

**THE RELATIONSHIP BETWEEN CONSUMER BEHAVIOR AND  
FOOD LABELLING EFFECTIVENESS:  
MODERATING EFFECT OF CONSUMER MOTIVATION**



**RESEARCH MANAGEMENT INSTITUTE (RMI)  
UNIVERSITI TEKNOLOGI MARA  
40450 SHAH ALAM, SELANGOR  
MALAYSIA**

**BY :**

**PM Dr MAZNAH WAN OMAR  
AZFAHANE ZAKARIA  
MOHD NOOR MOHD ALI  
SYED MOHAMMED ALHADY B SYED AHMAD ALHADY**

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*PERPUSTAKAAN SULIAN BADLISHAH  
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Cawangan Kedah  
08400 Merbok Kedah.*

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**Prof. Dr Abu Bakar Abdul Majeed**  
Penolong Naib Canselor (Penyelidikan)  
Institut Pengurusan Penyelidikan  
Universiti Teknologi MARA  
40450 Shah Alam

Ybhg. Prof.,

**LAPORAN AKHIR PENYELIDIKAN "THE RELATIONSHIP BETWEEN  
CONSUMER BEHAVIOR AND FOOD LABELLING EFFECTIVENES:  
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Merujuk kepada perkara di atas, bersama-sama ini disertakan 2 (dua) naskah Laporan Akhir Penyelidikan bertajuk "THE RELATIONSHIP BETWEEN CONSUMER BEHAVIOR AND FOOD LABELLING EFFECTIVENES: MODERATING EFFECT OF CONSUMER MOTIVATION"

Sekian, Terima kasih

Yang benar,



**Prof Madya Dr Maznah Wan Omar**  
Ketua  
Projek Penyelidikan

## 5. REPORT

### 5.1 PROPOSED EXECUTIVE SUMMARY

Majority of consumers consider food labelling to be very important component of their lifestyle and regard nutrition as a positive attribute to the food products. Therefore, food labelling has to be informative and attractive in order to grab's consumer's attention. As such, labels are part of the information set used by consumers in making product-purchasing decisions.

The issue in this question is;

***What is the relationship between Consumer Information behaviour and Consumer Purchase Behaviour towards Food Labelling Effectiveness?***

This study only focuses on the Consumer Information Behaviour and Consumer Purchase Behaviour towards the Effectiveness of Food Labelling. Other factor which may have a bigger impact towards the effectiveness is not look into. Furthermore, this study attempts to present a snapshot of what is in the mind of the consumer in general view without any specific brand. The target population are consumers of 18 years to 45 years of age and we assume they do consume any canned food item which means that they are knowledgeable and are consuming the item at present. In terms of demographic profile of the respondents, no specific target for each particular group being placed since the respondents are sought on probabilistic approaches. In view of the target completion within short period of time and the purpose for internal study, we have identified two stores which are Giant and Tesco Sungai Petani as the area of the study. We will not hesitate to expand the scope of the area to the whole states in Malaysia upon completion of this study.