

**IMPACT OF PACKAGING TOWARDS CONSUMER
BUYING BEHAVIOR:
CASE STUDY FOR ACISB IN RAWANG**

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TABLE OF CONTENT	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x
CHAPTERS	
1. INTRODUCTION	
1.1 Background of Company	2
1.2 Background of The Study	4
1.2.1 Paper and Paper Products	5
1.2.2 Glass	6
1.2.3 Metals	7
1.2.4 Plastics	8
1.2.5 Labels and Trademarks	9
1.3 Problem Statement	11
1.4 Significant of the Study	12
1.5 Research Questions	12
1.6 Research Objectives	13
1.7 Theoretical Framework	13
1.8 Scope of The Study	15
1.9 Definition of Terms	15
2. LITERATURE REVIEW	
2.1 Introduction to Packaging	17
2.2 Visual Elements	19
2.2.1 Graphic Design	19

2.2.2 Size and Shape	21
2.3 Information Elements	21
2.3.1 Product Information	21
2.3.2 Technology	22
2.4 Consumer Buying Behavior	23
3. RESEARCH METHODOLOGY	
3.1 Introduction	28
3.2 Population	28
3.3 Sampling	28
3.3.1 Sampling Size	28
3.3.2 Sampling Frame	29
3.3.3 Sampling Technique	29
3.4 Data Collection Method	29
3.4.1 Primary Data	29
3.4.1.1 Structured Question	30
3.4.2 Secondary Data	30
3.4.2.1 Internal Data	30
3.4.2.2 External Data	30
3.5 Data Analysis and Data Interpretation Technique	
3.5.1 Reliability Testing	31
3.5.2 Frequency Distribution	31
3.5.3 Simple Correlation Coefficient	31
3.5.4 Cross Tabulation Analysis	31
4. ANALYSIS AND INTERPRETATION OF DATA	
4.1 Reliability Testing	34
4.2 Respondent Profile	34
4.3 Frequency Analysis	36

ABSTRACT

The importance of packaging is growing in competitive markets for packaged food products. This research utilized a convenience methodology which is mall intercept personal interview to understand consumer buying behavior towards food products and how packaging elements can affect their buying behavior. Four elements in packaging consisting of graphic design, size and shape, product information and technology will become the focus of this study.

The findings highlighting that product information plays a major role in influencing consumers to buy such product. Most respondents say they use label information when they need information regarding the nutritional facts and the ingredients of the product. The challenge for researcher is to integrate packaging into an effective buying decision model, by understanding packaging elements as important marketing communications tools. Future research is proposed and it should be conducted using a bigger sample size and additional element of packaging to see the impact on consumer behavior. Another aspect of consumer behavior other than attitude, motivation, perception and learning also should be identify to better understanding the impact of packaging towards purchasing behavior of the consumer.