



**THE INFLUENCE OF FOOD'S PACKAGING ELEMENTS TOWARDS CUSTOMER
BUYING BEHAVIOR FOR SMALL AND MEDIUM ENTERPRISE**

WAN MUHAMMAD HANEEF BIN WAN MOHD SALLEH

2012835526

NURUL FARHANA BINTI SARDIMIN

2012271564

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UITM KAMPUS BANDARAYA MELAKA

JUNE 2015

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WAN MUHAMMAD HANEEF BIN WAN MOHD SALLEH

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NURUL FARHANA BINTI SARDIMIN

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

FACULTY OF BUSINESS MANAGEMENT

UITM KAMPUS BANDARAYA MELAKA

JUNE 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”**

I, WAN MUHAMMAD HANEEF BIN (I/C Number : 900617-14-5933)
WAN MOHD SALLEH

I, NURUL FARHANA BINTI SARDIMIN (I/C Number : 920916-01-5352)

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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledgment.

Signature: _____ Date: _____

Signature: _____ Date: _____

LETTER OF SUBMISSION

30th June 2015

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.

Hereby, we are the students of BM220 6A will submit our final report of MKT 669 project paper entitled **“THE INFLUENCE OF FOOD’S PACKAGING ELEMENTS TOWARDS CUSTOMER BUYING BEHAVIOR FOR SMALL AND MEDIUM ENTERPRISE”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Yours faithfully,

(WAN MUHAMMAD HANEEF BIN
WAN MOHD SALLEH)

2012835526

Bachelor of Business
Administration (Hons)
Marketing

(NURUL FARHANA BINTI SARDIMIN)

2012271564

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Administration (Hons)
Marketing

ABSTRACT

The research of the important of food packaging that influence customer buying behavior. This research we focus on small and medium enterprise (SME) product on food packaging. This research has been conducted to determine the elements of packaging does give an affect towards the customer buying behavior for SME product. In this study, the researcher collect the information from the primary and secondary.

Objective of this research is to help the SME Melaka to improve the packaging product and increase the company profit. Other than that, the research also study the customer buying behavior towards the SME product. In addition, in this research also study the relationship between packaging element and customer buying behavior, to investigate the most influence factor and lastly is to give recommendation on how to improve the packaging for SME product.

The research also make observation from the website and questionnaire from the customer. Besides that, research also used journal, articles and text book as secondary data in order to collect the data for the study. This study help SME to identify their weakness instead of achieve the high level of customer buying behavior towards their packaging elements provided them. Questionnaires has been distributed to 152 respondent. The research has proved that there are relationship between packaging elements towards customer buying behavior. The most influence packaging element provided by SME has been identified because it can improve their productivity, service and also gain profit.