



INFLUENCES PACKAGING ATTRIBUTES TOWARD
PURCHASE INTENTION ON BAKERY PRODUCT'S
IN KOTA KINABALU CITY AREA

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ABSTRACT

These research focused on consumers whether they are aware of the influences of the packaging attributes toward purchase intention on bakery products. However, this research is also to determine does the model concept VIEW are influences to packaging attribute toward purchase intention. Thus, to investigate on whether consumer aware on the important of packaging specification before purchasing and identify whether the consumer are willing to change their attitudes along the problem arise such as instability of our country economic. Therefore, the study used the "VIEW" concept of packaging as the conceptual or theoretical framework to evaluate the influences packaging attribute toward purchase intention on bakery products. Meanwhile, using a survey of 115 respondents, convenience sampling methods were used to obtain data on consumer's retrials of packaging attributes in Kota Kinabalu, Sabah. Thus, the data were analysed using frequency distribution and multiple regression analysis procedures. The result from the study indicate that the "VIEW" concept of packaging is relevant and significant in the influence packaging attribute toward purchase intentions. The packaging Variables (visibility, information, emotional appeal and workability) in the "VIEW" concept explained about significant result with the visibility, emotional appeal and workability variables that indicate has influence packaging attributes toward purchase intention on bakery products. Eventually, the study recommends studying the "VIEW" concept variables along with other packaging and promotional variable, in orders to compare their relative contributions to purchase intentions.