



THE IMPACT OF FEAR APPEAL ON CIGARETTE
PACKAGING TOWARDS CONSUMER

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| | | | |
|-------------------------------------|--------------------------------|-----------------------|----|
| TITLE PAGE | | i | |
| DECLARATION OF ORIGINAL WORK | | ii | |
| LETTER OF SUBMISSION | | iii | |
| ACKNOWLEDGEMENT | | iv | |
| LIST OF TABLE | | v | |
| LIST OF FIGURE | | vi | |
| LIST OF ABBREVIATIONS | | vii | |
| ABSTRACT | | viii | |
| 1.0 | CHAPTER 1: INTRODUCTION | | |
| | 1.1 | Background of study | 1 |
| | 1.2 | Problem statement | 3 |
| | 1.3 | Research objectives | 5 |
| | 1.4 | Research questions | 6 |
| | 1.5 | Definition of terms | 7 |
| | 1.6 | Significance of study | 9 |
| | 1.7 | Limitations of study | 11 |
| | 1.8 | Scope of study | 12 |

| | | | | |
|------------|--|------------------------------------|----------------------|----|
| 2.0 | CHAPTER 2: LITERATURE REVIEW | | | |
| | 2.1 | Graphic images | | 14 |
| | 2.2 | Packaging acceptance | | 17 |
| | 2.3 | Color of fear appeal advertisement | | 18 |
| | 2.4 | Theoretical framework model | | 19 |
| | | 2.4.1 | Dependent variable | 20 |
| | | 2.4.2 | Independent variable | 20 |
| 3.0 | CHAPTER 3 : RESEARCH METHODOLOGY | | | |
| | 3.1 | Research design | | 22 |
| | 3.2 | Sources of data | | |
| | | 3.2.1 | Primary data | 23 |
| | | 3.2.2 | Secondary data | 23 |
| | 3.3 | Sampling design | | |
| | | 3.3.1 | Target population | 24 |
| | | 3.3.2 | Sample technique | 24 |
| | | 3.3.3 | Sample size | 24 |
| | | 3.3.4 | Data analysis | 26 |
| 4.0 | CHAPTER 4: ANALYSIS AND INTERPRETATION DATA | | | |
| | Analysis and interpretation data | | | 27 |
| 5.0 | CONCLUSION | | | 57 |
| 6.0 | RECOMMENDATION | | | 58 |
| 7.0 | REFERENCES | | | 60 |
| 8.0 | APPENDICES | | | 63 |

ABSTRACT

The purpose of this research study is to determine the perception of fear appeal advertisement on cigarette packaging and also to identify the factors that influencing consumer acceptance towards the fear appeal advertisement. In order to achieve these objectives, this research mainly conducted on Kota Kinabalu but only on certain area such as Kepayan, Putatan, King Fisher, Likas and Tanjung Aru. A questionnaire was designed and answered by respondents on that area. In addition, this research study used convenience sampling to obtain a sample of convenient elements. Based on the research findings, most of consumers were aware with the fear appeal advertisement on cigarette packaging. Through the fear appeal advertisement on cigarette packaging, it helps in giving impact to consumers to avoid, reduce or quit smoking. Besides that, the graphic image on cigarette packaging help in giving additional and also give consciousness to consumers. Furthermore, the usage of colors on graphic image helps in delivering the fear message to consumers so that they understand what actually advertisement is all about. There are only two recommendations for this research study where it can be use for future research. It consists of recommendation for advertiser and also for government.