



**THE IMPACT OF PACKAGING ELEMENT TOWARDS
CUSTOMER PURCHASING BEHAVIOR FOR AGROMAS PRODUCTS**

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BANDARAYA MELAKA**

JUNE 2014

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY OF MARA
MELAKA CITY CAMPUS**

JUNE 2014

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA, MELAKA
“DECLARATION OF ORIGINAL WORK”**

I, AMIR HAZIQ BIN ZAINI, (I/C Number: 910316-04-5209)

Hereby, declare that,

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas and is 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: June 30th 2014

LETTER OF SUBMISSION

June 30th 2014
The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
University Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
73500 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE IMPACT OF PACKAGING ELEMENT TOWARDS CUSTOMER PURCHASING BEHAVIOR FOR AGROMAS PRODUCTS FAMA MELAKA YEAR 2014”** fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The research of the impact of packaging towards Agromas product provided by Federal Agricultural Marketing Authority has conducted. The Agromas product cannot be exist without customer. As such, the customer must be the central focus of the organization. This research has been determined whether the element of packaging will give affect toward customer purchasing behavior for Agromas product. In this study, the researcher collects the information from the primary.

Objective research conducted because to help FAMA Melaka to improve the packaging of Agromas product and to increase the profit of the company. Other than that, the research conducted also to study the level of customer purchase behavior towards Agromas product. In addition the research is to know the relationship between packaging elements and customer purchase behavior, to investigate the most influence factor and lastly to give recommendation on how to improve the packaging elements for Agromas product.

Research also makes observation from website and questionnaire from customer. Besides that, research also used journal, articles and also text book as a secondary data in order to collect all the data. This study will help the FAMA to identify their weakness instead of achieve the high level of customer purchasing behavior towards their packaging elements provided by them. Questionnaires has been distributed to 50 respondents however only 46 respondents reply for the feedback. The research has proved that there are relationships between the packaging elements towards customer purchase behavior. The most influence packaging element is packaging materials. In conclusion the most important packaging element provided by FAMA has been identified because it can improve their productivity, service and also gain more profit.