



HOW PACKAGING INFLUENCE THE PURCHASING DECISION OF SANITARY  
PADS AMONG FEMALES DEGREE STUDENT IN UITM SABAH

NOOR FAMIEZA BINTI SANTARA	(2012283162)
BEATRESS ELIZABETH MANAN	(2012888646)
NURUL FAZLINDA BINTI TALIP	(2012894404)
SITI ARNINA BINTI MUHAMAD	(2012258996)

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA KINABALU  
SABAH

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## ABSTRACT:

**Purpose:** The purpose of this paper is to examine how packaging influences the purchasing decision of sanitary pads among female degree students in UiTM, Sabah.

**Methodology:** Distributed 150 questionnaires to respondent.

**Findings:** The result shows that female degree student tend to purchase sanitary pads in terms of the attractiveness of the sanitary pads packaging.

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### 1.1 RESEARCH BACKGROUND

Packaging is one of the major important key of the marketing plan for any business that makes or sells products. A product's package might be the causes of consumer buying decisions because packaging delivers the sense of quality while also reflecting the product's brand image. In other words, packaging design can attract the consumer's eye and make the product stand along with their potential competitor's product. Color, fonts, descriptions and logos are important tools, which are used to build attachment towards the products. Variation of color and font size shows that somehow, certain products are different with other competitors. Although product name are keep different, yet while keeping in shelf, they all look same from a distance, unless somebody examines it closely. Students are among the group of people which included in the making buying decisions process. As prescribed in the Oxford Dictionary, student is a person who is studying at a university or other place of higher education. Based on many issues which have been discussed in the previous research related to the influence of packaging towards buying decision of a product, few of it talked about the sanitary pad packaging. Sanitary pad, which also known as sanitary napkin or menstrual pad, is a thin pad made of absorbent material that absorbs the menstrual fluid during menstruation. Some of sanitary pads are disposable and are meant for single use only. Most sanitary pads available in the market are disposable ones. Reusable sanitary pads are rare to be found in the market, these reusable sanitary pads are mostly cloth pads that can be washed, dried and reused over a number of times. Sanitary pads come in different shapes and sizes, with dissimilar capacity to absorb for days of heavy and light menstrual bleeding. Consumers will have to experiment with different kinds of sanitary pad to know which ones best suits to them.