



**THE IMPACT OF INFORMATIONAL PACKAGING ELEMENT
TOWARDS CONSUMER PURCHASING BEHAVIOUR ON
SNACK PRODUCT**

NAME	STUDENT ID
MUHAMMAD FAZREEN MAZLAN	2015827322
NORABIATULADAWIYAH AHMAD YAHAYA	2015259226
NUR ATIQA RUSLAN	2015258778
NUR ADRIANA SHAFIQAH MOHD MOPIT	2015139797

**A REPORT SUBMITTED FOR MKT537
(MARKETING RESEARCH)**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SEGAMAT, JOHOR**

DECEMBER 2016

Abstract

Purpose of this study is to determine the impact of informational package element towards purchasing consumer behaviour for snack food. Today consumer choice is very important for the marketers. Study suggested that packaging elements are very important to customer purchase intention. There are few elements that can affect the customer purchase intention in terms of buying product, which are packaging design, packaging colour, packaging material and packaging graphic. These elements are important to increase customer purchase intention. Reason for doing this research are too knows view of our respondents at Segamat residential area about how element of packaging can affect their purchased decision. This survey was conducted to collect primary data which is researcher do a survey by questionnaire for Y generation in Segamat residential. 106 respondents are involved to answer the questionnaire. The data was analysing using SPSS. Findings suggested that elements of packaging graphic have positive relationship with purchase intention.

Keyword: *Packaging Elements, Purchase Intention, Consumer*

Acknowledgment

First of all, thanks to Allah SWT for his mercy and guidance in giving we full strength to complete this report. Secondly, we would like to express special thanks of gratitude to our beloved lecturer Puan Noreen Noor Binti Abd. Aziz who gave us the golden opportunity to do this research and also for their guidance, advice and comments in the preparation of this report.

Beside, heartfelt appreciation is expressed towards each member of this group as each of us has given all of our efforts and times to complete this research as best as we could. This research would not have completed and function well without cooperation and coordination from each member.

Last but not least, thank you to UiTM Johor Campus because sponsor our IID competition at UiTM Seremban Campus and beyond of our expectation we got bronze medal from that competition.

TABLE OF CONTENT

TOPIC	PAGE
ABSTRACT	ii
ACKNKOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLE	v
LIST OF FIGURE	vi
CHAPTER ONE: INTRODUCTION	
1.1 Background of The Study	6
1.2 Problem Statement	7
1.3 Research Objective	8
1.4 Research Question	8
1.5 Significance of The Study	8
1.6 Scope and Limitation	9
1.6.1 Scope of study	9
1.6.2 Limitation of Study	9
1.7 Terms and Definition of the Study	10
1.7.1 Purchase Intention	10
1.7.2 Packaging Design	10
1.7.3 Packaging Color	10
1.7.4 Packaging Material	10
1.7.5 Packaging Graphic	11

CHAPTER 1

INTRODUCTION

1.0 BACKGROUND OF THE STUDY

Nowadays a lot of associations working in the market to give the item as indicated by client require and to compete with each other. Organizations are embracing diverse methods to rival each other and to catch the client in market. A standout amongst the most mainstream procedures is Packaging (Sania Farooq et al, 2015). According to Mutsikiwa, M. et al, (2013) defined that packaging is define as a method for securing the item and ensuring that the item could be expended without being changed as it is transported frame one indicate the other. Package becomes an ultimate selling proposition stimulating impulsive buying behaviour, increasing market share and reducing promotional costs (Kuvykaite, R. et al, 2009). In reality, packaging plays multiple roles that range from its ability to position a brand on a unique and appealing position that stimulates consumer purchase decisions; it conveys both descriptive and persuasive information about the brand (Mutsikiwa, M. et al, 2013).

Leisure food which is what our daily snacks belongs to a class of fast moving consumer goods. It is a kind of edible food when people are at leisure or entertaining a guest. Snack food by category can be divided into dried fruit, puffed class, Candied and preserved fruit class, dried meat category, cold drinks etc. In recent years, along with national life level enhancement, people's demand for snack food consumption increase year by year (Liyang, L. & Kuiyou S., 2010). According to AC Nielson data (2014) Global snack sales totaled \$374 billion annually ending March 2014—an increase of 2%* year-over-year. Silayoi and Speece (2007), state that packaging has these following elements which should be kept in mind, shape, color, symbol, graphics patterns, pictures, size. According to (Schoell, 1985) Packaging has both positive and negative impact on your product either it can improve your product image or it can be a cause of your product failure.