



اَوْنُوْ سِيْنِي تِيْكَوْلُوْ كِيْنِي مَارَا
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TITLE:

**EXAMINING PACKAGING FACTORS AS AN AESTHETIC
TOWARDS CONSUMER PURCHASE DECISION :
A STUDY TOWARDS 1MALAYSIA PRODUCTS KOTA KINABALU AREA**

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ABSTRACT

This is an exploratory research design conducted to examining the packaging factors as an aesthetic towards consumer purchase decision. This research conducted towards the 1Malaysia products which are the consumer in Kota Kinabalu area. About 306 questionnaire has been distributes based on the consumer that have been enter the shop all day. As we can see the packaging is very unimportant sense of the consumer at Kedai Rakyat 1Malaysia, because of the price are very cheap. But certain of consumer will make a packaging as an aesthetic towards their purchase decision. This study wants to identify the most factors of packaging that impact on consumer purchase decision. The data collected through structured questionnaires and have been interpreted by statistical analysis software of SPSS. This study will beneficial to future researcher and companies that interested to entering especially in the producing their new product. It will help to have better understanding on the factor of packaging towards consumer purchase decision especially on low involvement products.