



**“FOOD PACKAGING ELEMENTS WILL INFLUENCE  
CUSTOMERS’ PURCHASE INTENTION”**

**ATHIRAH BINTI RAZALI**

**2015237826**

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JULY 2017**

## **ABSTRACT**

The aim of this thesis is to get the A study to point the role of packaging on purchase intention. The basic purpose of behind it to find out how such elements are behind the success of packaging will influence the purchase intention. According to this research I try to find the positive relationship between independent variables and dependent variables. For collecting data I will used the questionnaire. The research based on consumers at Giant, Plentong Johor Bahru. The purchase intention is the dependent variable. The packaging is the most important elements toward customers. Packaging elements are labelling, color, design, and material is taken as independent variables. Due to the increasing changing consumers' lifestyle the interest in the package as a tool of sales promotion and stimulator of impulsive purchase intention is growing increasingly. So package performs as an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors that will influencing customer's purchase intention and decision among customers. By the articles, I seek that reveal elements of package having ultimate effect on consumer choice. Taking into consideration that package could be treated as a set of the various elements communicating different messages to consumers. It will be tested to reveal impact of visual and verbal package elements on the consumer's purchase intention.

## **ACKNOWLEDGEMENT**

I would like to express my deepest gratitude to Allah SWT for blessing me with good health, wisdom and passion to persist in fulfilment of the Bachelor of Marketing. I am grateful to my supervisor Madam Hamizah from UiTM Malacca City Campus for her support and guidance during preparing of my research project. I would like to extend my heartfelt acknowledgement for assistance I received from my friends who have guided me through this research project and to all respondents that give the collaborative for my thesis and sincere help.

Finally, special thanks to the En. Shahzwi Bin Shahrul as sales and marketing executive that take care of internship student for giving opportunity to finish my internship with Suria City Hotel & College Johor Bahru. Not forgetting to my mentor Puan Norain for the guidance during my internship program. Lastly, a special appreciation to my family for their endless support for completing this research project, without all the cooperation and encouragement this research project would not have been successfully completed. I hope that this research project will be beneficial to others for future research.

Thank you.

Athirah Binti Razali

21 June 2017

Bachelor Business Management Marketing (Hons)

Faculty of Business Management

University Teknologi MARA Malaysia

## TABLES OF CONTENTS

	Page
<b>DECLARATION OF ORIGINAL WORK</b> .....	iii
<b>LETTER OF SUBMISSION</b> .....	iv
<b>ABSTRACT</b> .....	v
<b>ACKNOWLEDGEMENT</b> .....	vi
<b>LIST OF TABLES</b> .....	viii
<b>LIST OF FIGURES</b> .....	ix
<b>CHAPTER 1</b>	
<b>INTRODUCTION</b>	
Background of the study.....	1
Problem Statement.....	2
Research Objective.....	3
Research Question.....	3
Significance of the study.....	4
Limitation of study.....	5
Definition of terms.....	6
Chapter Summary.....	8

## **CHAPTER 2**

### **LITERATURE REVIEW**

Introduction.....	9
Definition of food packaging.....	9
Definition of customer's purchase intention.....	11
Factor of purchase intention.....	12
Research Framework.....	15
Hypothesis.....	17
Chapter Summary.....	18

## **CHAPTER 3**

### **METHODOLOGY**

Introduction.....	19
Research Design.....	19
Sampling Frame.....	20
Population.....	20
Sampling Technique.....	21
Sampling Size.....	21
Unit of Analysis.....	22
Data Collection Procedures.....	23
Research Instrument.....	24
Validity of Instrument.....	25