



**LABELING OF FOOD PRODUCTS AND  
PURCHASE DECISION AMONG STAFFS OF  
PEJABAT PERBENDAHARAAN NEGERI  
SELANGOR FOR THE YEAR 2008**

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UNIVERSITI TEKNOLOGI MARA  
MELAKA**

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AMONG STAFFS OF PEJABAT PERBENDAHARAAN NEGERI  
SELANGOR FOR THE YEAR 2008**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**2008**

## DECLARATION OF ORIGINAL WORK



### BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

#### “DECLARATION OF ORIGINAL WORK”

I, NOOR SYAHIDAH BINTI SAADON, (I/C Number: 861231-43-6528)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 30 April 2008

## **LETTER OF TRANSMITTAL**

28 April 2008

The Head of Program,  
Bachelor of Business Administration (Hons) Marketing,  
Faculty of Business Management,  
Universiti Teknologi MARA,  
Kampus Bandaraya Melaka,  
Off Jalan Hang Tuah  
75300 MELAKA.

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "Labeling of Food Products and Purchase Decision Among Staffs of Pejabat Perbendaharaan Negeri Selangor for the Year 2008" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,



**NOOR SYAHIDAH BINTI SAADON**  
2005639551  
Bachelor of Business Administration (Hons) Marketing

## **ABSTRACT**

Label in a product is important as it is used by the consumer to refer what are the advantages or even the disadvantages they get if they take the food. This research is about the labeling and purchase decision among staffs of Pejabat Perbendaharaan Negeri Selangor. This research is to identify whether there is a significant relationship between the labeling and the purchase intention with brand, nutrients, halal logo, ingredients, and expiry date.

The survey is conducted at Shah Alam. The sample size for this study is 117 staffs but only 80 staffs had respond to the questionnaire. Data obtained using two methods which is primary and secondary data. Respondents are required to answer the questionnaires that include the statements regarding the customer awareness towards food labels. Once the necessary data has been collected, the data will be analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 11.0 has been used to summarize the data. The results are in the form of reliability testing, frequency, cross tabulation and correlation. Based on this research, the result indicates that there are significant relationships between customer awareness towards food labels. Even though they are aware of the factors but they are not intending to make a purchase. Maybe there are many other factors that most influence the purchase intention.