



**INFLUENCE OF THE PRODUCT PACKAGING TOWARDS CONSUMER BUYING
DECISION**

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ABSTRACT

Purpose – The purpose of this paper is to know how strong packaging can influence consumer buying decision.

Methodology/Approach – A total of 200 respondents around Selayang Tesco Extra had participated through convenient sampling technique in answering the questionnaire.

Findings – Most of respondents are male. The Cronbach's Alpha result for this research is good and reliable since is reached above the level recommended. Regression analysis shows that percentage from the variables could affect the consumer buying decision. Some recommendation to be concerned, for example by designing a unique packaging in order to attract first impression and perception of consumer.

Keywords – consumer buying decision, colour of packaging, information on packaging, innovativeness of the packaging, material of the packaging.

Chapter 1

INTRODUCTION

1.0 Introduction

This chapter will present the overview of the whole research project. The purpose of this study is to determine the influence of the product packaging towards consumers buying decision. As today's constantly changing marketing environment and consumer buying intention, packaging plays vital role. The main reason of packaging is to protect product, now packaging is used as a medium to sales growing and attracting potential consumers. Companies consider packaging as a medium to increase their profit and sales to reduce cost. Organizations try to influence and outline the consumer's concept and perception through packaging.

Packaging that has a good measures can help identifying products to consumers. Packaging was used for easy delivery and for protects the product packaging (Mersid Poturak, 2014). Organization used packaging as their promotion reasons, to ensure the product differ from other products. It used for marketing reason and it plays vital factors that could influence the buying behavior of the consumer. Pictographic symbol and unwritten package could tell the purchaser of the inner of the product, assets, usage, benefits and dangers (John McCabe ,2014).

According to Alexander Oduro Adofo, (2014) in his article said the package of a product has high tendency of attract the first time buyer of a unique product who have no previous connection of the product. It is the tool for marketers should promote to sell the product by grab

Chapter 2

LITERATURE REVIEW

2.0 Introduction

Literature review includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. To conduct a new research, literature review of each variable is vital to be evaluated for the previous research. Thus, literature review use secondary sources, and do not report new or original experimental work can be assisted by few previous materials such as journals, articles, questionnaires, speeches, books and other confidential materials. The research may gain multiple information needed by evaluating such materials obtained in order to be included as an evidence for the new research. Also, it can be as a trusted guideline for the research in completing a good research. In fact, these may help the researcher to avoid from experiencing errors and as a proof what the proposal is for. Approximately 70 percent of all purchase decisions of products were made at the counter. So we already know the package itself as the medium communication of marketing to the consumers to make a final buying decision.

2.1 Consumer buying decision

Figure 2.1 below showing the buying decision process model. This explained how the consumer or customer will go through this process before buying a product or services and after buying it. There are five stages to be considered in this process. By study this model of buying decision, researcher may learn an idea how to develop a product that may influence or trigger consumer's perception towards the product. In this research, researcher concern is to influence the consumer's mind through packaging. An attractiveness of the packaging could trigger consumer