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ABSTRACT

Proliferation in the marketing world has now established a strategy in influenced the selection of children's food products, namely the use of fun packaging. This has cause changing in children eating habits that now more to unhealthy eating habits. Therefore researcher has comes with the aims to investigate the factors in fun packaging that appeal to children attention in fun packaging of healthy food. Researcher are try to achieve the objective which is to assess the factors in fun packaging that appeal to children attention to healthy food, to understand the role of children in purchasing decision and last but not least to justify the result that can be implemented by marketers. These objectives have been successfully achieved by using the statistic measurement of open-ended response question, Linear Regression analysis, Descriptive analysis. Quantitative analysis was conducted in this research using 300 questionnaire distributed to children through non-probability sampling, convenience sampling, and open-ended response question which is done to 10 children. Most children acknowledge that they are fun packaging influence them in food selection however role in purchasing decision is on their parents and they have to obey and pursue with their parents decision. Since this study was conduct among children in the age of 7 to 11 years old, it carries the limitation of children's lack of cooperation in gathering an accurate data. Due to the output result, it shows that children are considering colour, visual and flavor in their food selection. Nevertheless, there are other factors that children considered in their food selection whereby should be included in the future research. This study is helpful to marketers by providing relevant reason for them to conduct the result in their packaging activities and soon to be able to get children's attention.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Density in the field of business today's have given much choice in consuming product to consumers and also increase competition between merchant. Now marketers realize that it is important for them to stand out from the crowd of their competence products to avoid being leaved far behind in the industry. Conscious of that, marketers suppose that they should look attractive, unique, and different from other products as it represent the contents so that users know that the product is worth to buy (Sara, 1990). Packaging plays a role in stimulating various mental images in consumer's mind and pulls them to purchase the product (Casvillas, 2007). From the previous research done by (Ahmed et al, 2005) sales of global packaged food increase 4.1 per cent to US\$1,254 in 2003. It indicates that sales volume capable to be increase by having packaging on food product.

According to (Gelperowic and Beharrell, 1994) today's technology has being supportive in improving packaging especially in designing fun packaging, create new shape and invent new flavour to give products child appeal. Previous research by (Assael, 1992) state that children has become the target by marketers because they believe that children can be influential in the purchase decision of family's groceries activities. Moreover, manufacturer has targeted their product to children because they believe that children's spending has influence 60 per cent of all parental expenditure by receiving about £11-12 spending allowance per week www.physorg.com (2004).