenon is due to changing in consumers' attitude and behavior dynamics. In the point of sales, packaging need to performs an important role in marketing communications because many consumers will look at a product in short period of time, so packaging need to be designed well enough to convince them buy your product in the short amount of time. For that reason, this study is conduct to analyze food product packaging designs that influence consumer purchase intention. The data will collects using questionnaire from 400 respondents in Melaka. The results of the analysis will show that among all the packaging design elements, color, shape, symbols and font which that have significant impact on the consumer purchase intention of food product. The results of this study will contribute remarkable conclusion to marketers and food product manufacturer in Malaysia market.

Keywords: Packaging design, consumer, purchase intention, food product

ABSTRAK

Pembungkusan telah menjadi alat promosi jualan dan perangsang dalam mewujudkan niat pembelian pengguna. Fenomena ini adalah disebabkan oleh perubahan sikap dan tingkah laku pengguna. Semasa proses jualan, pembungkusan perlu memainkan peranan penting dalam komunikasi pemasaran kerana ramai pengguna akan melihat produk dalam masa yang singkat, jadi pembungkusan perlu direka dengan baik untuk meyakinkan mereka membeli produk anda dalam masa yang singkat. Oleh sebab itu, kajian ini dijalankan untuk menganalisis reka bentuk pembungkusan produk makanan yang mempengaruhi niat pembelian pengguna. Data akan dikumpul menggunakan soal selidik daripada 400 responden di Melaka. Hasil analisis akan menunjukkan bahawa antara semua elemen reka bentuk pembungkusan, warna, bentuk, simbol dan fon yang manakah akan memberi impak besar kepada niat pembelian produk makanan. Hasil kajian ini akan menyumbang kesimpulan yang luar biasa kepada pemasar dan pengilang produk makanan di pasaran Malaysia.

Kata kunci: *Reka bentuk pembungkusan, pengguna, niat pembelian, produk makanan*

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LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
ANOVA	Analysis of Variance
C	Color
CPI	Consumer Purchase Intention
F	Font
H0	Null Hypothesis
H1	Alternative Hypothesis
S	Shape
SPSS	Statistical Package for the Social Sciences
W	Week
Y	Symbol

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will cover the background of study where the topic of the research is to analyze the food product packaging design that influence consumer purchase intention. In this chapter, it will briefly introduce what is food product packaging design and also consumers purchase intention. Besides that, this chapter will also illustrate the problem statement, research question, research objective, scope and limitation of study and also the important of research.

1.2 BACKGROUND OF STUDY

German Transport Information Service (2017) website states that protecting the product itself worked as essential function of packaging. Packaging helps to protect the products from damage and loss. Besides that, when there is a climate conditions for example humidity, temperature, precipitation and solar radiation, the products require protection from packaging.

It is also stated in this German Transport Information Service (2017) website that packaging also work as storage function. Packaging must fulfill storage function requirements for example when storage products, the packaging materials and packaging containers must able to be store in various region of locations. Next, packaging is use for loading and transports the products. Outcome on the efficiency of transport, managing and keeping of products is depending on product packaging itself. Packaging purposely need to be design to be easily handled and save space for keeping function.

Nowadays, product packaging has shifted to secondary function that work as marketing tools such as sales and promotional functions. According to Pohtam, Deka and Dutta (2016) hold the position that packaging had worked as sales promotional tool for the company itself.

Product packaging design element consists of structure, color, imaginary and font. Previous study made by Hassan, Lee and Wong (2012) that aim to analyze how the food product packaging attributes can influence consumer purchase decision. Result from this study had showed that packaging attributes could influence consumer purchase decisions.

According to Hassan, Lee and Wong (2012) state that nowadays, production and distribution of food has accepted advancement and technological development and as the result, the number and brand of food products available in market continue rising. This might raise the brand similarity within product classification, consequence from there, was that brands become alike and hard to differentiate from its' competitor, sense that when selecting brand to purchase consumer may face difficulty. Thus, food producers' products must be contradictory from their competitors. Therefore based on statement from Malaysian Investment Development Authority (MIDA) food industry is predominantly Malaysia owned conquered by small medium scale companies (SME). Processed food products in Malaysia were run notable foreign and Multinational Corporation (MNC) companies.

Research made by Hassan, Lee and Wong (2012) had suggest that only on analyze food product packaging attributes that influence consumer purchase intentions but for this study, researcher focus on food product packaging design that influence consumer purchase intentions. Researcher chooses food product packaging design because of innovation in packaging design can create competitive advantage and also become product attraction for consumers. It is proven by study made by Olawepo and Ibojo (2015) that today phenomena had force industrialists to produce their products in eye-catching approach that help consumer distinguish their products from competitor and also as instrument for attraction. Manufacturer had used packaging design as the tool to produce attractive packaging for grabbing consumer attention. The package product gave more competitive advantage when offering products to the end consumers.

Good packaging design is thought of as an extremely important part of business performance and consumer purchase intention. Therefore, this study will show how the product packaging design can help food manufacturer company gain consumer purchase intentions towards their products.

1.3 PROBLEM STATEMENT

According to Rezaei (2014) states that packaging of product became of the most sensitive and important attributes that can influence consumer. Packaging also can boost consumer to buy the product and play a supportive role to create purchase intention. Saghaeian (2013) further points out that nowadays; packaging design itself can give the companies competitive adantages compare to their competitor that produce same type of product category. Because of the market had saturated, marketer need to think out of the box in other to be one step ahead compare to their competitor. Marketer can used packaging design as one indicator for surviving in the market that had been saturated.

Abdalkrim and Hrezat (2013) stated that in increasing number of rival globally, had created product promotion is critical and product packaging can be more important as communication intermediate for the brand.

Previous study made by Mohammad Nejad (2014) had stated that day-by-day changing customer attitudes and behavior dynamics forces the company to follow consumer needs and wants. Good quality products with modern design and flexible, proportionate and consistent with consumer perceptions are requirement needed to be fulfilling by following consumer behavior dynamics and changing attitude. For developing innovative packaging design its command development from different angles and insightful.

1.4 RESEARCH QUESTIONS

This study was focused on the role of packaging characteristics and consumer purchase intention. Following questions was used as guided for this research:

1. What are the elements of food product packaging design that attract consumer purchase intention?
2. Which is the most influential packaging design element towards consumer purchase intention of food product?
3. What is the relationship between packaging design and consumer purchase intention when make buying decision of packaged food product?

1.5 RESEARCH OBJECTIVES

The research is basically to study the relationship between product packaging and consumer purchase intention. There is three (3) main objectives that has been highlighted in this research:

1. To study the elements of food product packaging design that attracts consumer purchase intention.
2. To investigate the most influencing packaging design elements towards consumer purchase intention of food product.
3. To analyze the relationship between packaging design and consumer purchase intention when making buying decision of packaged food product.

1.6 SCOPE OF STUDY

The aim of this research was to analyze food product packaging that influences consumer purchase intention. In this study, researcher has suggested four elements that related with the consumer purchase intentions toward food product packaging design. Those elements are color of the packaged, shape of packaging, symbols on packaging and font of the packaged. Researcher believed that these elements have strong relationship regarding the food product packaging design that influence consumer purchase intention.

1.7 LIMITATION OF STUDY

When conducted these study, several limitations had found by the researcher. Time limitations and geographical factor were the limitations for conducting this research. This research was only conducted in Melaka, Malaysia which was in small population due to researcher had faced time constraint in order to completed this research.

Besides that, when conducting this study, researcher had faced difficulty in accessing secondary information. Researcher had to pay in advance in order to read or access some journals, statistics and online reports. Next, researcher also struggle to search for journal because lack of previous researches regarding this study.

Lastly, the questionnaire distribute by hand and also online. When conducting online survey respondents will faced hard time to answer the questions because of not familiar with the meaning of questions or statement and researcher were not able to explain it. Some respondent may interpret the question or statement meaning differently and answered based on their understanding.

1.8 IMPORTANCE OF STUDY

The important of study are as follows:

- i. This research can become a guide for other researcher.
- ii. Research and development team can used this research in order for them to improve their food packaging design.
- iii. Marketer can know consumer feedback about their product packaging so in future; marketer can improvise their product packaging design.
- iv. For consumers, packaging can help consumers differentiate the product from another product.

1.9 SUMMARY

In this chapter 1, researcher had discusses about background of study and problem statements. Research questions and research objective are constructed based on problem statements. Besides that, scope of study, limitations of study and importance of this research also discuss in this chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

By using secondary data resources, researcher had reviewed about significant theories for this research in this chapter. It begin by introducing definition of marketing from there researcher got into marketing mix which that 4P's and focus on product packaging. Researcher then looks into element that make up packaging design. Those literatures on the influence of packaging design toward consumer purchase intention are reviewed and theoretical framework showed the relationships between these variables were presented too. In addition, the hypothesis formulated and specified at the end of this chapter. For more insight to understand with the topic of research, this chapter was organized in subtopics. In section 2.2, the definition of marketing is defines. In section 2.3 is about marketing mix. Section 2.4 briefed about the terms of product. In section 2.5, explain about packaging. Section 2.6 briefly explains about packaging design. Next, section 2.7, discussed about packaging design elements. 2.8 outlines about consumer behavior and section 2.9 reviewed about consumer purchase intention. Literature review continues by hypothesis generated in section 2.10. Last but not least, summary for the overall of chapter two was presented in section 2.11.