



**PACKAGING ATTRIBUTES THAT AFFECT CONSUMER BUYING
BEHAVIOR ON GENERIC PRODUCT IN AEON BIG SUTERA UTAMA**

SUHAILI BIN MD TARMUDI

2011207442

MUHAMMAD AMNAN BIN RUSLAN

2011498612

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

BANDARAYA MELAKA

JULY 2014

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SUHAILI BIN MD TARMUDI

2011207442

MUHAMMAD AMNAN BIN RUSLAN

2011498612

**Submitted in Partial Fulfillment of the Requirements for the
Bachelor of Business Administration with Honours (Marketing)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

BANDARAYA MELAKA

JULY 2014

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

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UNIVERSITY TEKNOLOGI MARA

MALACCA CITY

“DECLARATION OF ORIGINAL WORK “

I, **SUHAILI BIN MD TARMUDI**, (I/C Number: **910715-01-5963**)

AND

I, **MUHAMMAD AMNAN BIN RUSLAN**, (I/C Number: **911216-14-5303**)

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: *Suhaili Tarmudi*

Signature: *Amnan Ruslan*

Date: 4 JULY 2014

LETTER OF SUBMISSION

Mr. Koe Wei Loon
Lecturer of UiTM Campus Bandaraya Malacca City
Faculty of Business Management
University Teknologi Mara
110, Off Jalan Hang Tuah,
75300, Melaka

Dear Mr,

SUBMISSION OF PROJECT PAPER

Here is the research project paper titled “**PACKAGING ATTRIBUTES THAT AFFECT CONSUMER BUYING BEHAVIOR ON IN-HOUSE NON-FOOD PRODUCT**” that been research in order to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank You.

Yours sincerely,

Suhaili Tarmudi

SUHAILI BIN MD TARMUDI
2011207442
Bachelor of Business Administration
(Hons) Marketing

Yours sincerely,

Amnan Ruslan

MUHAMMAD AMNAN BIN RUSLAN
2011895528
Bachelor of Business Administration
(Hons) Marketing

ABSTRACT

This research is mainly focus on the packaging elements that influence consumers buying behavior towards Aeon Big house brand. The objective of this study is to determine the level of consumer buying behavior and to study the affect of packaging attributes (design, colour, material, labeling) on consumers buying behavior at Aeon Big Sutera Utama, Johor Bahru. From the result of this research will shows that whether the respondents agree or disagree that packaging attributes such as design, colour, material and labeling does influence their buying behavior. Therefore, this research has been set up and been carried out to test and reveal the answer of this research objectives. Since the data of consumers in Aeon Big are private and confidential, a convenience sampling method has been used to distribute the questionnaire. A total of 20 pilot test surveys and 300 questionnaires have been distributed where from 300 distributed questionnaire, only 285 been able to collect back and 263 has passed the data cleaning process. From the 263 questionnaire obtained, an analysis has been conducted by using SPSS system version 20 and SPSS system version 22 to carry out the data analysis and to find out whether the earlier hypothesis are supported or not and whether the research objectives has been achieved or not.