

**CONSUMERS' ACCEPTANCE ON AMPLANG
CRACKER PACKAGING DESIGN BY FEDERAL
AGRICULTURAL MARKETING AUTHORITY
(FAMA)**

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ABSTRACT

This research is compulsory for students in their final semester in Bachelor of Business Administration (Hons) Marketing. This research is on consumers' acceptance of Amplang cracker packaging design by FAMA around Kota Kinabalu, Sabah.

The first chapter contains the introduction and background of study, which include the scope of study, problem statement, and objectives of the research, research questions, and significance of study, limitation of study and definition of key terms used in this project paper.

The purpose of this study is to determine the level of consumers' acceptance on Amplang cracker packaging design by FAMA. It also attempt to find out the relationship between consumers' acceptance and Amplang cracker packaging. Apart from that, the research is trying to identify the ways in order to increase the Amplang cracker packaging.

The second chapter is the literature review. A lot of information was taking from reference books such as Marketing Research, Marketing Communication, and Strategic Marketing Management and so on that relevant and supporting to this study. Besides, FAMA website also was used in order to find out the information about Amplang cracker packaging design by FAMA. The purpose of these is to use the facts and information to relate to this study.