

UNIVERSITI TEKNOLOGI MARA

**The Design Issue of Local SME Food and Beverage
Product Labelling and Packaging:
Designers Versus Audience Perspectives**

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Thesis submitted in fulfilment of the requirements
for

Bachelor's degree (Hons) in Graphic Design

Faculty of Art & Design

February 2022

CONFIRMATION BY EXAMINER

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of University Technology MARA. It is original and is the results of my own work unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, University Technology MARA, regulating the conduct of my study and research.

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ABSTRACT

The purpose of this study is to study the current design issue of SME food and beverage product labelling and packaging in Malaysia. Packaging has become a vital means for a differentiating item, and it also can attract consumer attention. Packaging is now an important aspect in marketing and is treated as one of the most influential factors concerning consumer purchase decision at the point of purchase. Qualitative approaches through semi-structured interview were used as data collection. The results of the analysis show that among all the packaging attributes, information concerning the packaging and the shape of the packaging has a significant impact on the purchase decision of processed foods. Interestingly, attributes, such as graphics, size, colour, and material, were not significant in influencing the purchase decision of processed packaged foods.

Keyword – Consumer, Packaging and Labelling, Labelling, Malaysia food industry

ACKNOWLEDGEMENT

Firstly, I wish to thank God for giving me the opportunity to embark on my bachelor's degree and for completing this long and challenging journey successfully. My gratitude and thanks go to my supervisor Mrs Fatrisha Yussof. Thank you for the support, patience, and ideas in assisting me with this project. I also would like to express my gratitude to my family, mom, and dad for providing the facilities, knowledge, and assistance. Special thanks to my colleagues and friends for helping me with this project. Finally, this thesis is dedicated to the loving memory of my mother and dad. This piece of victory is dedicated to both of you. Alhamdulillah

TABLE OF CONTENT

CONFIRMATION BY EXAMINER	2
AUTHOR’S DECLARATION	3
ABSTRACT	4
ACKNOWLEDGENT	v
TABLE OF CONTENTS	vi
CHAPTER ONE: INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	7
1.3 Research Question	9
1.4 Research Objective	9
1.5 Significance of Study	9
1.6 Scope of Study	10
1.7 Conclusion	10
CHAPTER TWO: LITERATURE REVIEW	11
2.1 Introduction	11
2.2 Branding	11
2.3 Packaging	12
2.4 Perception	13
2.5 Conclusion	14
CHAPTER THREE: RESEARCH METHODOLOGY	15
3.0 Introduction	15
3.1 Research Approach	16
3.1.1 Data Collection	17
3.1.2 Interview Framework	18

3.1.3 Questionnaire	19
CHAPTER FOUR: ANALYSIS AND FINDINGS	21
4.0 Introduction	21
4.1 Demographic Analysis	
4.1.1 Respondent 1 Interview Discussions	22
4.1.2 Respondent 2 Interview Discussions	24
4.1.3 Respondent 3 Interview Discussions	26
4.1.4 Respondent 4 Interview Discussions	28
4.1.5 Respondent 5 Interview Discussions	32
4.2 Findings and Discussions	33
 CHAPTER FIVE: CONCLUSION	 36
5.0 Introduction	36
5.1 Conclusion	36
5.2 Limitations and Suggestions for Further Research	36
 REFERENCES	 37

CHAPTER ONE INTRODUCTION

1.1 Research Background

This research is about the use of Food and Beverage Packaging and labelling design in Malaysia. Nowadays if we go to any supermarket or buy any food and beverage product, we can see various products sold with its packaging which is various colours and has product labels. We can see labels placed on all products produced by large or small industries regardless of electrical goods, furniture, and food.

What is packaging and labelling? The wrapping or bottling of products to protect them from damage during transportation and storage is referred to as packaging. It aids in identifying, defining, and advertising a product while keeping it safe and marketable. – (Shika 5 2017) "Packaging refers to the process of preparing a product or commodity for storage and/or shipment." Blocking, bracing, cushioning, labelling, sealing, strapping, weather proofing, and wrapping are some examples." — (From the Business Dictionary). Packaging can be traced back to 1035, when a Persian visitor visiting Cairo marketplaces observed vegetables, spices, and hardware being wrapped in paper for buyers after they were sold. With the passage of time, attempts were made to utilise natural materials such as reed baskets, timber boxes, clay vases, woven bags, and so forth. The use of card board's paperboard boxes, on the other hand, dates to the nineteenth century.

Michigan State University was the first to offer a degree programme in "Packaging Engineering." Since then, there has been no turning back. The packaging sector has grown in prominence since it is the "packaging" that attracts the buyer's attention rather than the content.

In the early twentieth century, several types of packaging, such as Bakelite closures on bottles, transparent cellophane overwraps, and panels on cartons, revolutionised packing, enhancing processing efficiency and improving food safety. New materials, such as aluminium and other types of plastic, were used into packaging as they were developed to increase performance and functionality. - (MacMillan Dictionary 2002)

The science, art, and technology of enclosing or protecting things for distribution, storage, sale, and use is known as packaging. Packaging also refers to the process of packaging design, evaluation, and production. In a nutshell, packaging is a technique for preparing commodities for transportation, warehousing, logistics, sale, and end use. Packaging is thoroughly interwoven into government, business, institutional, industrial, and personal use in many countries. It contains, protects, preserves, transports, informs, and sells.

The presence of the product name on the label is the most crucial aspect of labelling. One of the most significant features that must be included on a product is its name, as consumers would be unable to identify the goods offered on the market without one. Second, there is a price tag on the goods, which is the second benefit of labelling. The price tag should be easy to read and understand.

The third benefit of labelling is that it indicates whether the goods sold have an expiration date. Consumers can tell which products can't be used and which can still be used by looking at the expiration date. The composition of the substance used to produce an object is the fourth importance of labelling. The fifth labelling is important since it informs consumers about the goods' approval status. One of the most significant requirements for becoming a member of a

product label is the presence of a halal logo. This can assist Muslims in making an informed decision about what food to eat on a regular basis. Furthermore, the sixth labelling requirement is that nutritional information contained in food-based goods be shown to make it easier for customers to compute the caloric value of the meal. The seventh labelling is very significant because it includes warning indicators. - (MacMillan Dictionary 2002)



Figure 1.0 Product Labelling

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
Calories 230	
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Figure 1.1 Product Labelling

Food and beverage industry has become part of the creative economy that can support the economy of the area and can make it as an icon of the local specialty. - (Johnson et al., 2017). However, there are many brands and packaging are not standard in many SME products. Moreover, SMEs are frequently encountered obstacle is the issue of capital. Product packaging is very important because it determines the success in marketing, serves as protective products facilitate distribution, as well as a marketing medium that demanded active and attractive packaging fulfilling the technical requirements. The packaging used to wrap the product called consumer pack. - (Morecroft, 2015; Sterman, 2000). While the packaging used to wrap consumer pack to make it easier to carry, displayed, and protect the delivery process is called transport pack.



1.2 Figure Packaging



1.3 Figure Packaging

1.1.1 The Attraction for Food & Beverage Through Packaging and Labelling

Food and beverage that comes in packaged forms has become an essential component of the modern lifestyle. - (Stermann, 2000). This is due to the greater demand for convenient, portable, easy-to-prepare meal solutions that lessen the hassles of grocery shopping and preparing a meal.

Consumer behaviour towards food packaging indicates certain trends in recent years. Consumers are now taking care to read the nutrition labels and seeking out products with health benefits. The influence of packaging and labels is very important for any type of product as well as non -food and beverage products. People are more interested in something that interests them to see the product. Attractive and non -hazardous packaging and labels are one of the interests that must be taken care of to attract customers to use the product. - Stermann, J. (2000). The results will guide managers to adopt an effective and appropriate packaging strategy for processed foods, which, ultimately, will help to improve brand recognition and sales of the processed food products.

A good packaging design is regarded as an essential part of successful business practice. Recently, there has also been an increasing trend of environmental concern in respect of packaging. Some governments have prohibited the use of harmful materials, and imposed requirements for packaging to be reduced, reused, or recycled. There are many interesting types of packaging that we can see in Malaysia. Among them are, packaging for food and beverage products.



1.4 Figure Food Packaging



1.5 Figure Beverage Packaging



1.6 Figure Packaging

1.1.2 The Element of Design in Packaging and Labelling

Effective packaging design understands consumers and allows them to satisfy themselves that they are making a rational decision, while still appealing to emotion, culture, and preferences. There are several important elements in a packaging and labelling. Here are six important elements of effective packaging design by Kevin Keating. First, it must make the brand and purpose clear. Even the most generic budget brands make their product and purpose clear, or else nobody will buy them because nobody will know what they are.

Next, should awaken emotions to consumer. Emotions are closely linked to memories, and brand packaging designs that provoke emotions are more memorable than those that do

not. – (Kevin Keatingthey). Precisely what those emotions are may vary. Some brands may appeal to consumers' sense of nostalgia, joy, or aspiration, for example. Related to Figure 1.4 food packaging it shows joy emotion because their use cartoon character on that packaging so it can attract people especially kids.

Furthermore, next element it must call attention to itself and should capture and call out benefits. It means that labels offer clear, concise information about the brand and product, including health benefits, company values, and packaging sustainability. Shapes, colours, orientations, and textures all play a role. Even brands that pride themselves on understated or elegant packaging designs often make those designs so that – (Kevin Keatingthey) are different from others and may stand out because of their understated or elegant nature.

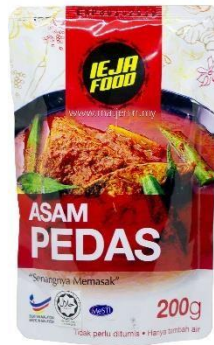
1.2 Research Problem

In this research found was about the use of inappropriate packaging and labelling from local SME product. The problem is there are still have SME local product that use packaging and labelling which does not meet the prescribed packaging and labelling standards. Local items have numerous flaws in terms of packing and labelling design. Packaging design serves as a communication tool for products and companies in a variety of ways. To compete with other major product makers, you must be inventive and original. Packaging design, according to Klimchuk and Krasovec, serves to enclose, protect, transport, dispense, store, identify, and differentiate a product in the market. Finally, the packaging design communicates the personality or function of the user's product, which solves the product marketing purpose in and of itself.

Food packaging has changed dramatically throughout the years, from serving as a protective barrier to becoming trendier and more useful for other uses. The materials used in packing have also advanced and gotten more complicated. There are various factors on product packaging that might entice customers and increase their purchasing intent (Olawepo & Ibojo, 2015). There are five primary package features that can influence client buying decisions, according to the Silayoi and Speece (2004) model and study (Silayoi & Speece, 2007). The visual and informative elements can be separated into two categories. The visual features of packaging are the graphic, shape, and size. It's frequently linked to the emotional aspect of the decisionmaking process. The information presented and the technologies employed in the product packaging are inextricably linked. It is frequently referred to as the cognitive side of decisionmaking.



Figure 1.7 Packaging Issue



1.8 Figure Packaging Issue



1.8 Figure Packaging Issue

1.3 Research Question

RQ1: What is the real design issue that SME product faced on labelling and packaging?

RQ2: How does labelling and packaging impacted the consumer?

RQ3: Why labelling and packaging is importance to create attention and engagement on the SME product?

1.4 Research Objective

RO1: To identify the issue that SME product faced on labelling and packaging

RO2: To give awareness to about labelling and packaging to consumer

RO3: To create an appropriate outcome about packaging and labelling

1.5 Significance of Study

Awareness of good and attractive packaging is an important thing to promote a product and it also can attract customers to continue using our products. Packaging is known to be the identity of a product. It is extremely important for your product to get noticed amongst the hundreds of other products available on the shelf. Packaging is an integral part of any Branding Strategy to glamorise a product in a way that would not only catch the consumer's attention, but also would be a great source of advertising. Packaging plays an important role educating the customer about the product; it's also like having a direct interaction with the brand.

The five main elements of packaging are Colours, Material, Visuals, Typography and Format. These elements help the consumers to relate to the brand easily and tend to have a high recall. The format of Packaging is designed in such a way that it attracts the attention of the consumer and can be easily spotted on the shelf. Format of packages largely depend on the products, keeping in mind the requirements and convenience of a consumer. So, packaging and labels are very important in design and to use. In the end, this research not only benefits shop owner but also the researcher both.

1.6 Scope of Study

Research focuses on the issue that SME product packaging and labelling need to be improved base on the packaging and labelling. This research will be conducted with the questionnaire and the researcher will identify the general knowledge on our design packaging and labelling through Designers versus Targeted Audience perspectives. Questionnaires were distributed across all social media platforms.

1.7 Conclusion

In conclusion, this chapter explain briefly ‘why’ this research should be conducted to analyse the issue of the Packaging and Labelling design for delivery party.

CHAPTER TWO LITERATURE REVIEW

2.1 Introduction

An overview of previous resources and research on the use of the Packaging and Labelling design will be conducted in this section. Then, this research is discussing several insights from branding, packaging, and perception.

2.2 Branding

Product could travel around the world if given enough time and venue. The use of the new media has given the best opportunities for brand owner to secure consumer loyalty. Understand the branding decisions firms make when they're developing new products. But what is a brand? A brand is a name, picture, design, or symbol, or combination of those items, used by a seller to identify its offerings and to differentiate them from competitors' offerings. Most companies didn't realize the importance of establishing a brand in a wholistic packages. – (Entrepreneur) All a brand's elements (logo, colour, shape, letters, images) work as a psychological trigger or stimulus that causes an association to all other thoughts we have about a brand.

The strength of a brand, measured by how often consumers buy and recommend the brand, is determined by the consistency of the different brand identity components.

Characteristics of the offering, such as pricing and quality, must support the brand's position. Branding must be able to give the total experience and kept the promises made by the brand owner. – (Entrepreneur) Brand and marketing must interrelate to drive the advancement of the products locally and globally. A strong brand must also be able to associate with any opportunities for its own benefit.

2.3 Packaging

Packaging designs play several roles as a communication tool for the products and brand. It needed to be creative and innovative to compete with other major producer of the products. Packaging design must function as the aesthetic means of communicating to people from all different backgrounds, interests, and experiences. – (MacMillan Dictionary 2002) Packaging must fulfil several important functions, including to protecting the product from damage and contamination during shipment, as well as damage and tampering once it's in retail outlets. Next, presenting government-required warning and information labels. Furthermore, communicating the brand and its benefits and preventing leakage of the contents is important on must fulfil packaging. Sometimes packaging can fulfil other functions, such as serving as part of an in-store display designed to promote the offering. - (Persian traveller 2012)

Good packaging design will assist in ensuring the success of a total package of a brand. Defining a good design would be very subjective because it is much related to the science of art. If a designer adds a design element simply to create depth or movement within his composition, that is reason enough. They have three type of packaging which is Primary packaging, Secondary packaging, and Tertiary packaging. – (MacMillan Dictionary 2002)

Primary packaging is holding a single retail unit of a product. Primary packaging can be used to protect and promote products and get the attention of consumers. Secondary packaging holds a single wholesale unit of a product. Secondary packaging is designed more for retailers than consumers. Tertiary packaging is packaging designed specifically for shipping and efficiently handling large quantities. – (MacMillan Dictionary 2002)

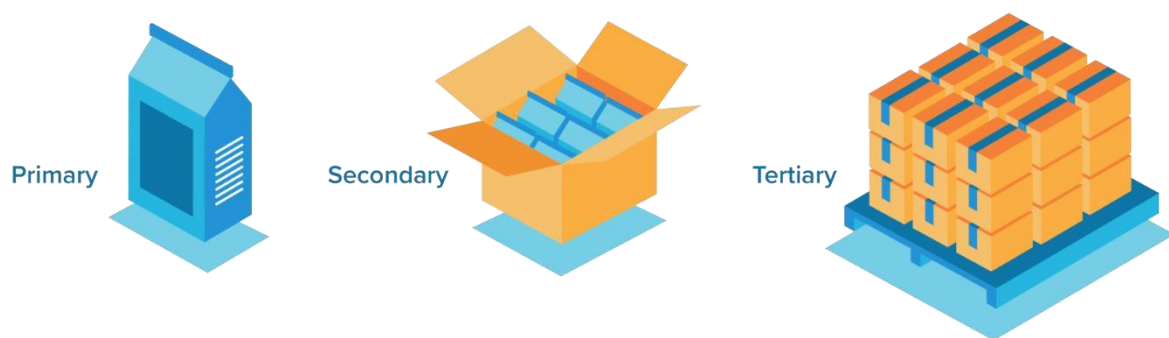


Figure 2.0 Type Packaging

2.4 Perception

Food package design that considers consumer perception is inherently more effective than packaging that does not. Interestingly, consumer perception is not merely melded by text in product labelling. Food package designers also must consider the way all aspects of their package design impact consumer perception. (Ramsay, 1983; McAlexander et al., 1993)

The views of the community are also very important in this regard because we can find out the opinions of the public. This can help us further improve the way we pack and design labels to attract customers. (Ramsay, 1983; McAlexander et al., 1993). Respondents would need to evaluate the scale of a same meaning or different words and visual provided. The dependent measure is a judgement on some scale where the ends of the scale correspond to “acceptable/not acceptable”, “natural/unnatural”, “grammatical/ungrammatical”, “good/bad”, etc. The words use by researcher must be chosen with high justification related to the pertaining topics and avoid biases for transparent results.

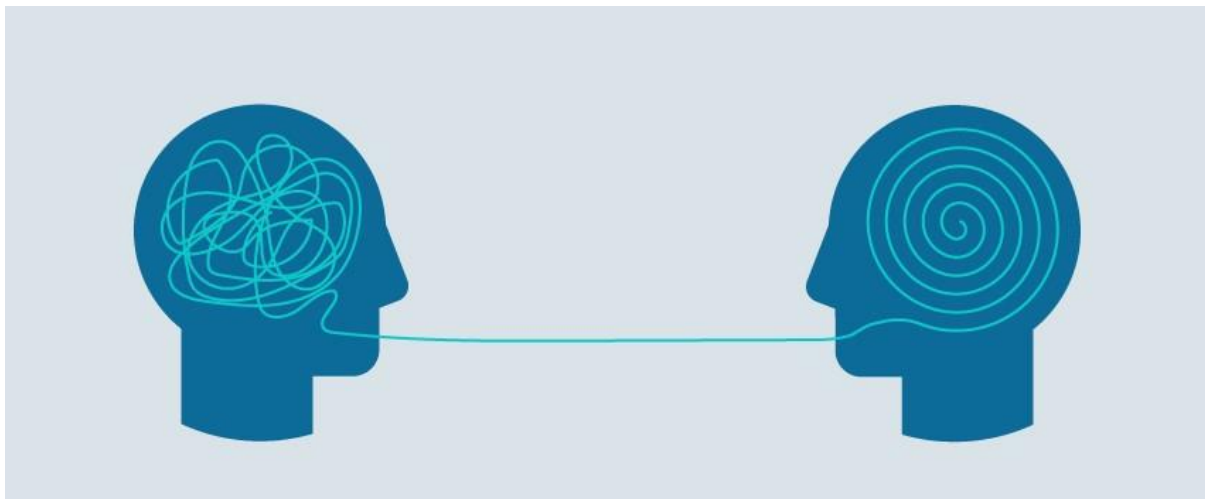


Figure 2.1 Perception

Hence our product, must be something that really solves the problem. The problem, in turn, is the problem that we impact because of empathy, together with the community, listening to exactly what their grievances are, what problems they are facing, what grievances they are voicing.

Thus, through the process of design thinking, we start a business not by having a product first, then draw up a plan to promote and market it. It's not wrong, but it's ineffective. If we do so, there may still be people buying, due to weak factors, and our products will most likely soon die in the market. Instead, we begin the process by identifying the problem and understanding the problem.

The problem is clarified so that it is clear, and we confirm it through the process of listening, asking, doing surveys so that it can really be proven that the problem exists and is shackled, rather than just our mere assumptions and conjectures. Confirming this problem is very important. It prevents us from wasting time, and making assumptions that are not only pointless, but even more unfortunate if it breeds unnecessary problems, the effect of assuming something does not exist.

2.5 Conclusion

In sum, so the use of good packaging is very important because it can give many types of opinions from the public. Designers and the public have different opinions about packaging and label design.

CHAPTER THREE RESEARCH METHODOLOGY

3.0 Introduction

This chapter 3 describes the methodology behind this research mechanism and method used to conduct the study. More information about the research approach, testing methodology, data collection methodologies, sample selection, and data analysis will be provided by the researcher during the interview. This chapter will go over all the data collection strategies used in this interview. The researcher's methodology for collecting data for this study is based on a purposive sampling. The goal of this research is to analyse and collect data on the locals. The purpose of the study is to determine the outcome of the respondent's interview about the current design issue of SME food and beverage product labelling and packaging in Malaysia.

This research has produced a research flow and identified an analysis on the methods and means of implementation after collecting all the data from interviews and literature from previous researchers.

The aim of the study was to find out the best way to label and package SME food and beverage products in Malaysia. The main data collection approach is an interview session using the Google Meet platform, WhatsApp's Video Call, face to face interview and data analysis will be done qualitatively.

A few questions will be given to identify the optimal way for SME food and beverage product labelling and packaging in Malaysia. This study will present two examples of approaches that are possible to draw attention to collect information in a clearer manner. Two of them are packing and labelling from two local SME product.

Phase 1

Collecting Data

Determine Scope of Study

Defining Research Problem

Identify Research Objectives



Phase 2

Developing Sampling Method

Developing Interview

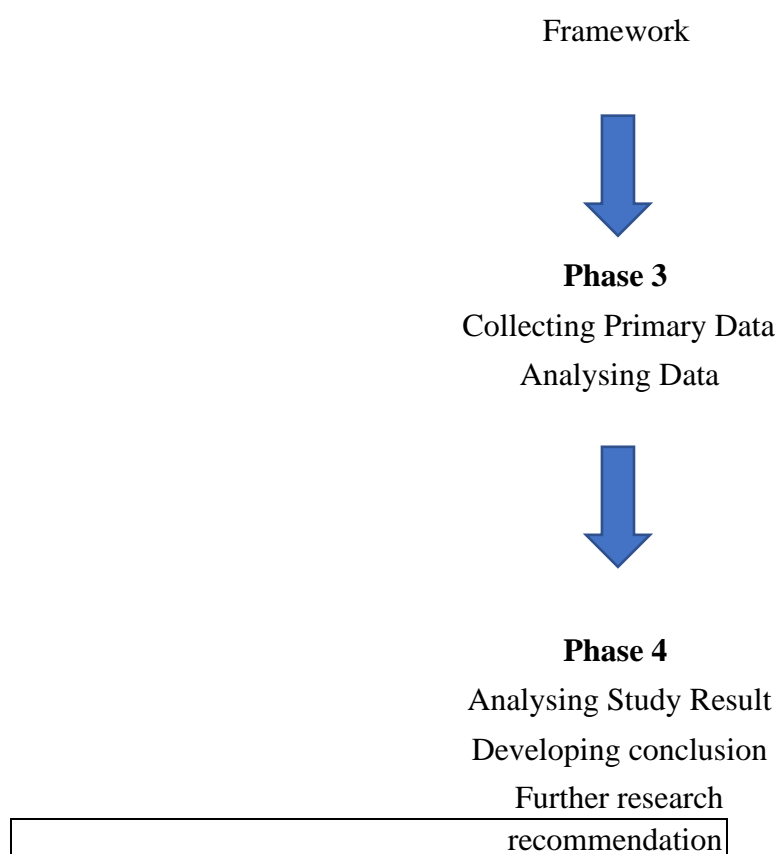


Figure 3.0 Research Flow

3.1 Data Collection and Sources

Primary data were the one types of data sources employed in this investigation. Focus point interviews with small groups of 18- to 30-year-olds regarding the best way to packaging and labelling difficulties yielded key data. Then, for primary data gathering, the most important comments from respondents will be used.

Sources of Data
<i>Primary Data</i>
Personal Interview

Table 3.1 Sources Data

3.3 Sampling

Product	Description
	Type: Bottle Packaging & Labelling Product: Sos Pencecah Merak Kelantan
	Type: Plastic Packaging & Labelling Product: Keropok Ikan
	Type: Plastic Packaging & Sticker Labelling Product: Pes Patin Tempoyak

3.3.0 Purposive Sampling

Purposive sampling (also known as judgement, selective, or subjective sampling) is a sampling approach in which the researcher chooses members of the population to participate in the study based on his or her own judgement. - (John Dudovskiy 2018) This method of sampling can be quite effective in instances where you need to get a specific sample rapidly and proportionality isn't a major consideration. Purposive samples come in seven different varieties, each suited to a different study goal by Ashley Crossman.

People between the ages of 18 and 30 who are exposed to purchasing SME products were chosen as the sample for this study. Purposive sampling was used in this study to select 5 persons between the ages of 18 and 30 to participate in the interview session.

3.4 Interview Framework

Section 1 (Knowledge of Packaging and Labelling)

Respondents will answer questions based on their personal experiences during this phase.

Section 2 (Opinion)

Respondents will answer questions based on their perceptions of the importance of packaging and labelling design in this phase.

Section 3: (The Best Approach for SME Packaging and Labelling product)

This phase gives a few examples of how to market to respondents. One of the samples must be chosen by each respondent. The goal of this phase is to figure out which approach is best for attracting the best SME packaging and labelling product.

Interview Questions

(Knowledge of Packaging and Labelling)

1. When purchasing a product, do you always pay attention to the labels and packaging? / *Apabila membeli produk, adakah anda sentiasa memberi perhatian kepada label dan pembungkusan?*
2. When purchasing a product, do you constantly consider the design of packaging and labelling design? / *Apabila membeli produk, adakah anda sentiasa mempertimbangkan reka bentuk pembungkusan dan reka bentuk pelabelan?*
3. Are you aware of the significance of labels and packaging in the production of a product? / *Adakah anda sedar tentang kepentingan label dan pembungkusan dalam penghasilan produk?*
4. Do you know the function of design and labelling on a product? / *Adakah anda tahu fungsi reka bentuk dan pelabelan pada sesuatu produk?*

(Opinion)

5. In your opinion, do you think the colour of a design will entice customers to buy the product? / *Pada pendapat anda, adakah anda rasa warna sesuatu reka bentuk akan menarik minat pelanggan untuk membeli produk tersebut?*
6. In your opinion, is it necessary, to provide crucial information on each product label? / *Pada pendapat anda, adakah perlu untuk memberikan maklumat penting pada setiap label produk?*
7. Whether the use of images such as photography, information, and infographics can have an impact on the production of a labelling? / *Sama ada penggunaan imej seperti fotografi, maklumat dan maklumat grafik boleh memberi kesan kepada penghasilan pelabelan?*
8. In your opinion, is the material used for labelling manufacture also highly significant to be emphasised? / *Pada pendapat anda, adakah bahan yang digunakan untuk pelabelan pembuatan juga sangat penting untuk dititikberatkan?*

9. In your opinion, do you think packaging and labelling design very important to inform consumers about a product and its benefits? / *Pada pendapat anda, adakah anda fikir reka bentuk pembungkusan dan pelabelan sangat penting untuk memaklumkan pengguna tentang sesuatu produk dan faedahnya?*

(The Best Approach for SME Packaging and Labelling product)

10. What are the most significant factors you consider when purchasing a product? / *Apakah faktor paling penting yang anda pertimbangkan semasa membeli produk? **

- Colour / *Warna*
- Visual Design / *Reka Bentuk Visual*
- Material / *Bahan*
- Typography / *Tipografi*
- Layout Information / *Maklumat Susun Atur*
- Packaging Design / *Reka Bentuk Pembungkusan*

11. Do you believe that a product's personality is defined by its visual look, such as colour, typography, graphics, and images, as well as its physical appearance, such as shape, size, and materials used? / *Adakah anda percaya bahawa keperibadian produk ditentukan oleh rupa visualnya, seperti warna, tipografi, grafik dan imej, serta penampilan fizikalnya, seperti bentuk, saiz dan bahan yang digunakan?*

12. Do you agree that typography plays an important role in clearly communicating product information? / *Adakah anda bersetuju bahawa tipografi memainkan peranan penting dalam menyampaikan maklumat produk dengan jelas?*

CHAPTER FOUR ANALYSIS AND FINDINGS

4.0 Result and Analysis

This chapter explains how the information from the interview session was analysed for participants aged 18 to 30 years old. A qualitative approach was applied to answer the research objectives, which is a research procedure based on predicted observation. The effectiveness of packaging and labelling as a key approach in SME food and beverage goods is emphasised in this study. In addition, as a solution to the research purpose, it looks for the optimum approach to packaging and labelling.

4.2 Demographic Analysis

The Malay race was represented in the interview session by five people. There are two stages to conducting an interview. The first step is to conduct an online interview session. The questions were created using the three sections that were provided. The first section is on packaging and labelling knowledge. The second section is about a point of view on the packaging and labelling issue. The Best Approach for SME Packaging and Labelling Product is covered in Section 3. The discussions lasted around 8 minutes apiece, and each respondent was expected to offer their interpretation based on the question supplied, using Google Meet, WhatsApp's video conference service, and a face-to-face interview.

I. Summary of Izzah Atirah Binti Sidi Hamad's Interview Session

Izzah Atirah Binti Sidi Hamad, 23, is the first respondent. Individual interviews were held on February 6, 2022, using WhatsApp's video call application. This respondent was chosen because she is one of my friends who I can contact and who is more willing to participate with me during the research process. This respondent tends to be knowledgeable about the subject and understand the importance of packaging and labelling on SME products in terms of knowledge and responses. This respondent is also responding positively. From a broad perspective, this respondent's responses are meaningful and fit the research's requirements.

4.2.1 Respondent 1 interview discussions

1. When purchasing a product, do you always pay attention to the labels and packaging? / *Apabila membeli produk, adakah anda sentiasa memberi perhatian kepada label dan pembungkusan?*

Answer: Yea saya perhatikan label dan pembungkusan supaya produk dalam keadaan baik

2. When purchasing a product, do you constantly consider the design of packaging and labelling design? / *Apabila membeli produk, adakah anda sentiasa mempertimbangkan reka bentuk pembungkusan dan reka bentuk pelabelan?*

Answer: Saya membeli produk yang memiliki label pembungkusan supaya ianya dalam keadaan baik

3. Are you aware of the significance of labels and packaging in the production of a product? / *Adakah anda sedar tentang kepentingan label dan pembungkusan dalam penghasilan produk?*

Answer: Saya sedar, kerana setiap produk kena ada label supaya pelanggan boleh tahu tentang kualiti dan kuantiti.

4. Do you know the function of design and labelling on a product? / *Adakah anda tahu fungsi reka bentuk dan pelabelan pada sesuatu produk?*

Answer: Mungkin

5. In your opinion, do you think the colour of a design will entice customers to buy the product? / *Pada pendapat anda, adakah anda rasa warna sesuatu reka bentuk akan menarik minat pelanggan untuk membeli produk tersebut?*

Answer: Ye sudah semestinya. Setiap reka bentuk ataupun warna ada gambaran nye dan keunikan nye.

6. In your opinion, is it necessary, to provide crucial information on each product label? / *Pada pendapat anda, adakah perlu untuk memberikan maklumat penting pada setiap label produk?* Answer: Ye sangat perlu untuk memastikan produk itu terjamin halal

7. Whether the use of images such as photography, information, and infographics can have an impact on the production of a labelling? / *Sama ada penggunaan imej seperti fotografi, maklumat dan maklumat grafik boleh memberi kesan kepada penghasilan pelabelan?* Answer: Yes

8. In your opinion, is the material used for labelling manufacture also highly significant to be emphasised? / *Pada pendapat anda, adakah bahan yang digunakan untuk pelabelan pembuatan juga sangat penting untuk dititikberatkan?*

Answer: Sangat penting dititikberatkan

9. In your opinion, do you think packaging and labelling design very important to inform consumers about a product and its benefits? / *Pada pendapat anda, adakah anda fikir reka bentuk pembungkusan dan pelabelan sangat penting untuk memaklumkan pengguna tentang sesuatu produk dan faedahnya?*

Answer: Saya fikir ia adalah penting kerana pelanggan akan tahu tentang kepentingan dan kualiti kuantiti yang ada di dalam produk

10. What are the most significant factors you consider when purchasing a product? / *Apakah faktor paling penting yang anda pertimbangkan semasa membeli produk? **

- Colour / *Warna*
- Visual Design / *Reka Bentuk Visual*
- Material / *Bahan*
- Typography / *Tipografi*
- Layout Information / *Maklumat Susun Atur*
- Packaging Design / *Reka Bentuk Pembungkusan*

Answer: Label dan reka bentuk pembungkusan

11. Do you believe that a product's personality is defined by its visual look, such as colour, typography, graphics, and images, as well as its physical appearance, such as shape, size, and materials used? / *Adakah anda percaya bahawa keperibadian produk ditentukan oleh rupa visualnya, seperti warna, tipografi, grafik dan imej, serta penampilan fizikalnya, seperti bentuk, saiz dan bahan yang digunakan?*

Answer: Yes

12. Do you agree that typography plays an important role in clearly communicating product information? / *Adakah anda bersetuju bahawa tipografi memainkan peranan penting dalam menyampaikan maklumat produk dengan jelas?*

Answer: Agree

II. Summary of Siti Nur Ainatasya Binti Mat Seman Interview Session

Siti Nur Ainatasya, 23, is the second respondent. Individual interviews were held on February 7, 2022, by face-to-face interview. This respondent was chosen because she is one of my friends who I can contact and who is more willing to participate with me during the research process. This respondent tends to be knowledgeable about the subject and understand the importance of packaging and labelling on SME products in terms of knowledge and responses. This respondent is also responding positively. From a broad perspective, this respondent's responses are meaningful and fit the research's requirements.

4.2.2 Respondent 1 interview discussions

1. When purchasing a product, do you always pay attention to the labels and packaging? / *Apabila membeli produk, adakah anda sentiasa memberi perhatian kepada label dan pembungkusan?*

Answer: Yea betul

2. When purchasing a product, do you constantly consider the design of packaging and labelling design? / *Apabila membeli produk, adakah anda sentiasa mempertimbangkan reka bentuk pembungkusan dan reka bentuk pelabelan?*

Answer: Mungkin. Kerana bagi saya, saya tidak kisah sangat tentang perkara ini.

3. Are you aware of the significance of labels and packaging in the production of a product? / *Adakah anda sedar tentang kepentingan label dan pembungkusan dalam penghasilan produk?*

Answer: Sedar, kerana produk perlu mempunyai expired date dan ada label yang perlu ada.

4. Do you know the function of design and labelling on a product? / *Adakah anda tahu fungsi reka bentuk dan pelabelan pada sesuatu produk?*

Answer: Ye saya tahu, mesti ia berfungsi untuk menarik perhatian pelanggan

5. In your opinion, do you think the colour of a design will entice customers to buy the product? / *Pada pendapat anda, adakah anda rasa warna sesuatu reka bentuk akan menarik minat pelanggan untuk membeli produk tersebut?*

Answer: Saya rasa ia penting. Mengikut umur contohnya kanak-kanak mempunyai warna tertentu untuk menarik perhatian mereka.

6. In your opinion, is it necessary, to provide crucial information on each product label? / *Pada pendapat anda, adakah perlu untuk memberikan maklumat penting pada setiap label produk?* Answer: Sangat perlu, lebih lagi logo halal

7. Whether the use of images such as photography, information, and infographics can have an impact on the production of a labelling? / *Sama ada penggunaan imej seperti fotografi, maklumat dan maklumat grafik boleh memberi kesan kepada penghasilan pelabelan?*

Answer: Yea ia boleh memberikan kesan kerana ia dapat membezakan sesuatu produk

8. In your opinion, is the material used for labelling manufacture also highly significant to be emphasised? / *Pada pendapat anda, adakah bahan yang digunakan untuk pelabelan pembuatan juga sangat penting untuk dititikberatkan?*

Answer: Sangat penting. Jika menggunakan sticker sahaja mungkin akan menyebabkan masalah seperti sticker tersebut koyak

9. In your opinion, do you think packaging and labelling design very important to inform consumers about a product and its benefits? / *Pada pendapat anda, adakah anda fikir reka bentuk pembungkusan dan pelabelan sangat penting untuk memaklumkan pengguna tentang sesuatu produk dan faedahnya?*

Answer: Sangat penting

10. What are the most significant factors you consider when purchasing a product? / *Apakah faktor paling penting yang anda pertimbangkan semasa membeli produk? **

- Colour / *Warna*
- Visual Design / *Reka Bentuk Visual*
- Material / *Bahan*
- Typography / *Tipografi*
- Layout Information / *Maklumat Susun Atur*
- Packaging Design / *Reka Bentuk Pembungkusan*

Answer: Bentuk pembungkusan. Lagi menarik bentuk itu lagi menarik perhatian

11. Do you believe that a product's personality is defined by its visual look, such as colour, typography, graphics, and images, as well as its physical appearance, such as shape, size, and materials used? / *Adakah anda percaya bahawa keperibadian produk ditentukan oleh rupa visualnya, seperti warna, tipografi, grafik dan imej, serta penampilan fizikalnya, seperti bentuk, saiz dan bahan yang digunakan?*

Answer: Penting untuk lebih mengenal produk tersebut.

12. Do you agree that typography plays an important role in clearly communicating product information? / *Adakah anda bersetuju bahawa tipografi memainkan peranan penting dalam menyampaikan maklumat produk dengan jelas?*

Answer: Sangat setuju

III. Summary of Wan Anisa Nadia Binti Wan Mahmud Interview Session

Wan Anisa Nadia, 21, is the third respondent. Individual interviews were held on February 6, 2022, by google meet application. This respondent was chosen because she is one of my friends who I can contact and who is more willing to participate with me during the research process. This respondent tends to be knowledgeable about the subject and understand the importance of packaging and labelling on SME products in terms of knowledge and responses. This respondent is also responding positively. From a broad perspective, this respondent's responses are meaningful and fit the research's requirements.

4.2.3 Respondent 1 interview discussions

1. When purchasing a product, do you always pay attention to the labels and packaging? / *Apabila membeli produk, adakah anda sentiasa memberi perhatian kepada label dan pembungkusan?*

Answer: Yes

2. When purchasing a product, do you constantly consider the design of packaging and labelling design? / *Apabila membeli produk, adakah anda sentiasa mempertimbangkan reka bentuk pembungkusan dan reka bentuk pelabelan?*

Answer: Ye, kerana ia merupakan salah satu perkara yang wajib ada pada setiap produk

3. Are you aware of the significance of labels and packaging in the production of a product? / *Adakah anda sedar tentang kepentingan label dan pembungkusan dalam penghasilan produk?*

Answer: Sangat sedar

4. Do you know the function of design and labelling on a product? / *Adakah anda tahu fungsi reka bentuk dan pelabelan pada sesuatu produk?*

Answer: Ye, fungsinya dapat membezakan sesuatu produk dengan produk lain

5. In your opinion, do you think the colour of a design will entice customers to buy the product? / *Pada pendapat anda, adakah anda rasa warna sesuatu reka bentuk akan menarik minat pelanggan untuk membeli produk tersebut?*

Answer: Ye

6. In your opinion, is it necessary, to provide crucial information on each product label? / *Pada pendapat anda, adakah perlu untuk memberikan maklumat penting pada setiap label produk?* Answer: Sangat perlu

7. Whether the use of images such as photography, information, and infographics can have an impact on the production of a labelling? / *Sama ada penggunaan imej seperti fotografi, maklumat dan maklumat grafik boleh memberi kesan kepada penghasilan pelabelan?* Answer: Yea sangat dapat memberikan kesan dalam penghasilan produk

8. In your opinion, is the material used for labelling manufacture also highly significant to be emphasised? / *Pada pendapat anda, adakah bahan yang digunakan untuk pelabelan pembuatan juga sangat penting untuk dititikberatkan?*

Answer: Penting

9. In your opinion, do you think packaging and labelling design very important to inform consumers about a product and its benefits? / *Pada pendapat anda, adakah anda fikir reka bentuk pembungkusan dan pelabelan sangat penting untuk memaklumkan pengguna tentang sesuatu produk dan faedahnya?*

Answer: Sangat penting

10. What are the most significant factors you consider when purchasing a product? / *Apakah faktor paling penting yang anda pertimbangkan semasa membeli produk? **

- Colour / *Warna*
- Visual Design / *Reka Bentuk Visual*
- Material / *Bahan*

- Typography / *Tipografi*
- Layout Information / *Maklumat Susun Atur*
- Packaging Design / *Reka Bentuk Pembungkusan*

Answer: Warna dan reka bentuk pembungkusan

11. Do you believe that a product's personality is defined by its visual look, such as colour, typography, graphics, and images, as well as its physical appearance, such as shape, size, and materials used? / *Adakah anda percaya bahawa keperibadian produk ditentukan oleh rupa visualnya, seperti warna, tipografi, grafik dan imej, serta penampilan fizikalnya, seperti bentuk, saiz dan bahan yang digunakan?*

Answer: Percaya kerana ia dapat menarik perhatian pelanggan

12. Do you agree that typography plays an important role in clearly communicating product information? / *Adakah anda bersetuju bahawa tipografi memainkan peranan penting dalam menyampaikan maklumat produk dengan jelas?*

Answer: Setuju

IV. Summary of Noor Amirah Binti Sukri Interview Session

Noor Amirah, 21, is the fourth respondent. Individual interviews were held on February 7, 2022, by google meet application. This respondent was chosen because she is one of my friends who I can contact and who is more willing to participate with me during the research process. This respondent tends to be knowledgeable about the subject and understand the importance of packaging and labelling on SME products in terms of knowledge and responses. This respondent is also responding positively. From a broad perspective, this respondent's responses are meaningful and fit the research's requirements.

4.2.4 Respondent 1 interview discussions

1. When purchasing a product, do you always pay attention to the labels and packaging? / *Apabila membeli produk, adakah anda sentiasa memberi perhatian kepada label dan pembungkusan?*

Answer: Yea betul

2. When purchasing a product, do you constantly consider the design of packaging and labelling design? / *Apabila membeli produk, adakah anda sentiasa mempertimbangkan reka bentuk pembungkusan dan reka bentuk pelabelan?*

Answer: Apabila saya membeli sesuatu produk, saya akan lihat kepada reka bentuk produk

3. Are you aware of the significance of labels and packaging in the production of a product? / *Adakah anda sedar tentang kepentingan label dan pembungkusan dalam penghasilan produk?*

Answer: Seperti sesuatu produk, mesti kita nak tengok kandungan, bahan dan expired date jadi ia sangat penting

4. Do you know the function of design and labelling on a product? / *Adakah anda tahu fungsi reka bentuk dan pelabelan pada sesuatu produk?*

Answer: Saya tahu sesetengah produk mempunyai fungsi tersendiri

5. In your opinion, do you think the colour of a design will entice customers to buy the product? / *Pada pendapat anda, adakah anda rasa warna sesuatu reka bentuk akan menarik minat pelanggan untuk membeli produk tersebut?*

Answer: Penting, kerana warna akan menarik perhatian mengikut umur

6. In your opinion, is it necessary, to provide crucial information on each product label? / *Pada pendapat anda, adakah perlu untuk memberikan maklumat penting pada setiap label produk?* Answer: Ye, penting

7. Whether the use of images such as photography, information, and infographics can have an impact on the production of a labelling? / *Sama ada penggunaan imej seperti fotografi, maklumat dan maklumat grafik boleh memberi kesan kepada penghasilan pelabelan?* Answer: Penting

8. In your opinion, is the material used for labelling manufacture also highly significant to be emphasised? / *Pada pendapat anda, adakah bahan yang digunakan untuk pelabelan pembuatan juga sangat penting untuk dititikberatkan?*

Answer: Penting, kerana sesuatu bahan dapat menjamin ketahanan sesuatu produk tersebut

9. In your opinion, do you think packaging and labelling design very important to inform consumers about a product and its benefits? / *Pada pendapat anda, adakah anda fikir reka bentuk pembungkusan dan pelabelan sangat penting untuk memaklumkan pengguna tentang sesuatu produk dan faedahnya?*

Answer: Sangat setuju

10. What are the most significant factors you consider when purchasing a product? / *Apakah faktor paling penting yang anda pertimbangkan semasa membeli produk? **

- Colour / *Warna*
- Visual Design / *Reka Bentuk Visual*
- Material / *Bahan*
- Typography / *Tipografi*
- Layout Information / *Maklumat Susun Atur*
- Packaging Design / *Reka Bentuk Pembungkusan*

Answer: Tertarik pada dua maklumat iaitu, maklumat susun atur dan reka bentuk pembungkusan

11. Do you believe that a product's personality is defined by its visual look, such as colour, typography, graphics, and images, as well as its physical appearance, such as shape, size, and materials used? / *Adakah anda percaya bahawa keperibadian produk ditentukan oleh rupa visualnya, seperti warna, tipografi, grafik dan imej, serta penampilan fizikalnya, seperti bentuk, saiz dan bahan yang digunakan?*

Answer: Saya percaya produk tersebut dipengaruhi seperti yang disebut

12. Do you agree that typography plays an important role in clearly communicating product information? / *Adakah anda bersetuju bahawa tipografi memainkan peranan penting dalam menyampaikan maklumat produk dengan jelas?*

Answer: Sangat setuju

V. Summary of Tuan Amzar Firdaus Bin Tuan Su Interview Session

Tuan Amzar Firdaus, 25, is the fifth respondent. Individual interviews were held on February 7, 2022, by WhatsApp's video call application. This respondent was chosen because he is one of my friends who I can contact and who is more willing to participate with me during the research process. This respondent tends to be knowledgeable about the subject and understand the importance of packaging and labelling on SME products in terms of knowledge and responses. This respondent is also responding positively. From a broad perspective, this respondent's responses are meaningful and fit the research's requirements.

4.2.5 Respondent 1 interview discussions

1. When purchasing a product, do you always pay attention to the labels and packaging? / *Apabila membeli produk, adakah anda sentiasa memberi perhatian kepada label dan pembungkusan?*

Answer: Yea ia dapat menarik perhatian saya

2. When purchasing a product, do you constantly consider the design of packaging and labelling design? / *Apabila membeli produk, adakah anda sentiasa mempertimbangkan reka bentuk pembungkusan dan reka bentuk pelabelan?*

Answer: Saya akan membeli produk yang mempunyai pembungkusan yang cantik walaupun tidak tahu rasa produk tersebut lagi

3. Are you aware of the significance of labels and packaging in the production of a product? / *Adakah anda sedar tentang kepentingan label dan pembungkusan dalam penghasilan produk?* Answer: Sedar

4. Do you know the function of design and labelling on a product? / *Adakah anda tahu fungsi reka bentuk dan pelabelan pada sesuatu produk?*

Answer: Ye

5. In your opinion, do you think the colour of a design will entice customers to buy the product? / *Pada pendapat anda, adakah anda rasa warna sesuatu reka bentuk akan menarik minat pelanggan untuk membeli produk tersebut?*

Answer: Ye, kerana warna dapat memainkan peranan penting dalam sesebuah produk makanan dan minuman

6. In your opinion, is it necessary, to provide crucial information on each product label? / *Pada pendapat anda, adakah perlu untuk memberikan maklumat penting pada setiap label produk?* Answer: Sangat perlu

7. Whether the use of images such as photography, information, and infographics can have an impact on the production of a labelling? / *Sama ada penggunaan imej seperti fotografi, maklumat dan maklumat grafik boleh memberi kesan kepada penghasilan pelabelan?* Answer: Penting

8. In your opinion, is the material used for labelling manufacture also highly significant to be emphasised? / *Pada pendapat anda, adakah bahan yang digunakan untuk pelabelan pembuatan juga sangat penting untuk dititikberatkan?*

Answer: Ye, penting

9. In your opinion, do you think packaging and labelling design very important to inform consumers about a product and its benefits? / *Pada pendapat anda, adakah anda fikir reka bentuk pembungkusan dan pelabelan sangat penting untuk memaklumkan pengguna tentang sesuatu produk dan faedahnya?*

Answer: Sangat penting

10. What are the most significant factors you consider when purchasing a product? / *Apakah faktor paling penting yang anda pertimbangkan semasa membeli produk? **

- Colour / *Warna*
- Visual Design / *Reka Bentuk Visual*
- Material / *Bahan*
- Typography / *Tipografi*
- Layout Information / *Maklumat Susun Atur*
- Packaging Design / *Reka Bentuk Pembungkusan*

Answer: Warna, bahan dan reka bentuk pembungkusan

11. Do you believe that a product's personality is defined by its visual look, such as colour, typography, graphics, and images, as well as its physical appearance, such as shape, size, and materials used? / *Adakah anda percaya bahawa keperibadian produk ditentukan oleh rupa visualnya, seperti warna, tipografi, grafik dan imej, serta penampilan fizikalnya, seperti bentuk, saiz dan bahan yang digunakan?*

Answer: Percaya

12. Do you agree that typography plays an important role in clearly communicating product information? / *Adakah anda bersetuju bahawa tipografi memainkan peranan penting dalam menyampaikan maklumat produk dengan jelas?*

Answer: Ye, sangat setuju

4.3 Findings and Discussions

From overall analysis, this investigation has revealed numerous points of view that can be concluded as one of the answers to the challenges investigated. The first section indicates four questions about knowledge of packaging and labelling. All the respondents answer yes to the first question, indicating that they always pay attention to packaging and labelling design.

Based on question 2, analysis found that the respondent agrees with the statement that when they want to purchase a product, they constantly consider the design of packaging and labelling design first. Respondent five says that he will buy the product based on the design of packaging and labelling even he does not know the taste of the product.

Based on question 3, analysis found that majority of respondents say yes for the question which is the question is are you aware of the significance of labels and packaging in the production of a product? Based on respondent one, respondent one says she is aware of the significance of labels and packaging because label and packaging can make it known the quality and quantity of the product. Next, respondent two also is aware and says that it is important because we can know the expired date of the product.

Based on question 4, analysis found that respondents know about the function of design and labelling on a product. All the respondents know about the function of design and labelling on a product.

The second section indicates about opinion and has five questions. Based on question 5, every respondent has come out with answers respectively. Respondent 1 stated that yes because each design or colour has its own image and uniqueness. Furthermore, respondent two stated that she thinks it's important. According to age, for example, children have certain colours to attract their attention when they see the colour of the product. Next, respondent four stated that it is important, because the colour will attract attention according to age.

Based on question 6, is it necessary to provide crucial information on each product label? Respondent 1 and respondent 2 stated that yes it really needs to make sure the product is guaranteed halal. Furthermore, respondent 3, 4 and 5 stated that they agree that it is necessary to provide crucial information on each product label.

Based on question 7, whether the use of images such as photography, information, and infographics can have an impact on the production of a labelling. Respondent 1 and respondent

4 stated that its important and have impact on the production of a labelling. Furthermore, respondent 2 and respondent 3 stated that yes it can give an effect because it can differentiate a product and can give an effect in the production of a product.

Based on question 8, is the material used for labelling manufacture also highly significant to be emphasised. Respondent 1 stated that it is very important to emphasize. Next respondent 2 stated that it's very important. If you use the sticker only, it may cause problems such as the sticker being torn. Furthermore, respondent 4 stated that Important, because a material can guarantee the durability of a product.

Based on question 9, do you think packaging and labelling design very important to inform consumers about a product and its benefits. Respondent 1 stated that she thinks it is important because the customer will know about the importance and quality of the quantity that is in the product. Next, respondent 2,3,4 and 5 state that it is important to inform consumers about a product and its benefits.

Based on question 10, the most significant factors you consider when purchasing a product. First the colour, visual design, material typography, layout information and packaging design. Respondent 1 choose when she is purchasing a product, she considers labelling and packaging design. Next, Respondent 2 stated that packaging design. The more fascinating a shape is, the more attention it attracts. Respondent 3 choose when she is purchasing a product, she considers colour and the packaging design. Furthermore, respondent 4 choose when she is purchasing a product, she interested in two pieces of information, it is layout information and packaging design. Lastly respondent 5 he chooses colour, material, and packaging design. The conclusion is packaging design is more important when purchasing a product.

Based on question 11, do you believe that a product's personality is defined by its visual look, such as colour, typography, graphics, and images, as well as its physical appearance, such as shape, size, and materials used. All the respondents believe and agree with that.

Last question is question 12, do you agree that typography plays an important role in clearly communicating product information? All the respondents agree that the typography plays an important role in clearly communicating product information.

CHAPTER FIVE

CONCLUSION AND SUGGESTIONS

5.0 Summary

The final chapter reviews the research's general findings and identifies the mechanism by which the research objective that has been explored may or may not function. In conclusion, the interview sessions were held to determine the optimal technique for the design issue of local SME food and beverage product labelling and packaging: designers versus audience perspectives. Packaging design was as the focus to the research for several reasons, among of SME food and beverage product labelling and packaging. This research has come up with numerous research solutions as well as the benefits from research findings that are mentioned based on the overall analysis and findings.

One of them is material that have use for the packaging and labelling product is important when produce some food and beverage product. Use suitable material for food and beverage product may cause the product stay in good condition.

Aside from that, the visual design approach is another supporting tool that the majority of targeted respondents feel is highly useful for packaging and labelling SME products. This indicates that the use of font, colour, image or visual, and other graphic design components in labelling and packaging can help to attract customers to purchase the product.

Second, the use of colour in graphic design can be effective in attracting customers to purchase the product. This is because the usage of appropriate colour and design will give the goods a distinct brand identity. Since our sense of flavour is multimodal, people frequently identify, and judge meals and beverages based on numerous sources of product-related information.

Moreover, packaging and labels play a very important role in a product to promote the product and attract the attention of buyers. Overall, our findings demonstrate that consumer expectations of hedonic tastes and judgments in SME food and beverages are influenced by the colour and shape of container label design features. Our findings suggest that having a consistent label design boosts product liking and purchase intent.

5.1 Conclusion

In conclusion, the importance of packaging visual qualities in setting consumer sensory expectations and influencing the acceptance of SME food and beverage goods is highlighted in this study, which will be useful to SME food and beverage packaging designers. Future research is needed to better understand the psychological mechanisms that underpin the link between intrinsic product qualities like basic taste and external cues like packaging graphics.

To draw conclusions in more detail, it is very important to include a summary of the overall research questions and objectives of the study. The first research objective shows The Labelling and Packaging Design Issues of Local SME Food and Beverage Products: Designers Versus Audience Perspectives.

5.2 Limitations and suggestions for further research

There are certain limitations to this research. The researcher faces a few limits and limitations during the data collection process for this study. One of the most difficult aspects of this study was that a handful of individuals were unaware of the importance of label relevance on packaging. This issue places research limits on researchers, particularly those working in the fields of social and design, in terms of gathering the greatest sources of references. As a result, it is hoped that more conversations and literature on this subject will be published in the future.

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Food Quality and Preference

Volume 83, July 2020, 103902 Colour and shape of design elements of the packaging labels influence consumer expectations and hedonic judgments of specialty coffee Maísa M.M. deSousaaFabiana M.CarvalhobRosemary G.F.A.Pereira

How to Create the Best Labels and Packaging Using Color Psychology [Infographic]

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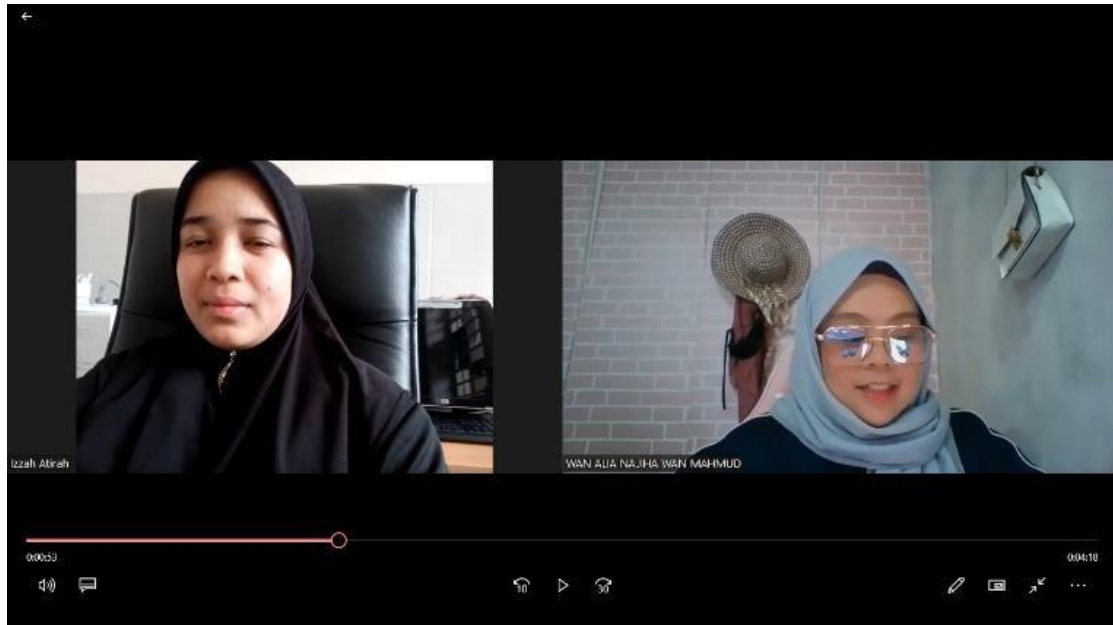
Packaging vs labelling

Posted By Terms Compared Staff | Jan 20, 2021

<https://www.termscompared.com/packaging-vs-labeling/>

APPENDICES

Respondent 1: Izzah Atirah Binti Sidi Hamad





Interview session through google meet

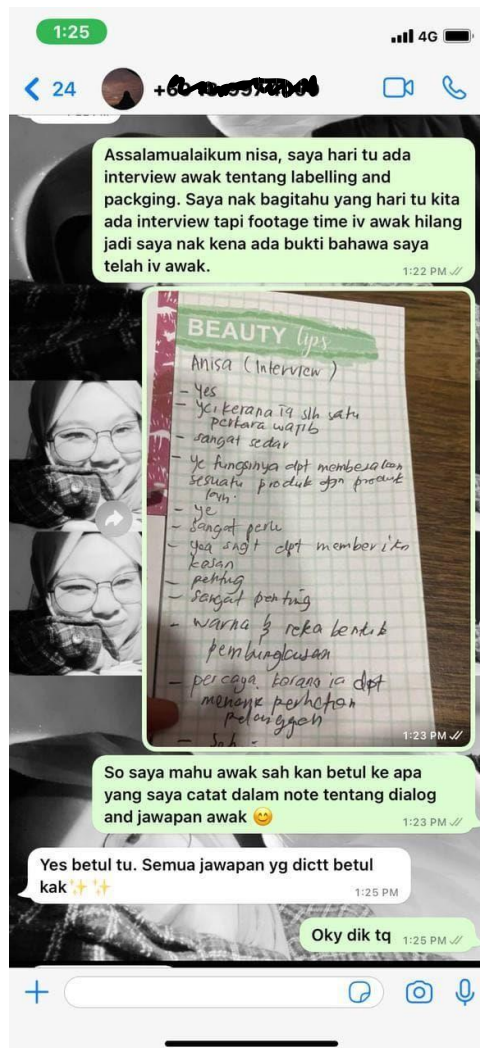
Respondent 2 : Siti NurAinatasya Binti Mat Seman





Interview session through face to face

Respondent 3: Wan Anisa Binti Wan Mahmud



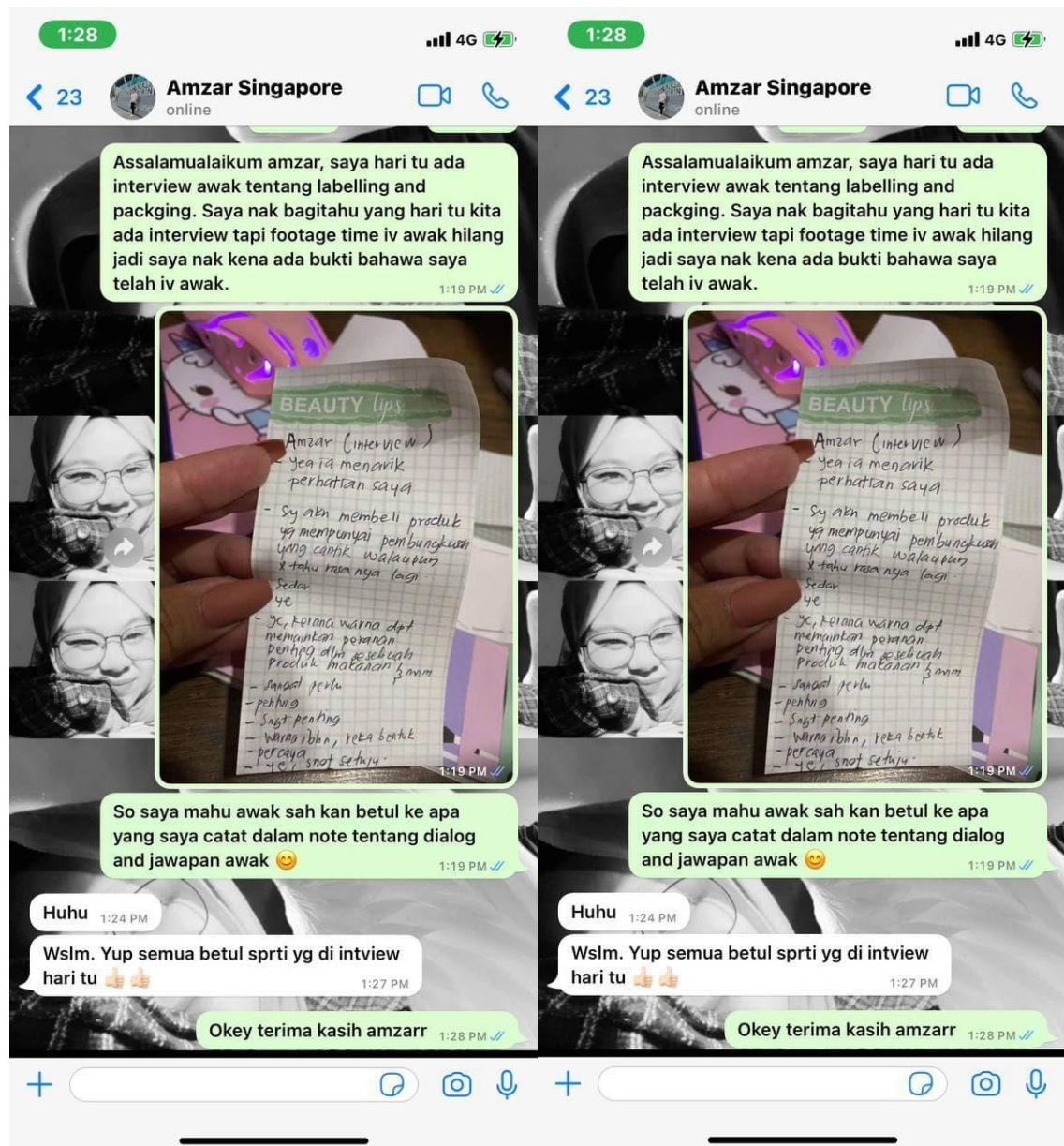
**Conversation evidence interview session through google meet Respondent
4: Noor Amirah Binti Sukri**





Interview session through face to face

Respondent 5: Tuan Amzar Firdaus Bin Tuan Su



Conversation evidence interview session through google meet