



**THE INFLUENCE OF PACKAGING DESIGN ELEMENTS UPON CONSUMER
BUYING BEHAVIOUR AMONG YOUNG ADULTS TOWARDS FOOD PRODUCTS**

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A RESEARCH PROJECT

SUBMITTED IN

**PARTIAL FULLFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF COMMUNICATION (HONS) ADVERTISING**

FACULTY OF ARTS & SOCIAL SCIENCE

UNIVERSITI TUNKU ABDUL RAHMAN

APRIL 2020

ACKNOWLEDGEMENTS

We would like to express our sincere gratitude to several individuals and organizations for supporting us throughout this project. First and foremost, we wish to express our sincere thanks to our supervisor, Mr.Sathish Kumar a/l Manoharan, for his patience, enthusiasm, insightful comments, invaluable suggestions, helpful information, practical advice and unceasing ideas which have helped us tremendously at all times in our research and writing of this thesis. His immense knowledge, profound experience and professional expertise in social science field has enabled us to complete this research successfully. We are thankful for his precious time in guiding us, answering our queries, correcting and improving the quality in our project. Without his guidance and relentless help, this project would not have been possible.

We also wish to express our sincere thanks to Universiti Tunku Abdul Rahman (UTAR) for providing us the chance in making this project, it allows us to understand and find out more knowledge regarding the selected field. Our sincere thanks go to Mr. Pragash, the final year project coordinator, for his continuous support and assistance in our final year project guidelines and briefing. Other than this, the corporation and teamwork between our group mates also one of the grateful things. Although there were some difficulties faced in the progress, but luckily all the problems were settled down and solutions have been carried out well. Next, we also wish to express my deepest thanks to our parents and siblings. Their unwavering support and encouragement are the source of strength.

Last but not least, to every one of you, we deeply feel thank you. This research study has been completed by having all of your efforts and contributions.

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DECLARATION

We declare that the material contained in this paper is the end result of our own work and that due acknowledgement has been given in the bibliography ad reference to ALL sources be they printed, electronic or personal.


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APPROVAL SHEET

This research paper attached here to, entitled “The Influence of Packaging Design Elements Upon Consumer Buying Behaviour Among Young Adults Towards Food Products” prepared and submitted by “NGOI ZHONG SHENG and ODELIA LEE” in partial fulfilment of the requirements for the Bachelor of Communication (Hons) Advertising is hereby accepted.



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ABSTRACT

In recent years, competitive in food industry is getting intense. This caused manufactures have to put more effort to increase their food packaging's communication capacity and quality, so that consumer especially young adults could approach to them. Therefore, this project "The Influence of Packaging Design Elements Upon Consumer Buying Behaviour Among Young Adults Towards Food Products" is aim to find out the perception of young adults towards the packaging design for food products, to examine whether the packaging elements will affect the young adults' buying decision and to identify the importance of packaging elements toward buying decisions. We chose consumer decision-making process model as our theory due to this theory suits with our research study and could help researchers and viewers to understand more about consumer buying behaviour. Other than this, qualitative research method was chosen as it is considered to have a naturalistic approach in an unrestrained setting, one with which tries to comprehend a certain phenomenon; therefore, it is more suitable in analysing and collecting the appropriate data for this research. Besides, this research utilized phenomenology as it attempts to unravel the emotions an individual feel, attitudes, perceptions and experiences. Moreover, observation and focus group interview are chosen to collect the data. The participants of 5 people for observation and 10 people for focus group interview with ages of 18 to 24 years was determined. In addition, Kampar has been picked as the research conduct and collect data location.

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CHAPTER 1

INTRODUCTION

1.0 Background of the study

In the current marketplace, consumers are expected to spend no more than one minute searching the goods or services they need and choosing to purchase them (Prendergast & Pitt, 1996). Therefore, it is believed that the continuous enhancement in product packaging is one of the most feasible approaches that businesses may take to attract customers. Product packaging is considered to be a sales promotional tool for organizations. (Raheem, Vishnu & Ahmed, 2014). An attractive and differentiated package can help the product distinguish itself from other similar products (Rundh, 2005) and act as a key driver of the buying intent (Raheem et al. 2014; Deliya & Parmar, 2012). In fact, product packaging also leads to defining consumer brand representations (Sial, Gulzar, Riza & Nawaz, 2011).

Today, the growth and technological advancement in food product manufacture and distribution have led to a huge proliferation of food products on the market in numbers. Improved brand parity in a product category can result in customers having trouble choosing which brand to buy in cases where products are identical and difficult to distinguish. Food producers must also distinguish their products from their rivals. Among the many factors affecting customer buying decisions, product packaging has become an important way to distinguish and persuade customers to buy a product (Olga & Natalia, 2006).

1.1 Introduction

1.1.1 Packaging

Chudy's and Pietraszewski's concept of packaging is "the physical structure suitable for a product that protects it from loss of quality and deterioration, allows it to be separated into parts, transported (utility functions), and offers details about the product and is of aesthetic in nature (promotional functions)." (as cited in Wyrwa and Barska, 2017). To sell a product, packaging is of utmost importance since it needs to shelter the product from harm during transit, and also to deter from climatic changes in ranges from heat to moisture and to the cold which oftentimes causes bacterial and microbial deterioration. This way, it enables the reduction of food wastage of long hour transit journeys on the road or even air through proper packaging, especially in the case of food products. (Gopinathar, Prabha and Ravichandran, 2016)

Draskovic (2010) had done his findings based on several food and beverages industry reports, and he came to the conclusion that one of the keys to motivate consumers to purchase a product is the convenience of the packaging. This will sway their decision and change their behaviour when buying certain products as they will shift towards a specific type of design of the packaging. He also stated that the convenience of the packaging is needed for middlemen and or transportation companies. According to Ciechomski as cited by Wyrwa and Barska (2017), the author points out that the practice of modern packaging tends to put together an appealing product and has since left prospective buyers a good impression on them while also stimulating purchases. In the words of authors Smith and Taylor (2004), They gave significance to packaging and emphasized that it can be portrayed as a "silent salesperson", narrowing down the field of vision of consumers to that specific brand, spanning their attention with their unique selling point (otherwise known as USP). The authors describe it as giving tips on the usage of

the product and eventually assisting these "friends" to come through the misery of choices caused by the array of similar brands.

1.1.2 Food Packaging

According to Robertson (2014), in the modern food industry, food packaging is at the very center of it and almost none products are sold without packaging. Packagings that are good ensures less wastage and makes sure that the food contained is of utmost quality through all of its shelf life. Of food packaging's many purposes, the first and foremost is its ability to preserve the food contained while also deterring it from microbial contamination and promoting storage. It acts as a way for consumers to tell the difference between brands offering the same product, gives information regarding the product and its contents and of course, the transportation of food, whether locally or internationally. In certain cases, the materials used to prepare for the food packaging is an important priority for the food as some needs to be able to withstand the heat from a microwave. For example, microwavable popcorn and microwave-ready meals. It too plays an important part in the logistic aspects of the distribution of food. (Muncke, 2016)

In the focus of packaging, there are a number of levels to it:

Level One: Primary Packaging

Usually identified as the primary packaging is referred to as the packaging that comes into direct contact with food. When presented to retail markets, the primary package is what they are first presented with, a single unit of the product. It can be tuna in a can, a jam in a jar, peanuts in a bag and even the chocolate bar wrapped in a label. (Berk, 2009) This packaging is important as it is what consumers see when choosing and looking to buy from an array of products, namely the packaging design of the product, the typography used, colours of the

design and ease of usage were recognized influence of decision making. (Ahmad, Nur, Syed and Muhammad, 2015)

Level Two: Secondary Packaging

Primary packages typically need secondary packaging, the packaging that combines a few dozens of primary packages to ease transportation delivery and also to stack in storage units. This can be depicted by having 24 or maybe 48 single tuna cans stored in a carton box. Certain companies may package their secondary packaging with maybe a dozen of primary packaging and later combined in a tertiary packaging. (Berk, 2009)

1.1.3 Packaging Design

Food packaging, a dynamic system consisting of food product, materials used in packaging, structural and aesthetic designs, transportation of goods and distribution on the ground or through the air. Different materials of packaging are utilized throughout the packaging system in turn to offer proper purposes for varying sorts of food products. Primary packaging materials tend to utilize materials such as paper, paperboard and plastics in commercially food products while liquids and semi-solid food products tend to utilize metal and glass materials. The case of sustainability is a main concern globally and more and more companies are pushed to adopt packaging materials that are sustainable. For example, materials that are synthesized or better, naturally outsourced; bioplastics and bio-based materials respectively. The utmost principal in the perseverance of high quality of food is the utilization of proper materials for packaging. A heavy reliance on materials such as plastics, paper, paperboard, glass and metal is needed to uphold the harmony in between the food and the packaging (Kim, Y. T., Min, B. J. and Kim, K. W., 2014). Authors Vignali and Vitale (2017) have stated that association between food

products and its packaging materials has an increasing influence on the environment. Waste management systems are having trouble to reduce the impact on sustainable development, namely the economic aspect, social aspect and also the environmental aspect (Rousta, Taherzadeh and Richards, 2015). It has become a primary concern in the developing countries as the economic growth of the country along with the consumption and total waste generated has increasingly become inseparable (SEPA, 2017).

1.1.4 Concept of Consumer Behaviour

Customer behavior is an area that is widely studied. The research explains to customer why, where and how a product or brand can be purchased (Kumar, John, & Senith, 2014). The interpretation of customer purchasing behavior remains entirely elusive, since it is directly related to the human mind. Consumer behaviour. Nonetheless, through variety of analyses and interviews, it is possible to better understanding consumers behaviors in relation to food products. Consumer behaviour is a behavior to buy goods or services. Every individual All wants to meet their needs. Needs are a part of life in human beings. To meet the needs, someone goes on the market in return for money to purchase goods. Advertisers play a significant role in understanding customer behavior. Customer behavior is an analysis of how people determine what they are purchasing. Pre-and after-sales may be part of the actions. This also provides the companies to analyze and to understand their customers better.

1.1.5 Consumer Decision-Making Process

The process of consumer decision-making can be defined as the phases in the final purchasing decision by the consumers. The marketer's job is to concentrate on the whole

purchasing process rather than merely stressing a purchase decision since customers are experiencing multiple phases before they make a decision or conclusion (Basil, Etuk & Ebitu, 2013). A purchaser's behavior is not simple and straightforward because a variety of factors can affect consumer actions before a purchase decision is made. For certain cases, buyers prefer to spend less time worrying about whether to purchase inferior or high-quality goods because they find like it is more necessary to satisfy their needs. It encourages marketing managers to build strategies that will enable customers to purchase their goods through the creation of a successful marketing strategy.

1.1.6 Packaging Elements

According to the model made by Silayoi and Speece (2004), there are five major packaging elements that affect purchasing decisions made by consumers, which can be divided further into two categories: visual and informational elements. The visual elements are graphical, shape, and size of the package, which contribute most to the influencing part of decision-making. In addition, the informational elements refer to the knowledge and technology presented and are more likely to address the cognitive aspect of decisions. With low-implication goods, therefore, the use of packaging elements with customers is an essential question. Informational elements usually require more mental efforts in comparison to visual elements that elicit an emotional response (Silayoi & Speece, 2004). However, these elements typically present themselves in separate terms; having little co-relation.

1.1.7 Consumerism of Young Adults in Developing Country Towards Food

Products

Consumer food procurement practices among young people in developing economies, particularly, has changed considerably as a result of an increase in disposable income per capita, global interaction, information and communications technology efficiency, urbanization, education, lifestyle changes, family structure, and health awareness (KPMG 2005; Pingali, 2006; Kaur & Singh, 2007; Kumar & Kapoor, 2015). Food has been well known to play a crucial role in contributing to health (Bowen & Hilliard, 2006; Yildimir et al., 2017) and its introduction has contributed to a major improvement in consumer dietary trend (Kearney, 2010). These factors shape customers' dietary habits on a global scale (Kumar & Anand, 2016). As a result, the healthiness of food products and marketing campaigns, which predominantly involve healthier alternatives. It has become a relevant factor for young consumers in purchasing products (Huang & Lu, 2016; Laureti & Benedetti, 2018).

1.1.8 Consumer Education

Consumer education is, according to Aziah Hashim et.al (2002), a way of providing consumers with know-how so they can develop and/ or acquire know-how, aptitude, and values required for them to become responsible and sensitive consumers both on the market and in society. Consumer education is also a way to create a harmonious and democratic society that is built on these values of justice and honesty for all (Aziah Hashim et.al 2002). Market education encourages consumers to be more responsible not only for their rights but also for their own use and environment. This customer demand, in effect, would lead to the producers and advertisers being held responsible for the goods and services they make and advertise, respectively. The fact that consumers are now more concerned about the packaging of the

product, particularly in food products, has made packaging elements more relevant. In Malaysia, public education on consumerism is generally under the government's responsibility, as well as the establishment and strengthening of consumerism. The Ministry of Domestic Trade, Cooperatives, and Consumerism (MDTCC) are in charge of the above-mentioned areas.

1.2 Research Objectives:

- 1) To examine whether the packaging elements will affect the young adults' buying decision.
- 2) To find out the perception of young adults towards the packaging design for food products.
- 3) To identify the importance of packaging elements toward buying decisions.

1.3 Research Questions:

1. How does the packaging elements affect young adults' buying decision?
2. How is the perception of young adults towards the packaging design for food products?
3. How is the importance of packaging elements toward buying decisions?

1.4 Problem Statement

The packaging of a product focuses on enhancing its reputation and affects customer perceptions of both the product and the company (Rundh, 2005). In addition, the packaging offers unique value for the goods like functioning as a tool for differentiating the product, which potentially assists the process of selection of product for the consumer, from a wide range of similar items. Mohd et al. (2010) and Mallinckrodt & Mizerski (2007) concluded that the perceived interest had a direct effect on the buying intention of foodstuffs, and an individual's preferences would also affect his or her purchasing behavior.

Despite the increase in purchasing point decisions that increase the communication capacity of food packaging, empirical research works were carried out to understand how the elements of packaging design generate the resulting product assessments and brand perceptions of consumers (Edward 2013). However, studies have shown that there is no consensus on package item classification. Many researchers seek to examine all the potential package elements and their effect on the purchasing decision of customers (Silayoi & Speece, 2004; Silayoi & Speece, 2007; Butkeviciene, Stravinskiene & Rutelione, 2008), while others concentrate on individual package elements and their influence on purchasing behaviour (Madden, Hewett, & Roth, 2000; Underwood et al., 2001; Bloch, 1995). However, several researchers analyze the effect of the overall packaging and its elements on the overall customer's buying decision (e.g., Underwood et al., 2001). There were also some researchers who concentrated on all aspects of customer's purchasing decision (e.g., Butkeviciene et al., 2008).

Since the abundance of scientific literature on this subject does not universally respond to packaging factors and how packaging functions influence young consumers purchasing decision and creating subsequent product and brand appraisals and expectations for them; exploring essential packaging elements and the relationship between the attitude of young consumers towards packaging elements, and the perception of product/brand will help food manufacturers increase customer-perceived quality value and the choice of their goods with packaging elements.

Marketers have been noted that through the usage of various marketing mix elements, they are also attempting to manipulate consumer buying behaviour. Every marketing mix element has its own effect on consumer buying. In the same way, the package has its own effect on the actions of customers, such as purchasing decisions; and the influence of packaging on the purchase of food items is much more significant.

Ultimately, the expertise of the researcher carried out in Malaysia in a systematic and structured way. No work is being performed into the impact of packaging design elements on purchasing decisions towards food products among young adults. This research, therefore, attempts to reveal essential packaging elements empirically and to examine their relationships with young consumers who purchase food items.

1.5 Significant of Study

This study mainly focuses on studying the perceptions that young people have of food packages since young people are regarded as generation Y members who are on the verge of joining the work force and becoming heads of households in the time between parental control and more definite independence. It is assumed that p of generation Y enjoy eating but do not make sufficient effort in learning to cook (Sloan, 2005; Richards et al., 2006), which results in being more reliant on packaged foods. Young adults, aged 18 to 24 year old, are in the stage of growing self-reliance and autonomy. Many of them leave their homes and their parents, becoming more aware of food and beverage choices and purchasing decisions (Hattersley et al., 2009).

A detailed analysis of the perception of young consumers of food packaging is therefore required in order that companies can take the results into account when designing a suitable marketing strategy. Although the situation of the Malaysian market is improving, the importance of packaging elements affecting the selling of foodstuffs must be studied. The results will direct managers to implement an effective and sufficient strategy for packaging processed foodstuffs, which will ultimately lead to improved market awareness and sales of processed food. This study will represent future and prospective clients' behaviour, and help food marketers develop effective packaging strategies to market their goods.

CHAPTER 2

LITERATURE REVIEW

2.0 Packaging

2.0.1 Packaging and Packaging Design

The packaging is part of the product and brand in the marketing literature. Characteristics and specifications of a product are visible on the product package. The product and packaging on the shelf are similar to customers. The package allows the consumer to create the overall impression of the product that allows them to determine and make the right choice during the purchasing decision. The product, in reality, is the box before using the actual product and recycling the product.

The box and commodity are respected with the package design. Elements of design, such as graphics, text, font, and color have an important role throughout the presentation of this package. Pictures of the package being pleasant (mountains, beaches, luxury houses, and cars), help cause expectations in lifestyles. When purchasing, attracting the attention of consumers and distinguishing from rivals in the shop or supermarket is meant to be the main task of packaging and product design.

Successful package design and the package itself is the result of the involvement and work of advertisers, designers, and consumers. The packaging is also a significant resource for the modern marketing of consumer products. (Garber, Burke & Jones, 2000) predicts that the package will capture the attention of the customer, convey the name and identity of the business, distinguish the brand from rivals and improve the features of the product. Hence within the procurement process, the packaging is considered a permanent touch tool that provides the consumers with details of the product.

A concept that is focused on the positioning of goods in ads and promotional design, the position reflects the importance of the product and the brand identity and is essential to differentiate the product in consumer minds. By having it present against rivals based on the features a company name or brand is unable to deliver, this positioning helps with raising awareness of the package and product. (Garber, Burke & Jones, 2000) considers a marketing mix that includes a combination of elements such as pricing, location, promotion, and products to be formed due to product positioning. These elements help customers enter and identify the right product positioning.

Numerous elements relying on positioning strategies are incorporated in positioning. This can be international, local as well as foreign consumer culture, which can have specific roles and intent in design, package, and performance. The main objective of the positioning is, however, to justify and to understand the purpose of buying a specific product for consumers. The packaging and the design of it, therefore, focus on customers, while the positioning allows the company to market its products correctly.

2.0.2 Packaging Functions

Packaging in various departments has many purposes. This plays the most important role in distribution and marketing since both are linked to the final-user of the products. The purpose of packaging is to market the product with care and to make it possible to store, use, and protect the product (Silayoi & Speece, 2004).

2.0.3 Types of Packaging

Primary packaging or sales packaging

The layer of packaging that is directly in contact with the product is what the term primary packaging refers to. In other words, the first surface holding the product. The product itself and any existing secondary packaging layers are then used for primary packaging. It is apparent that the product's characteristics, such as its measurements and consistency, are the main packaging features. Depending on the material, transit, and storage variables, primary packaging may have various requirements and functions. The most important and apparent function is to protect the product against damage, external intrusion or contamination, spoilage, and chemical imbalances. Primary packaging, sometimes for long periods, is typically used to store a product. Primary packaging must, in this situation, keep the commodity from the atmosphere fully isolated. The ease of handling and shelving to ensure that the product is easily handled by its consumers is another aspect of the primary packaging to be discussed. Primary packaging representations are as infinite as the number of available consumer products. Blister packaging, shrink packaging, packaging of paper boards, dosage packages are the most common forms of packaging (Gopinathar, Prabha & Ravichandran, 2016).

2.0.4 Packaging as a Decision-Making Instrument

In the purchasing decision, packaging plays a key role. Silayoi and Speece (2007) find the package to be a critical factor in the purchasing choices in cases in which the customer is unsure as it advises the customer during the time it takes to make decisions. The way the customer perceives a product's subjectivity through contact elements conveyed by the package also

affects the option and is key to successful marketing strategies (Silayoi et al., 2007; Gofman, Moskowitz & Mets, 2010).

The value of package design and its impact on the process of customer decision making is indicated by Murphy (1997). Murphy describes a two-decision cycle practised by the customer when shopping for goods packaged for convenience. The first move after finding the product on the supermarket or shops' shelf agrees to analyze the product carefully. The design of the packaging holds the authority to facilitate customer product inspection. The second stage involves direct experience with the product where the product is turned into a "salesperson." The selection and intentions of purchases also incorporate the packaging and design of the product.

2.0.5 Analytical and Emotional Decision Making

Some of the most critical aspects of product design are the functionality of a package. This started with basic product recognition and progressed in a compelling and fascinating manner to establish branding and communication of images. Such correspondence starts at the time of purchase as purchasers start selecting on the basis of certain factors, for instance, the type of product it is, the range of products, the size, the amount, advertisements and etc. Time, browsing, or comparison of products are what these parameters are dependent on. However, according to Stewart (2004), the purchase decision would become partially logical and based on emotions, if none of these variables existed.

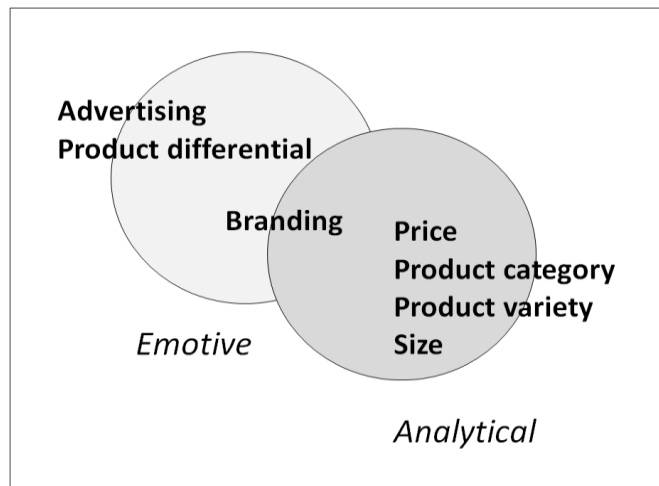


Figure 2.0. The decision of purchasing is partially logical and based on emotions

As potential customers build a shopping list of immediate requirements, the research component of the decision-making process can be seen. The emotional dimension comes as customers determine what goods they want to purchase from their group of shopping. This preference can be decided by the packagings that can distinguish between "original and best," "as good but cheaper," and "new and different" (Stewart, 2004). Henceforth, entering into an emotional position with potential consumers is the primary purpose of packaging design.

2.0.6 Packaging as a Communicational Instrument

The nature of packaging affects both the selling point and the potential handling and usage of the product. It is part of the customer's experience and affects potential purchasing decisions. Aspects such as the opening and closing of the package and how it fits into a refrigerator, all these features elements can provide a memorable experience to customers that would improve the brand's appeal and attain customer loyalty (Stewart, 2004).

The product is conveyed not only by means of its presentation elements but also through the entire packaging experience. There are several features in the packaging design which provide

an overview of the product. Stewart (2004) notes that the intention of buying by customers depends on how customers find the product to fulfill their consumption needs. Delivering the correct message in order to reach consumer requirements and emotional purchasing needs is the purpose of communication of packages.

Silayoi and Speece (2007) suggest designers and marketers take into account the history of researches, needs, and preferences of consumers when considering how packaging design elements draw attention to the product and communicate the message to its customers and evaluate the design and effectiveness of packaging for communication effort.

2.0.7 Packaging as a Quality Measurement

Quality of the package, as well as the price of the commodity, are the key factors in purchase decisions. The product design variables are highly important for the moment when a consumer expresses their opinion on a new package. Based on product features and the whole package, the consumer performs a quality evaluation. In this situation, the user should look at the package's effectiveness and determine the new product's favorable existence.

The packaging is an indicator of product quality. According to Vieira (2015), the customers are generally forced to evaluate the product quality by their experience with the package when they see the new package in the store (Holmes et al. 2012).

Product and package feature influence quality evaluations. The customer also assumes the product itself is of high quality as the box shows high quality. In the event where the packaging looks bad, the consumer sees the product as bad. Kumar (2014) suggest that customers are able to unconsciously imagine a product's appearance, taste, feel, and sound when viewing the pictures and photos presented on a package.

Packaging needs to simultaneously be fun, secure as well as high-quality. The food product expectation is defined by packaging elements such as labeling and product descriptions. In this respect, the color factor is also essential. Product colors can be seen and correlated with intangible qualities such as taste and nutrition. Kumar (2014) claims that combining packaging elements can have a positive effect: color, clear packages, and incident light. The food services are chosen for the colors and looks of the food items chosen.

The purchasing intention can be affected by quality and product prices. Vrontis and Thrassou (2007) notes that prices for consumer goods are lower than those of high-end goods (Holmes et al. 2012). Solomon (2010) suggest that the buyer's desire to purchase a cheap, inexpensive product at a supermarket is influenced by the attitude towards a certain package and its expected product quality.

2.0.8 Packaging Design as a Tangible Object

The purpose of designing a package is to provide the user with visual and sensual attributes. Visual elements also refer to consciousness and appeal, while sensual elements refer to the physical feeling. The interaction of the user, surface, and material will affect product content and quality, and it is of the interaction between user and object. Therefore, the package as a physical object must be built as well as attractive visual elements created.

From a physical standpoint, a package is a container that touches, preserves, stores, preserves, and identifies the product directly. Three packaging styles are described by Mooy and Robben (2002). First, the prime package would contact the user directly. Secondary packages contain one or more primary packages to secure, define, and communicate resources. Tertiary packaging includes two preceding packages and their purpose. The third type of package is

responsible for the delivery, integration, and security of goods through the entire commercial chain. (Ampuero et al. 2006)

The successful design of the product involves knowledge of the materials, their characteristics, their manufacturing methods, and their conversion processes. Wood, paper and board, plastics, bottles, metals, and textiles can be used for the packaging. The choice of material depends on the product, the process, and the equipment. Longevity, storage, and transit requirements also influence the selection of materials.

The wide variety of goods and commodities includes a broad range of packaging methods. The packaging process here relies heavily on the individual product, as is the case with the products. For example, wrapping is the way an item is wrapped in a sheet of material. The wrapped product is not appropriate for fluid or delicate items. The package for drinks is found in plastic, cans, or glass bottles. The canning of steel is a way of preserving perishable food. The package, therefore, varies from product categories to the required materials and techniques.

Marketers and designers must be acquainted at the outset of the design process with the material styles, drawbacks, possibilities, and requirements for a particular product category, and parameters. When the sensual aspect of the package is well crafted and produced, the incorporation of graphic elements with appropriate and chosen details and a message that attracts customers and evokes interest in the product is much more straightforward.

2.1 Packaging Elements

The features and characteristics of the packaging design will illustrate and reinforce the distinctive and original quality of the product. Through positive contact and focus, a well-crafted packet promotes the product.

On the basis of a study of the relevant literature, Silayoi and Speece (2007) identify the four core packaging elements that influence the purchasing decision of the customer. Such elements are classified into two categories: visual elements and information. Logos and package size or type are included in the visual elements. The data components contained information about the product and any details about the technology in the packaging.

2.1.1 Visual Elements

Graphic and Color

It is important to bear in mind that when designing a product design, customers assess packaging in various ways. The attitudes of the customers towards the product also rely on the process of linking customers and packages. The level of this activity influences the product continuum, where the product name ranges from high to low levels of participation. The difference is that the former has a greater impact on the consumer's lifestyle, and the latter is less important and can be purchased routinely. In terms of the decision-making process for high-involvement products, pictures, and image issues are less affected. Kauppinen and Luomala (2010) indicate that assessment of the qualities of product design in the decision-making process is not as important to products with low involvement. In contrast, graphics and colors are essential and evident. Rundh (2009) indicated that the behavior of customers in low-

interest goods depends on the production of marketing strategies that involve image creation (Silayoi et al., 2007).

Graphics

The form, colors, typography, and product images are part of the graphics. All of these components are combined to produce an image. The graphs on the packaging contain specific product details. It is a brand or product of identification, accompanied by information. When customers look at supermarket packages between identification and lack of the product, the definition, and placement of graphics differ.

However, visual graphics define the product and attract customers. Graphics will influence the package in which various signs and symbols are put by colors and printed lines. Holograms and combinations of different materials will allow customers to contact the package and inspire them to attempt the product (Rundh, 2009).

Color

The range of colors and color combinations is said to be a pivotal way to build a successful design package by Creusen et al. (2010). Color is a crucial element of design, as it is typically vivid and unforgettable. The packaging color may have a significant effect on the ability of the customer to identify the product, its significance, novelty, and comparison with other brands and company names. Without altering prices, product specifications, and functionality, the package's color may be altered (Garber et al. 2000). In labeling implementations there are many color-coded messages associated with the same group of goods. Creusen et al. (2010) said that

color can affect the expectations and perceptions of the product in the case of food packaging (e.g., taste) (Kauppinen-Räsänen & Luomala 2010). Product packages in similar colors, by brand or product category, can attract attention. Customers who like novelty can attract and choose dissimilar or novel colors. The right choice of color is an important factor in making the brand and company feel much powerful.

Size and Shape

For the design of a package, important factors to consider are the sizing and shape. A consumer asks for volume decisions by all these elements, for example, as consumers consider longer-sized packaging to be bigger. Depending on the participatory point, the packaging dimensions vary. The general cost of food goods is average as prices are reduced due to lower packaging and advertisement prices. If the consistency of the product is not determinable, the impact of package size is highly influenced. The extended form and appropriate size, therefore, make the customer believe that the package has a better product volume and cost-effectiveness (Silayoi et al. 2007).

2.1.2 Informational Elements

Product Information

Knowledge exchange is one of the main packaging features. This helps customers decide correctly in the purchase process. Chung et al. (2006) provides an example of the importance of awareness on the use of food labeling: The trend to healthier food consumption has underlined the labeling importance, allowing consumers to explore alternative goods and select

knowledgeable goods. Packaging data can yield results that are contrary. This can result in deceptive or inaccurate information that is used in the packaging with small fronts and complex writing types. Keng, Ting and Chen (2012) argues that familiarity has led buyers to choose the product prospectively, but it limits their area of preference (Silayoi et al. 2007). The buying decision factor, therefore, depends on the relation between information and choices. Customer engagement also takes place here. Rundh (2013) say that low involvement includes reckless reading and control of product information, and high participation needs a careful review of information and may lead to the acquisition of intentions.

Technology Image

Technology advancement is taking into account the role of packaging in marketing communications. The technology here produces goods based upon consumers ' habits, perceptions, and behavior. The task of technology is to meet the needs and requirements of consumers. Where technology is a feature of communication, it should be visualized and thus draw greater consumers ' attention and convenience.

2.1.3 Packaging Elements Towards Product

The box itself should be considered part of the product because it can sustain a product and is essential to the product's use. With various items, the form of the package is the secret to the market's success, while size and color may be critical for certain goods. Graphics and technology images are other components that also lead to an excellent package. As packaging is the company's ultimate tool for brand communication prior to a purchasing decision, the product's importance is emphasized in a company communication mix.

As for the combination of imagination with form and well-designed graphics, the product is formed and emotionally appealing to customers. The sector and marketing factors are considered and applied economically. A company's stability and profitability depend on its product and business efficiency.

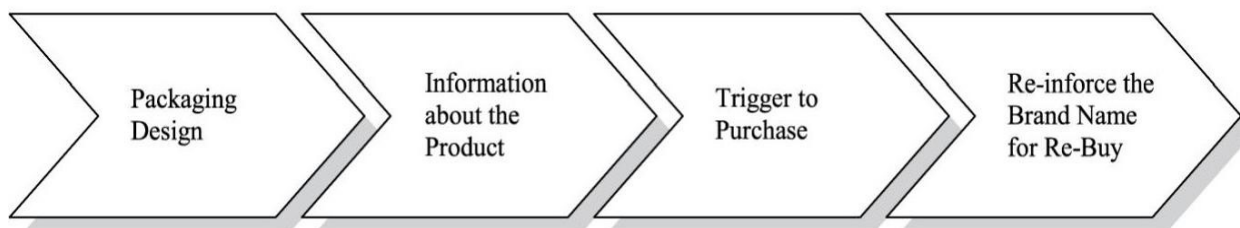


Figure 2.1. Design of package and the purchase trigger

(Rundh, 2013, Packaging design: creating a competitive advantage with product packaging)

The process of the package effect on product application is shown in Figure 2.1. The first aspect the customer is interested in is product design. By analyzing the visual elements, the user investigates the consistency and the product itself in detail. The package, which covers various design elements, evokes a desire to buy the product. The product strength and demand are determined when the buying decision is taken, and the product is purchased.

2.2 Consumer

2.2.1 Concept of Consumer Behaviour

Consumer behavior is a wide field of study. Consumer behavior is the research to demonstrate to the customer why, how, and when a product or a brand is bought (S.K. & Raveendran, 2013). The interpretation of consumer purchasing behavior, since it is closely related to the human mind, is still completely impossible. However, it is quite possible to understand customer buying behavior on the digital platform through various analytical tools. Nevertheless, it is still impossible to fully understand customer purchasing behavior. Consumer behavior can also be referred to as buying behavior. Need is an element of human life. To satisfy the need, an individual goes to the market in return for money to buy the goods involved. Consumer behavior is an integral aspect of the perception of advertisers. Consumer conduct is a study of how people determine what they buy. The conduct may be pre-buying and post-buying. It also assists businesses in finding prospects.

A wide variety of designs of packages, brands, goods, and services are included in the modern market. This creates and regularly improves while continually strengthening strategies. However, if customers and the whole of society did not need and demand new goods, ideas, and functions, it would not bring so much effort into growth. The market is the respected business field, and consumers are just one vital component of the success of the industry, which allows businesses to grow, thrive, and develop. Companies need to consider consumers, their behavior and perception, as well as their expectations and requirements to produce an appropriate product or service that is feasible to produce, sell, and make a profit out of it.

Consumer behavior is a process that involves people or groups choosing, buying, using, or disposing of goods, services, ideas, or experiences in order to suit their requirements and desires (Solomon et al., 2010). There are various positions for different people involved in this

process: the consumer purchasing the product or service; the customer using the actual product or service; and the person influencing the product or service who provides information for or against it without buying or using the product or services.

A good business strategy for an organization is customer awareness. Companies and organizations work to meet the needs of their customers, which is the basic marketing concept. Consumer segmentation is an essential factor in fulfilling a consumer's needs and wants. There are different dimensions to each customer, for instance, demography, geography (location), psychographics, and behavior (use of goods, benefits, desires, etc.) (Solomon et al. 2010). Various types of consumers also impact the market; for example, retail buyers who are socially and ethically responsible for branded products and green consumers.

2.2.2 Perception and Packaging

The food products are used to combine colors, designs, photos and pictures, shapes, symbols, signs and messages, and details, using various packaging attributes. Each of these components will draw attention and retain attention. The way consumers view a subjective product object through its packaging and design attributes influences the purchasing option and is the key to the success of many packaged food products ' marketing strategies.

Stewart (2004) identified that brain laterality is an asymmetry when perceiving the elements in the design of a package employing psychology research. It is important to recall the location and font type, size, and color of product attributes. Consumers better understand the commodity if verbal stimuli are displayed on the left of the package.

Also, that aspect can be used as graphical design. Customers of all ages consider and assess the quality of the product and packaging according to their tastes. New graphic design is thus

appealing to younger people, while the most conventional style is for middle-aged and the elderly.

Consumers can perceive and interpret the design in various ways; hence, it is necessary to carry out the package and design testing before marketing the product. The more the commodity is perceived – the more purchase decisions can be made, and the greater the effects of sales can be achieved. It is worth noting that customers appreciate and enjoy an odorless packaging that adds no flavor to the product.

2.2.3 Involvement and Packaging

Consumer-product engagement requires participation. During this process, the customer receives the necessary product information and chooses to purchase. In other terms, the consumer actively or implicitly sees the product and agrees on the product. The importance of the product is important here because it is directly connected to the consumer and can influence the decision-making process.

Vazquez et al. (2002) suggest that there is a four-stage interaction cycle for customers. First, the customer makes a product hypothesis. Secondly, the user has a product image and a package. Thirdly, the user selects or understands how to display the product or package. Fourthly, the user incorporates and changes his actions.

Consumers benefit from the connection and contact with the goods and packaging. Knowledge can be categorized by various levels of interaction as direct product knowledge and indirect product experience. Creusen et al. (2010) claim that the direct experience is a mechanism where the users who interact directly with a product receive knowledge, while indirect experience means that customers are enhanced by media and advertisement perception of the product.

2.2.4 Attractiveness and Packaging

While buying products, packaging plays a significant part. It is the first thing the customer sees before he or she agrees to buy. Implementation and popularisation of self-service systems raise the value of product design. Chandon and Wansink (2010) points out that it is the packaging element that draws attention and triggers the purchase. The position of self-service has been transferred from knowledge to advertising and packaging from the sales agent. Vieira et al. (2015) considers that this why packaging is referred to as the "silent salesman" that supplies the necessary product details, quality, and benefits.

It can be said that the speed of life speeds up, and decision-time reduces. People live in the hustle and bustle in big cities and under the growing heat. An individual typically buys less than he or she expects as well. Holmes and Paswan (2012) says that without careful preparation, products often seem chosen and represent an impulsive buying decision. Here, the product design that draws customers in Here, the product design that draws customers in the shop, allows them to make choices effectively. The bird's eye package is more likely to be used and selected from rivals.

Images are more useful than the only using text in order to differentiate themselves from the products of the competitors. Interactive data are interpreted easily by consumers in comparison to words. This package, with its strong ethical identity with a distinctive look and a sufficiently different image, and it pays respect to the environment and its human relations. Such a factor encourages clients to make their decisions and drives buying.

2.3 Theoretical Analysis

2.3.1 Consumer Decision-Making Process Model

Consumers choose whether or not they should buy the products or goods as they wish. As consumers have knowledge and experience of the goods, they choose to shop. The decisions are based on various factors and attributes that relate to the consumer via the package and product.

It is necessary for consumers to understand the decision-making process. The method to buy the goods or services on the market before, during, and after the purchase of the products or services is of the decision-making method for the consumers. This allows the retailer to offer goods or services. If the marketer is successful in recognizing customer behavior against the products or services according to the customer buying decision process, then it will be successful in selling its goods or services. Figure 1 Indicates the customer taking steps in the decision-making process. Decision-making consists of five stages: issue identification, knowledge quest, alternative evaluation, purchasing decision, and post-actions. This reveals how a customer thinks about testing before purchasing a product. The customer may apply all five stages to a product during the decision-making process. It may also be necessary for the buyer to bypass one or more levels. Every person has a different mind than other people. For instance, a person buys their regular brand of milk every day, when the need arises. So, the probability of missing information and assessment is more as compared to items that are heavily active. Ultimately, it depends on the essence of man. Thus, in this case, the process of purchasing a vehicle consists of strong involvement. A customer should not save a phase-out of five if a buyer is going to buy a car (Kotler, 2017). This is especially suitable for new sales or high customer purchasing involvement. Other businesses concentrate on understanding customer behavior in product research, collection, usage, and disposal (Kotler & Keller, 2016)

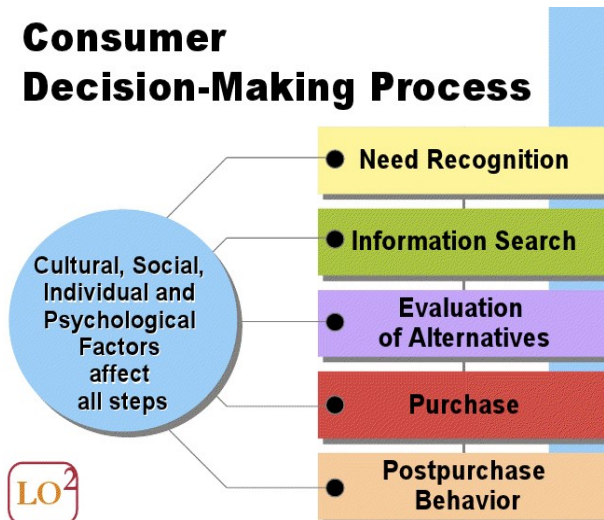


Figure 2.3. Consumer buying behavior process (*Dulce Alonso's Marketing Portfolio*)

i. Need Recognition

This is the first step in the process of consumer buying. This is sometimes named "Recognition of problems." It starts with the basic requirements of air, water, food, and shelter. It could also begin with a step ahead of fundamental needs (Kotler & Keller, 2016; Kotler, El., 2017). The company will understand and focus on meeting customers' needs (Shma, 2012). Companies can identify the need of customers and establish marketing campaigns in consideration of the needs (Kotler & Keller, 2016; Kotler, El., 2017). For instance, a person is hungry, and food is his desire, but good food will satisfy him. The organization will also focus on satisfying the needs of the customer. The next step after this point is the search for knowledge.

ii. Information Search

This is the second level of the decision-making cycle for customers. If a customer goes to the store to purchase products or services, the customer remembers his / her thoughts about the product, whether the experience is positive or successful, and the consumer is happy, then the

consumer buys the product and ends up looking for knowledge. Nevertheless, the user would start to look for knowledge about this product, especially when it has negative or unpleasant feedback and/ or reviews in the past. When the customer decides to try a new product, they will also look for the details of the company (Clow & Baack, 2016). In this point, the customer starts to check the product through various sources, he or she can get information from various sources such as personal which include family; friends; colleague; neighbors, acquaintances; commercial such as advertisements, salesmen, retailers, suppliers, sites and mobile apps, packaging, and displays; public sources such as mass media, customer feedback, social media, online search, and peer reviews; and experimental such as assessing and utilizing the product in question (Kotler, 2017). For example, if a person wants to purchase a smartphone, the person may pay more attention to smartphone advertisements, seek input from family or friends, and frequently view the information in relation to that particular smartphone's information.

iii. Evaluation of Alternatives

This is the third step in the decision-making cycle for consumers. This is the second stage of decision-making in the procurement process after finding details. If a consumer collects information on the product or the business, the consumer may rate the product or service, and subsequently, test it. For instance, if a customer wants to buy a car, he or she will collect information about the car brand, and then evaluate it using alternative brands.

Consumer behavior is difficult to comprehend, but marketers are focused on certain aspects such as fulfilling customers' needs and wants, and any potential benefits to consumers as the result of a purchase of a product or service (Kotler & Keller, 2016). If the companies

understand the process of customer evaluation, companies will benefit from the alternative approach of evaluating customers.

iv. Purchase Decision

This is the fourth step in the purchasing decision-making cycle for the customer. The customer has decided to purchase a particular product. In essence, he or she will then analyze it, and determine where to purchase and when to buy, provided that the knowledge is derived from different sources. Consumers buy the brand or product in which they are rated highest in the evaluation. The option of purchase also influenced local communities.

v. Post-purchase Decision

The post-purchase decision is the fifth and final stage in a customer's purchasing decision-making process. Once the consumer buys a product, the businesses do not stop working. Firms should be aware of the customer's behavior or opinions on the goods. After using the product, the customer can either be happy or unsatisfied. Unless the buyer is satisfied, there is a higher probability of retention than that of the product, and the customer is likely to purchase an alternative or substitute product from other businesses. If the customer does not like or dislike the product of the business, the issue arises. When the consumer is not pleased or disappointed with the company's product, then the question arises. For a number of reasons, a consumer may be disappointed. The customer will be disappointed when the company promises something and has not delivered it. For example, a car manufacturer provides free services to the customer, but the fraud increases when the service supplier rejects them. It is just one example. The definition of customer happy or unhappy is all about consumer preferences and perceived

consumer perceptions. The consumer will be fulfilled if the expectation matches the standard of the product he or she has purchased and expected. However, if the expectations of the customer do not fulfill the standards of the product they purchased and expected, the customer will likely be dissatisfied (Kotler, 2017).

2.3.2 Types of Consumer Decisions

There are three types of customer decisions: prolonged decision-making that is based on a significant self-image motivation and the final decision is considered relatively risky; limited decision-making is simple, quick, and easy, of which the motivation does not really consist of searching for evidence and evaluating alternatives; and ordinary decision-making that is considered normal and subconscious.

The result at the end of each decision-making cycle shows that whether the goods meet the desires of the customer or not. The findings of the investigation and assessment process are then presented and can be checked or updated if appropriate.

2.3.3 Consumer Decision-Making and Packaging

There are several communication mechanisms in marketing, such as advertisement and product presentation. Nonetheless, as the challenge is faced by these conventional approaches, advertisement and product design will help attract and influence potential buyers. In marketing communications, the related packaging design attributes can be excellent.

The kit interaction with the customer increases trust and interest and makes it easier for the customer to manage details. Please find below the product specifications and procurement

decisions. If the consumer does not want to learn about the product, the product can generate a positive or negative stand by its packaging properties, such as color, graphics, picture, and shape.

The commodity is now on the shelf, and customer decision-making is affected. The product design must ensure a positive consumer experience and that the actual packaging design is viewed favorably. Yildirim et al. (2017) suggest that the decision to buy is often based on how much purchasers want to fulfill their needs and wish for the product and service.

2.4 Food Product Packaging and Youth Adults' Consumers

The packaging of a product is considered to be one of many motives that encourage food consumption (Chandon & Wansink, 2010), and it could whet an individual's appetite desire for it (Vieira et al., 2015). Packaging must be treated as an essential part of the food and food supply, which can not be done without the packaging element. The packaging is known as one of the marketing tools. Review of food packaging literature reveals how packaging works from logistics to marketing, from fillers to end-users. With its diverse functions, packaging seeks to gain a competitive advantage. Evidence has shown that, in addition to contributing to product recognition and appraisal of food items (Underwood & Klein, 2002; Chung et al., 2006), the packaging is deemed important for product development and product promotion (Lofgren & Witell, 2005), a valuable marketing engagement method (Silayoi & Speece, 2007) and a strategic way of building retail brand value (Vazquez et al., 2002). Rundh (2013) argued that packaging creativity has led to a transition in food distribution, take TetraPak for an example, as well as the creation of products to satisfy different consumer needs like take-away food.

As a consequence, labeling and package design have gradually been seen as an effective means of separating products from rivals. Shekhar and Ravendran (2013) observed that chocolate labeling signals had a substantial effect on the buying behavior of young adult customers aged between 18 and 30 years. Packaging has evolved from a silent salesman to a brand-builder (Clement, 2007).

The primary purpose of having a packaging can be divided further into 3 categories: (Rundh, 2005): commercial functions, which focuses on the elements of identification, communication, positioning, and distinction; physical functions that focus on the elements of the container, safety and protection, practically, contents conversation, and transportation facility; and social functions which emphasize on the elimination of waste, and promotion of recycling activities. The packaging is the vector of materials and technical elements (functional elements) with non-material symbolic elements (emotional elements) of goods in question (Binninger, 2015). In order to prevent customer dissatisfaction, Coles (2003) suggested that packaging should represent the quality and brand values of the product. The packaging works both in the distribution and marketing, and consumer-product chain (Olsson & Larsson, 2009). In general, if a product does not support advertisement, the packaging of the product will then be responsible for this role and be its primary purpose (Vieira et al., 2015). The packaging element does not only have the functional task to secure the product. (Yildirim et al., 2017) It also has a fundamental role to play in disclosing the package content (Vieira et al., 2014). A Chandon and Wansink (2010) research showed that messages and themes on the packaging for food goods reach young consumers more than advertisements and help to distinguish brands from its rivals.

The impact of food packaging on the purchasing choices of young consumers was also conceptualized by scholars based on their physical component parts such as color, picture

and image, shape and size, technology, and material (Silayoi & Speece 2007). Cahyorini and Rusfian (2011) concluded that food packaging design had a powerful impact in South Jakarta on impulsive purchases of chocolate. Silayoi and Speece have concluded (2007) that the design features of food goods packaging have become a significant factor in determining consumer decisions in various segments of the industry.

2.5 Comparison of Food Packaging between the West, the East, and Malaysia

Jacobs (2015) provides a rich analysis of potato chip packaging (or crisps, as they are known in the **United Kingdom**) to review existing analytical approaches while introducing new ones, such as the analysis of ‘parafoods’.

Barnes investigates fruit, vegetable, and meat packaging labels designed to suggest a different kind of authenticity – Britishness, and wholesomeness of farm produce. Barnes’ article ‘Telling stories: The role of graphic design and branding in the creation of “authenticity” within food packaging’ focuses on the design imagery of a group of fictional farms designed for the **UK**-based grocery store Tesco. Using social semiotics (Leeuwen, 2005), the investigation of communicative codes (e.g., text and image) in a social context, the article explores how ‘authenticity’ is co-produced by shoppers and designers in the consumption of the graphic design elements of food packaging.

With its emphasis on a food wrapping material, Ai Hisano’s article ‘Selling food in clear packages: The development of cellophane and the expansion of self-service merchandising in the **United States**, the 1920s–1950s’ challenges the conventional understanding of food packaging design, which typically focuses on more familiar materials such as glass, plastic, paper (e.g., card and cardboard) and metal (e.g., tin and aluminum cans) or neglects materials

altogether. Equally refreshing is Hisano's discussion of transparency in packaging materials and its accommodation to wider cultural tendencies and consumption practices that prized vision. Hisano observes that the dominance of male executives in the food and cellophane industries of the 1930s resulted in gendered biases including an assumption that women 'bought with their eyes' thus leading to an increased emphasis on visibility in the retail environment and packaging, resulting in promotion and use of cellophane in food display. The marketing of cellophane communicated a particular kind of modernity that emphasized the hygienic, protective, and scientific. Its glittering appearance further associated it with modernity (Maffei & Fisher, 2013). At the same time, Hisano discusses how transparency was also seen as problematic: impeding the 'gratification of curiosity and surprise,' e.g., analogous to the surprise provided by unwrapping a gift.

The paper aimed at contributing to the theoretical understanding of the impact of packaging on **Ethiopia's** cereal food purchasing decision, especially Addis Ababa City, which has shown that people want some creative creations that attract them and shade a different light towards the brand. Unique packaging impacts the purchase behavior of consumers more. The vocabulary used to provide consumers with an insight into the product. The food information on this package is of greater value for consumers and will have a greater effect than any other information given on their buying decision (Imiru, 2017).

Evidence from a study in **Karachi, Pakistan**, has shown that packaging has an adverse relationship with the purchasing behavior of consumer products. At the same time, design plays a major role in packaging as its unique and different designs are catching consumers' attention. People want some new creations which attract them and change their perception towards the brand (Mahera, Sayeda, Sana & Muhammad, 2015).

Packaging continued to record positive production volumes in **India** in 2015. Rising economic growth and rising inflation were driven, allowing consumers to purchase more goods. In addition, this led to a demand for packaging. The Indian Institute Packaging (IIP) is a national apex body that was founded in the year 1966, with the purpose of improving the country's packaging quality through its packaging and associated industries, as well as the Ministry of Commerce, Government of India. The institution is deemed to be an autonomous body under the administrative control of the Ministry of Trade. Numerous products took new forms of packaging during the year 2015. Numerous releases took place. The customer was, however, aware of the price and kept looking for money value. This has resulted in higher demand for bulk shipments, multi-packaging, and smaller products, though there has also been discounting (Gopinathar, Prabha & Ravichandran, 2016).

In 2004, Jacob Weiss combined cultural history with semiotic analysis to investigate the labels of kosher food packages as a discourse of nostalgia and the 'commodification of tradition.' Maria Kniazeva (2015) has researched Western food and drink packaging that uses the imagery and language of Eastern religions, in particular Buddhism and Hinduism. Her research aimed to discover the way in which Western secular and Eastern spiritual traditions might coexist in the marketplace. However, Kniazeva concluded that authentic Eastern spirituality is nearly impossible to achieve in Western commercial packaging.

Combining a historical and contemporary perspective, Michael C. Brose's article 'Permitted and pure: Packaged halal snack food from **Southwest China** explores the ways in which packaging design can communicate nostalgia and religious and national identity in a country undergoing intense economic and social change. Focussing on halal beef jerky produced by the Muslim Hui people, Brose examines not only the historical and cultural contexts of his subject but the design challenges of communicating ethnic identity in China's expanding online

commercial environment. In contrast to Kniaveza's conclusion, Brose's research suggests that specific religious and spiritual codes are more authentically communicated within national and ethnic groups than outside them.

Research conducted by Ahmad, S., Ahmad, F., Nur and Syed (2015) among **Malaysians** have found that the demand to have a better packaging is growing and packaging function has progressively shown its critical role in attracting consumers to buy the product.

Gholamreza, Song and Syriac (2019) note that product information has the biggest influence on the intention to purchase, followed by a fundamental appearance and feel of the product, and the packaging material had the least influence. Furthermore, it can be seen in the comprehensive findings that the **Malaysians** are thinking more about the package's nutrition details and the correct package size.

In terms of green packaging, the ideology of green food packaging for **Malaysian** producers is relatively recent. However, the food consumption of green packaged is gradually becoming more well-known in Malaysia as the market is changing rapidly in accordance with developed countries. Malaysia, in particular, the number of green packaging suppliers are rising in the food industry (Muhammad & Amin, 2012)

A previous study has suggested that the design, color, typography, and usability play an important role in creating an effective packaging for food products in order to create the right product packaging by Bumiputra SME in **Malaysia**. This study was carried out by Maznah, Mohd, I., Mohd, N. and Mohd R. (2011), where it places emphasis that the appropriate guidelines for the development of successful packaging should be drawn up. Implementing the knowledge of Bumiputras ME may allow them to be more innovative and to understand the overall concept of food product packages that could attract Malaysian customers.

The findings show that packaging shape and package details are two attributes that influence customer buying choices in Penang among **Malaysians** (Siti, Lee & Wong, 2012)

Visual similarities on the 'Me-Too' packaging (a term is given to items imitating the overall picture of leading brand items) can be considered to influence the customer purchase decision. Most customers thought the color combination was the key factor that led to the visual similarity on the packaging 'Me-Too,' followed by the graphic layout and illustration/photography. While the consumer's majority accepted that the visual elements on the 'Me-Too' packaging might confuse them, they insisted that identifying the leading brand items did not offer much trouble as they had expected. Unfortunately, the 'Me-Too' packaging phenomenon is undeniably becoming more frequent among many different brands in **Malaysia** besides the one mentioned in this research. This should be taken seriously among the manufacturers as well as the consumers. Most of the time, new brands are trying to emulate instead of innovating their own brand identity because of the lack of strict actions taken from particular manufacturers of the brands' packaging that had been copied (Anith, Mohd, Wan, Izwan, Norsharina & Nik, 2016).

CHAPTER 3

METHODOLOGY

3.0 Introduction

Qualitative research method is chosen as we have come into an agreement that it is more suitable in analysing and collecting the appropriate data for this research. Qualitative research method is considered to have a naturalistic approach in an unrestrained setting, one with which tries to comprehend a certain phenomenon (Levitt et al., 2017). Qualitative research does not involve any quantification of data; a social science research that collects non-quantifiable data and deciphers the data in hopes to comprehend social life by studying a group of targeted populations or places (Punch, 2013). It explores, trying to find the answers to its 'hows' and 'whys', whether on a particular phenomenon or program while trying to assist us in comprehending the social world we live in and the reasons why they are. (Polkinghorne, 2005). It has a goal to aim for in providing an intricate comprehension and understanding into the areas of interest, namely emotion, attitudes, human behaviour and involvement [Tong et al., 2012].

This research utilizes **phenomenology** as it attempts to unravel the emotions an individual feel, attitudes of an individual, thoughts and perceptions of an individual think of, and bodily experience of a person while they go through experiences (Brian, Catherine, & Lara, 2019). We want to understand how young adults in Kampar react and simply feel towards a product packaging and see whether it fares for the reason they are buying a product. By using qualitative methods, we will be able to comprehend on a deeper level as individuals will be able to express their thoughts without being too restricted when answering. We want to take an emphasis on the experience of the individuals. The main goal is to narrow down the themes in which they are in circumstances that would affect or either prompt their decisions.

3.1 Research Design

3.1.1 Sampling Technique

The goal of sampling in qualitative research is to have a representative sample that is able to present for the population, which later on can be used as a generalization for the same population the sample was recruited. **Purposive sampling**, where samples are purposely picked to fulfil some of the basic criteria for the study and the particular participants are found by a methodical way. It is what involves the selecting and targeting of individuals that primarily are informative or was involved in a phenomena that is related to the discussed topic (Cresswell & Plano Clark, 2011). **Homogeneous sampling**, where participants who share similar culture or even experiences are chosen. **Criterion sampling**, a subcategory of homogeneous sampling, chooses participants who only meet every criteria set by the investigator (Palys, 2008). For the purposes of the study, only participants who are now staying in Kampar, Perak, aged between 18-24 years will be selected.

3.1.2 Sampling Size

A sampling size of 10 people with the ages of 19 to 24 years was determined. According to the State Adolescent Health Resource Center (n.d.), this age group experiences many shifts in their life, from the aspects of family, school, work, resources and role. They stated that young adults these days take an extended time to actually acquire economic and psychological autonomy when compared to the past while the experiences during young adulthood, each individual goes through varying experiences. The main reason we chose this age group is because most individuals in this age range are mostly students or budding workers, where we want to see if product packaging plays a role in the decision of a young adult. More often than not, students

turn to junk food and confectionery as comfort food in times of stress and to relieve themselves of the stressful situation they are facing. It has definitely become a part of their fast-paced, stress-ridden lifestyle. Some studies have even found that young adults eat junk foods in between their meals so that they can keep off the hunger and to also keep a sharp mind (Rocha et al., 2004).

3.1.3 Research Setting

Tesco Kampar has been picked as the location to observe how young adults choose a product to buy while browsing through the row of tempting packaged food and drinks. One of our motives to choose Tesco Kampar as our observation location is because Tesco is the biggest groceries retailer in Kampar and they have an array of products in their market. Another motive of us would be that Tesco has a higher number of young customers visiting. It is located in the new town area of Kampar, where most of the population that stays there are young adults attending university. So there will be a higher chance of “accidentally” encountering young adults looking at products.

The CocoHut cafe is chosen as the interview location. The reason being that it has an ambience that is peaceful and quiet, so there will be little to no distraction to conduct the interview and hopefully it will make the participants relax throughout the duration of the interview. We plan to treat the participants to a drink after the interview. There are five food products to be shown in the focus group discussion, with 3 from the food category and 2 from the drinks category. They were chosen based on their packaging design by us (researchers), in which we considered them as interesting packaging designs and also according to their availability in the Malaysian market. Different packaging materials were considered during the narrowing down of packaging design choices.

3.1.4 Respondent Criteria

The criteria for choosing participants to be observed is to be an individual choosing products on the selected aisle. They are not to be accompanied by other individuals as it may affect their purchasing behaviour and decision made. Individuals who look like they are in between the ages of 18 to 24 years will be observed. Also, individuals who look like they are not shopping for products in a mall or a supermarket for the first time. A total of 5 participants will be needed and chosen.

For focus groups, we will gather 10 participants which will then be divided into 3 groups; 2 groups with 3 participants each and the remaining group with 4 participants. The age required to participate in the focus group is between 18 years old and 24 years old. Participants need to at least have experience buying from physical supermarket stores or grocery stores.

3.1.5 Procedure

The things we need to do before conducting the interview is to brief the participants on what we will be doing for the interview and also answering any questions they may have regarding the interview. After the short brief, we will proceed to have the participants fill up the consent form as proof in which they agreed to do this interview while also allowing us to record their voices during the interview for the purposes of the research study. The consent form will include a simple demographic form including age and sex. Subsequently, we will then proceed to carry out the interview with the participants. With ethical considerations, we will only start videotaping and audio taping after participants are informed and signalled. We will have them order their drinks before the brief so that they will have time to warm up to us and be at ease

during the interview. The data collected during the observation and focus group will only be used for the purposes of this study.

3.2 Research Instruments

3.2.1 Observation

Observation is done in a naturalistic setting, where researchers are present on location. The data collected from an observation involves the individuals, processes, interactions, settings and also explanation for a phenomenon, with which coming from participants' viewpoint (Barbara, 2005). Since phenomena have the potential to be observed in context, researchers can actually obtain a more comprehensive result and obtain a deeper comprehension (DeWALT and DeWALT, 2002) than interviews or focus groups. An environment that is not created intentionally has more room for spontaneous, enlightening discussions. We will judge on the situation on whether to either engage in the environment or to be fully observing the situation. For observations that are done covertly, it may incur some ethical dilemmas since those who are being studied might not know that they are actually being studied and observed. Some researchers who advocate to learn and undergo social lives while being on the front lines for the disadvantaged person spring in in confronting ethical restrictions during covert research (Li, 2008). We will then observe while remembering to take notes from time to time during observation hours. We will choose individuals who are browsing products on the selected aisle alone without any accompaniment since it may influence their purchasing behaviour. Individuals who look like they are in between the ages of 18 to 24 years will be observed too and look like they are not shopping for products in a physical store for the first time.

3.2.2 Interview

To achieve a more personal feedback, a **semi-structured interview** with open-ended questions will be held to allow more flow in conversation while also allowing participants to express more freely without being too much of a restrictive interview. Interviewees might argue and deter each other's opinions and explanations with each question asked, but this is just a process in which we will be able to comprehend what they so strongly believe in (Mason, 2002).

There are five food products to be shown in the focus group discussion, with 3 from the food category and 2 from the drinks category. They were chosen based on their packaging design by us (researchers), in which we considered them as interesting packaging designs and also according to their availability in the Malaysian market. Different packaging materials were considered during the narrowing down of packaging design choices.



Figure 3.2.2.1 Pringles potato chips assorted flavour (food category)

Pringles potato chips' packaging materials uses a can with aluminium lid and a plastic cap. The shape is a round, long cylindrical "bottle". The circumference of the cylindrical "bottle" is enough for an adult to hold on to. The colour of the packaging comes in all sorts of colours since there are a ton of flavours to choose from. They utilise bright and contrasting colour against their image. The image design illustrates fun and vibrant happenings with the potato chips while also expressing the flavour of the chips.

SAMYANG



Figure 3.2.2.2 SAMYANG instant noodles assorted flavour (food category)

SAMYANG instant noodles cup noodle has a wax coated paper cup plus aluminium lid to retain the heat from the hot water. The shape of the instant noodle cup is shaped like a bowl for ease of use on the go. It has a size that is not too small and cramped when compared to other brands, it makes eating and making the noodles easier. They used unconventional colours for food packaging especially instant noodles. The graphics they use are very vibrant and self-explanatory, it indicates what the package inside is all about and it is easy for one to understand even if they are not able to read the language.



Figure 3.2.2.3 TOBLERONE chocolate bar assorted flavour (food category)

TOBLERONE chocolate bar has a paper box for its packaging material and also uses aluminium to wrap the chocolate bar inside to remain its freshness. It has a unique triangular shape when compared to other chocolates brands which usually is just a rectangular block

and it has an easy snap-off for the chocolates. The colours for their packaging are pretty normal but the big, red-coloured font they used really gives off a huge impression. The design is minimal with the mountain peeking up on the left side of the packaging.



Figure 3.2.2.4 DutchLady flavoured milk – Star Wars Edition (drink category)

This DutchLady flavoured milk is a plastic bottle with a plastic cover wrapped in a printed plastic wrapper. The bottle has a “figure 8” shape that is designed to help gripping the product on hand and not letting it slide away from the hand. It has a size just enough for kids and adults who like flavoured milk. The colours for the flavour packaging are complementary with the limited edition characters. The design of the bottle is trying to appeal with Star Wars fans and or either the fans of the characters.



Figure 3.2.2.5 BONaroma ground coffee assorted (drink category)

BONaroma, a ground coffee brand that comes out with an assortment of coffee flavours from different countries uses an aluminium coated printing material to store its coffee. The shape of the packaging is a generic shape but it is rare to see packet ground coffee that is slim and tall. It has a size that is easy for the hand to grip, especially since Asian majority have small hands. Each and every flavour has an image paying homage to its native city/country on the packaging. It uses soft colours with a white background and uses minimal line art to complement with it.

3.2.3 Focus Group

A focus group consists of individuals gathered through the means of purposive sampling who are then questioned with questions related to the research topic. Each and every session will be videotaped so that we will be able to interpret their feelings through their body language. We will also be audiotaping the interview as a backup just in case the camera audio could not pick up the words clearly. After conducting the focus group, the recorded audio tape will be transcribed so we will be able to narrow down the points they may make. We will be facilitating the discussion and make sure that participants are free to respond whenever they want. With 10 participants, they will be divided into 3 groups; 2 groups with 3 participants each and the remaining group with 4 participants. With a focus group, we will be able to observe the interactions each participant has with one another all while having a healthy discussion about the topic. Having them discussing a topic while also revealing their own attitudes and beliefs regarding the topic is always an advantage when compared to individually conducted interviews.

3.3 Data Analysis

Qualitative data consist of unquantifiable data which includes text documents, interview transcripts, audio recordings, video recordings, images and also notes. The utmost significant portion of data analysis in qualitative research is to be truthful with participants, to put oneself in other people's shoes and try to understand things from their perspective. Researchers try to listen to them vouching for their opinions; interpreting and reporting what they heard so that the mass can read and learn. (Sutton & Austin, 2015). A composite juncture in qualitative research and is often overlooked from discussions within the literature (Thorne, 2000). A systematically approached data analysis is able to be conveyed to others translucently

(Malterud, 2001). The researchers are the instrument when they are coordinating the data analysis, taking helm in making decisions on coding, classifying the themes, deconstructing and reconstructing the data on hand (Starks & Trinidad, 2007).

Content analysis will be used for data analysation. It deals with mostly verbal materials, but is also able to be used for non-verbal materials (Smith, 2000). Transcription of interview texts is a usual starting point for qualitative content analysis. The main goal in this qualitative content analysis is to decipher a huge amount of text into crucial results from a neatly classified and compact summary (Erlingsson & Brysiewicz, 2017). Interview transcripts are usually analysed using this method. The interview transcripts will be collected and analysed to our best efforts.

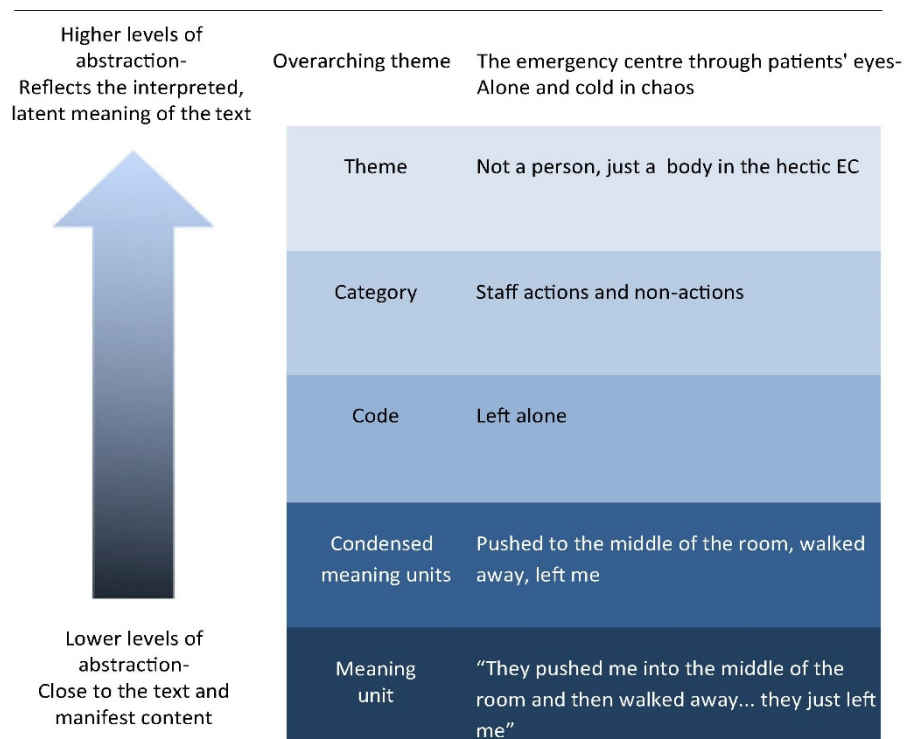


Figure 3.3.1 Example of content analysis from lower level of abstraction to higher level of abstraction.

The ways that we need to adopt for us to analyse the data is to make ourselves familiar with the data obtained. We have to go through the data repeatedly to familiarize ourselves with the content so as to make sense of any basic patterns or observations. Then, we will have to revisit the research objectives and see if any data collected are able to fulfil the requirements. We will move on to develop a framework, to code the collected data using three types of coding, open coding, axial coding and selective coding. **Open coding** is where initial raw data organization is laid out and constantly rereading the data just to get an understanding from it. **Axial coding** is what comes next, where we try to link and connect codes from each and every interview transcript and categorize them into suitable categories. **Selective coding** is the stage where we select the core category for the final analysis, connecting the puzzle pieces from the categories to the story. Coding is a good way to assist researchers in tabulating and classifying the data on hand. Last of the process is to recognise links and patterns from the coded data for themes. Recognizing frequent answers for questions, finding usable data for research questions and to also dive into areas that can be examined additionally.

To construct “credibility” in coding, both researchers can code the very same transcript so that they will be able to confer about their respective findings. This can be considered a good way for researchers to revise their codes and to refine their research findings (Sutton & Austin, 2015).

3.4 Validity and Reliability

The verification process is a continuous one, moving from the first stage (themed conceptualization) to the last stage (reporting), ensuring the validity of the data collected (Kvale and Brinkmann, 2009). Guest et al. (2012) refers to validity as 'the belief that you are assessing what you plan to assess.'

Techniques to validly improve were applied where appropriate. For example, more than one method was used to gather the searched information; the participants were able to revisit what they had said during the interview to explain any doubts; the interviews were transcribed verbatim, to quotes from the participants were used to specifically relate the information to the author (Guest et al., 2012).

It should be noted that other methods, such as analysis of the themes by outside researchers, have not been implemented in this study.

The aim of the interviews was to gather the interviewee's personal thought by sharing his / her experiences and perspective on certain cases. By examining this, and ensuring that the author understands the intent behind each of the questions posed, it can be presumed that the findings of the interview lead to objective results (Kvale & Brinkmann, 2009; Guest et al., 2012).

The personal dimension of conducting a qualitative study delimited this study's reliability, since each researcher shared experiences that were not strictly factual. Therefore the results will probably vary if this work were to be replicated. This has to do with the evidence that the questions asked varied marginally from participant to participant and the answers given refer to a potential viewpoint informed by the current personal views. Any of those factors may have affected the research's reliability. Nevertheless, validity is considered the most critical aspect of qualitative research, because study findings do not contribute with useful information if not accurate (Guest et al., 2012; Kvale & Brinkmann, 2009).

CHAPTER 4

FINDINGS AND ANALYSIS

Due to the COVID-19 pandemic occurred during the research period, one of the data finding method which is the observation, which needed to conduct in physical environment, has to be cancelled due to the consideration of researchers' health risk issue.

Therefore, there's some changes in the order of questionnaire. 5 questions to answer the research question based on the observation from section A in questionnaire has been removed. To overcome this, one question from section B and two questions from section C have exchanged to the section A for the aim to answer the research objective. As a result, three of the research objectives have been fulfilled and answered without the after effect of removing observation method.

Besides, focus group interview has changed from physical face-to-face interview to virtual interview through Microsoft Team by audio recording due to the same concern.

4.0 Introduction

The purpose of this chapter is to discuss the finding of the research. This study is able to identify the influence of packaging design elements upon consumer buying behaviour among young adults towards food products. Through the findings and analysis, it helps researchers to examine the understandings and feedbacks from the participants towards the prepared 10 research questions.

The focus group interview sessions consist of total 10 participants who are also students from Universiti Tunku Adbdul Rahman, Perak. It divided into 2 groups of 3 participants each and 1 group of 4 participants, which is distributed in 3-3-4 in these three groups. The interview session conducted in virtual mode through Microsoft Team meeting with audio recording. Before the interview start, researchers created three independent private group which categorised and named as focus group one, focus group two, and focus group three. After that, specify respondents invited into the group accordingly without repeating. Every participants and researchers stay at their home or hostel while conducting the interview to ensure the safety and no interference from other aspect. Each focus group have been conducted in different time

and day to match with participants' available time. Once researchers and participants ready, virtual focus group interview started. Firstly, researchers explained the interview protocol and pass the prepared consent letter to the participants for filling. Afterwards, researchers asked ten prepared questions accordingly and start the discussion with the participants. During the discussion, several follow up questions asked from researchers when the feedback given by respondents were out of topic or didn't answered the research objectives. The interview session has conducted average 50 minutes on each group.

4.1 Participants Information

4.1.1 Focus Group One

Participants	Age	Gender	Ethnicity	Course of Study	In-store shopping experience
A	23	Female	Indian	Advertising	Yes
B	24	Female	Chinese	Advertising	Yes
C	21	Female	Chinese	Advertising	Yes

Table 4.1.1 List of participants in focus group one.

4.1.2 Focus Group Two

Participants	Age	Gender	Ethnicity	Course of Study	In-store shopping experience
A	23	Female	Chinese	Advertising	Yes
B	21	Female	Chinese	Advertising	Yes
C	23	Male	Chinese	Environmental Engineering	Yes

Table 4.1.2 List of participants in focus group two.

4.1.3 Focus Group Three

Participants	Age	Gender	Ethnicity	Course of Study	In-store shopping experience
A	23	Female	Chinese	Advertising	Yes
B	19	Female	Chinese	Psychology	Yes
C	23	Male	Chinese	Economy	Yes
D	21	Male	Chinese	Advertising	Yes

Table 4.1.2 List of participants in focus group three.

Referring to the table 4.1.1, 4.1.2, and 4.1.3, all the participants are student currently studying in UTAR. They are young adult at the age range of 19-24. Total of seven female and three male participants. Most of the participants are Chinese except one is Indian. Thereby, executed the criterion sampling technique as the participants meet every criterion set by the researchers.

All of them have in-store shopping experience. They spent most of their time shopping in Tesco, Kampar when they want to purchase food product like snack, drink, biscuit, etc. Therefore, the chosen participants comply with homogeneous sampling technique as they share similar culture and experiences.

Meantime, they able to observe and critic to any food product through their own perspective and experience. Thus, these participants are informative and involved in the research topic, and meet with the purposive sampling technique.

4.2 Focus Group Interview Analysis

4.2.1 Research objective 01: To examine whether the packaging elements will affect the young adults' buying decision.

Question 1 in section A: Do you think that a good packaging design for food products can easily influence young adults buying decision? If yes, why? If no, why?

For this question, nine out of ten respondents agreed that a good packaging design for food products can easily influence young adults' buying decision while the remaining one respondent believes it only prompts buying intention. They all believe that an attractive packaging design serves its purpose as an eye-grabber, to grab consumers' attention with designs that will amaze them.

Firstly, two of the respondents said that the colours and illustrations used on a packaging design serves as a first impression for consumers to judge whether the food in the packaging is of good taste since taste-testing is not allowed unless there was such promotion. Good designs get attention easily from consumers but a packaging design with bad functionality will bound to be shun away from consumers. For example, a drink packaging without a proper open and close function. Another respondent has similar views, packaging design is the first thing a consumer sees while browsing through the supermarket, it serves as a first impression. When it is attractive enough it will wheel in the customer into wanting to know more about the product.

Another two of the respondents have views that young adults will buy products that are 'good-looking' or will be affected by the visuals of the products. Snack packaging from Taiwan and Japan are very attractive, they are all in different colours and varying shapes in bottle designs. The respondent said that young adults mostly like to show-off on their social media platforms with their peers. The other respondent gave another example with Pepsi coming out with a new flavour printed on their packaging, a combination of vanilla flavour with New Zealand milk. A new flavour which piques the interest of the young adults even though they had not tried it beforehand.

Secondly, four of the respondents believe that attractive packaging design will raise customers' attention towards the product, it catches their eye-sight. The right packaging design will be enough to stand out among the sea of products, making the customers curious about the product. Among the four respondents, one of the respondents mentioned about buying a product with attractive packaging design even though the product is not needed in the lives of

the respondent while another mentioned about collecting packaging from bubble milk tea chains like The Alley and Tealive to decorate the table.

Lastly, the last respondent has views that children and adults are alike in the sense that they like nice things. A good packaging design will radiate a good impression for the product as well as the brand of a product, it helps with their imaging as it creates the impression that they really care for their customers by putting in the extra effort into designing the product packaging.

Question 2 in section A: Do you get attract by a food product which has a digital screen at side presenting the information? Why?

Six out of ten respondents agree that they are attracted by the digital screen presenting the information at the side of the food product while the remaining four disagreed.

Firstly, four of the respondents who agreed mentioned that the digital screens will attract their interest towards that product. Among the four, one respondent said it is rare for products to have a digital screen promoting it and would want to know about what food advertisement it is about, if it does not pique their interest, they would not bother the advertisement being advertised. Two of the respondents would be interested if the digital screen shows the ongoing promotion or special offers being offered, one of them would go closer to the screen if they are interested but would not buy the product on the spot. The other respondent likes to compare among different products and brands to only then make a final decision. Another respondent would look at the digital screen and this would further prompt this respondent to check out details on the physical product once decided to buy, to get more information like expiry date. Since digital screen mostly only display basic information that consumers will want to know, you'll still need more information from the product itself.

The remaining two respondents who agreed would be attracted to the digital screen has slightly similar views. The first respondent said products with a digital screen are more attractive compared to those that do not have. It is especially effective upon teenagers and children as it will pique their interest into touching it and will engage with their customers while presenting information on the digital screen. As for buying decision, it depends on whether there is promotion on the screen, this might influence people's purchase intention but not necessarily purchase behaviour. The other respondent thinks that if the digital screen shows how the food product is made and displays more information regarding the product on screen it would be enjoyable to look at the advertisements, while advertisements are a joy to look in itself. Would buy the idea (digital screen), thinks it is modern and creative but might not purchase the product. Looks at the digital screen because of interest, wanting to know more.

Secondly, among the four that disagreed two gave reasons like the advertisements on the digital screen is all just a marketing ploy to attract customers towards the products while the other respondent explained that they plan their shopping list before actually buying at the stores or supermarkets and is also numb towards advertisements. These two respondents further explained while they are not in favour of the advertisements, they will still be curious about the

product. They might look at the digital screen if it displays more detailed information about the familiar product.

Lastly, the remaining two respondents that disagreed with being attracted to the digital screen has similar views. They prefer to personally search for information regarding the product by them themselves, either searching it in-store or online for more product details while the other likes to compare and look for the differences among the details, ingredient and packaging of the products. They would not go out of their way to just look at the digital screen even if they pass it by, would not stop to look at the screen since there is no point in looking at something that they are not having any interest.

Question 3 in section A: Do you think you will purchase these food products? Why? Now we are going to show you the images on the Team Chat.

Eight out of ten respondents answered they would buy some of the products shown to them while the remaining two respondents answered they would not buy the products shown based on the packaging of the food products.

The majority of the respondents that said they would buy some of the products shown to them chose the BONaroma coffee and Dutch Lady Star Wars milk while only two chose the Toblerone chocolate bar and one chose Pringles potato chips. Those that chose the BONaroma coffee packaging gave their reasons on why they chose it. Reasons like it is simplistic, attractive and different from usual coffee packaging designs. The respondent would choose the coffee packaging because it does not use illustrations that depict the what it is exactly. For example, using images of coffee beans for coffee packaging. Instead they illustrated girls of different ethnics to depict the coffee flavour, it is different from normal coffee packaging as they use creativity on designing the packaging. The packaging attracted the respondents' attention and caused the respondent to grab it only to realise it is a coffee packaging. The other respondent finds the coffee packaging attractive and would buy it to keep the packaging even though the respondent does not drink coffee, they might find someone to finish the coffee but will keep the packaging.

There were also respondents who chose Dutch Lady Star Wars milk and mostly think children will like the packaging itself. One of the respondents mentioned that they would buy it just because the packaging is fancier from the usual packaging. It has pleasant colours and good graphic images on the packaging design of the product.

Other than that, respondents that chose the Toblerone chocolate bar gave reasons like the design is simplistic and cool looking, looks nice and cute. The packaging design is also easy for the respondent to carry it around and not get worried about it being damaged because there is a protective layer and is easily consumed.

The remaining respondent that chose Pringles explained that its design looks colourful and has a cute appearance. This respondent mentioned that when not having any clue to buy what food products, the respondent would just breeze through the supermarket and might be attracted to the packaging itself but would not make further purchase until knowing more information on the product.

Next, two of the respondents came into agreement that they would buy the Samyang cup noodle packaging due to its packaging design. They both think that the foreign language on the product plays as a factor into making it attractive to them. It made the product look special, attractive and stand out among the rest of the examples. It looks unique to them with its use of cute cartoon and combination of different colours.

Lastly, two respondents out of ten respondents replied no when asked if they would buy any of the products shown to them on screen by the interviewers. One respondent said that while packaging is important, the taste of the food products is more important. So, this respondent would not buy any of these products based solely on the packaging but will buy the food products if both factors are checked. The other respondent said that the food packaging of these products shown to them would not make any impact on the decision that the respondent would make to buy the food products.

4.2.2 Research objective 02: To find out the perception of young adults towards the packaging design for food products.

Question 1 in section B: How do you define a good packaging design for food products?

Firstly, the finding shows that majority of the respondents defined a good packaging design for food products should including with **attractive visual** on the packaging. They mentioned that an attractive illustration, different in colour and eye-catching design can make the food packaging stand out among others and catch the consumers' attention, therefore it could define as a good packaging design. Besides, respondents think that as long as the illustration, colour and design is different from standard look, it could define as a good food packaging. Respondents statement with previous studies, Kumar (2014) suggested that customers are able to unconsciously imagine a product's appearance, taste, feel, and sound when viewing the pictures and photos presented on a package.

Secondly, the second most of the respondents' emphasis on the **stability and durability** of the packaging. They feel that packaging should serve their main purpose which is to protect the product or food inside. Packaging with a good stability can ensure the product stand still in a spot without moving, this could prevent the food inside spoil out unexpectedly. Meanwhile, packaging with a strong durability can ensure the protection of the product from both inside and outside, so that the shape and quality of the product could maintain as it manufactured. An example from respondent, Downy softener packaging (refer image 4.0) preform as a high stability and durability packaging with its wide bottom surface and thick plastic materials.



(Image 4.0 Downy Softener Packaging)

Thirdly, near to half of the respondents think that **clarity of information** on the packaging is the key to a good packaging design. With clear information stated on the packaging, it could direct tell the consumer what the product or brand is about. By giving appropriate details on the food packaging, it could let the consumers feel secure to consume the food product.

Furthermore, minority of the respondents defined a good food packaging design should be **user-friendly** in term of convenience to open and store. As an example, a square box instead of traditional triangle shape packaging released by McDonald for their ‘nasi lemak’ (refer



image 4.1). This convenient customer to take away when they can't finish it at the spot, the food can still pack nicely and eat it without messy afterward.

(Image 4.1 Nasi Lemak McD)

Lastly, only one of the respondents stated that a good food packaging design has to be **eco-friendly**. The materials used on the packaging should not wasting without purpose, as long as the packaging enough to protect the food product.

Question 2 in section B: How do you define a bad packaging design for food products?

Based on the interview session, equivalent feedbacks have been given by the participants. Each of them gave their thoughts regarding the definition of a bad food packaging design.

Firstly, participants mentioned that bad food packaging design is the one which will be **misleading** the consumer's buying decision. Food packaging with misleading factor mostly due to the **lack of information** provided on the packaging or similar design with another brand. A food product which **lack of brand identity** and tend to duplicate other brand's idea and design will cause confusion among consumers. Some of the consumers tend to save time when purchasing, so they will grab and pay without looking carefully to the packaging details, therefore lead them to purchase a wrong item. A respondent shared her experience regarding this issue. She came across with a product that designed like a fruit juice but it actually is a toiletry. Luckily the respondent read the ingredients information before purchase or even drink it, which may cause serious consequence. Moreover, a food packaging which lack of specific details or didn't clarify the product information especially the date of expiry or allergens details consider as a bad food packaging by the respondents.

Secondly, some of the respondents agreed that the appearance of bad food packaging design occur when the packaging is **not user-friendly**. A food packaging with the necessity of pro or tools to open it, is consider as not user-friendly, explained by the respondents. It could be difficult and inconvenient to open the food product when there's no accessory like scissors or knife with them. Moreover, a drink packaging with the needed of pouring out to another container instead of directly drinking also consider as not user-friendly by the respondents.

Thirdly, **lack of storage function** in a food packaging is consider as bad design by the respondents. This is because when a food cannot be store or with a bad sealing opener or container will cause the food inside spoilt easily. As an example, once a tuna tin has been opened, it has to finish on the spot, unlike a milk bottle with storage function, the milk can store longer time compare with the tuna.

Next, **lack of attractive visual** on a food packaging has been defined as a bad design by the respondents. A packaging with less attractive in term of colour and shape will cause the consumers lost their interest to purchase the food product. They might think the quality of food inside will act as the same low quality as the outer appearance of the food product.

In addition, **not cost-effective** packaging has been bringing out by one of the respondents. The respondent stated that, some packaging design needed consumer to pay more for unnecessary layers of packaging just to make it feel luxury but without any functionality benefit to the consumer.

Lastly, **unsecure** packaging act as one of the reasons to cause bad food packaging design based on the feedback from respondents. With a container design that could easily open by buyers who tend to check the food inside before purchase the product might cause the damage in food quality and shape. Thus, the design of container didn't serve the purpose as a food protector.

Question 3 in section B: What makes you trust the quality of the food product; it is price or the packaging design? Why?

In the findings of what makes the participant trust the quality of the food product, most of participants which is total of 6 out of 10 have chosen for price instead of packaging design. Meanwhile, there are 2 participants who voted for packaging design and 2 participants who agreed with both. There are few reasons behind of these results based on the participants.

First of all, majority participants who voted for price, they have the mindset of higher price shows equivalent to high end products. They think that there's always has a valid reason behind the expensive items. It could be expensive materials used on the packaging or higher quality ingredients inserted in the food production. It also reflects that the food production company has investigated a lot of research and development towards the product, aim to serve the best taste as outcome. An example of comparison in Car industry brand, which is Proton and Tesla has been brought up by one of the respondents. She stated that car with Tesla brand can be high in price is because the research and development used in the installation of high-end technology has been conducted, comparing with Proton car brand which under economic price range that mostly borrow the standard technology from others. In contrast, when a food product is selling in low price range or in a bulk, it will be defined as low quality or near to expiry date as well due to the mindset of "there's no free lunch" among Asian consumers. In the same time, some of the respondents refuse to believe on packaging design is because they think that food packaging design mainly serve as attractive purpose to the target audience only, which didn't reflect the quality of the food inside. They also have the experience in purchasing food product with attractive packaging design, but end up with bad quality of food inside.

On the other hand, respondents in minority who voted for the packaging design over the price as the element to trust the quality of the food product is because their way of thinking towards expensive product doesn't means it is good, while low in price product doesn't means it is bad as well. Sometimes a high price food product that produced by high quality ingredients doesn't serve as the best taste for certain consumer. Since there's possibility that high and low in price food product serve same in taste and quality, therefore depend on the quality packaging design seems more reliable. They have faith in most of the food product manufacture who spent their attention and effort on the packaging design is equivalent to their care about the overall food product quality.

Besides, respondents in minority who chose both price and packaging design will be the factors to define a good quality food product have mentioned that they agreed with most of the opinions as mentioned on above statements. Their ideology is, a quality food product is defined when it has a good packaging design which will attract the consumers by its first impressions, and further trigger the consumers to purchase it based on reasonable price range tagged on it. By consider in these both elements seem more creditable for them.

Question 4 in section B: Any recommendation for the future packaging design on food products? What development that you expect from the industry?

From the review given by the respondents, the greater part suggested that local food industry should put more effort and attention in the development of food product packaging to be **eco-friendly** in the future. They recommended to have food packaging with the ability of recyclable and reusable. In term of **recyclable**, they suggested to use materials that can be biodegradable instead of hard plastic which is hardly to be burned and brings harmful effects toward the environment. Thus, using materials like paper as the main element in the packaging production could reduce the pollution made. Not only this, minimize the use of unnecessary materials in the food packaging should practice by the local food industry, so that it could lead to low carbon emission when producing the product. Meantime, in term of **reusable**, they suggested to reduce the use of one-time consume plastic as the water bottle material, but replace with material such as glass which could reuse multiple times without health issues concern. By inserting attractive illustration on it, consumers could give away as a gift or personally use it for a long-term period which lead to cost-saving as well.

Furthermore, a few respondents recommended that food industry should invest more efforts and ideas in the **functionality** of food packaging. They recommended that food packaging such as snack can **attach zipper** on their packaging. The reason is most of the time snack food with high calories hardly to consume and finish in one time, so with the function of zipper, it could ensure the food inside been packed tightly and able to consume next time without any quality loss. In addition, packaging with **transparent and clear visible outer design** recommended by one of the respondents, this could help the consumer view the actual food product inside without opening it and prevent purchased unwanted item.

Moreover, **attractive yet unique visual design** has been emphasised by a lesser part of participants about the food packaging future development. Due to the less innovative culture within the local food industry, the respondents tend to have more **outstanding and pleasant illustration** on the food packaging. They tired of similar design and standard concept within the food packaging. As an example, an orange juice packaging should not be limit on insert a juicy orange image or illustration only but actually can insert some symbolic character or other elements which could lead to differentiate when comparing with other brand.

Lastly, respondents also have mentioned that **user-friendly** food packaging tend to be a considerable development factor in future. Packaging with specify instruction could guide the

consumers on how to efficiently open the package. Packaging with clear health label and information such as sugar quantity tend to aware the consumer who are conscious about their health. Besides, packaging that **serve education purpose** can be include as well. This could help the consumers not only obtain the food and packaging, but also receive and learn some new knowledge regarding the production foods or packaging.

4.2.3 Research objective 03: To identify the importance of packaging elements toward buying decisions.

Question 1 in section C: Based on your opinion, which one are more important when it comes to your buying decision, visual elements or information elements? Why?

Five out of ten respondents chose visual elements, three out of ten respondents chose information elements while the remaining two out of ten respondents chose both visual elements and information elements as important when making their buying decision.

Firstly, those that chose information elements explained that as wise consumers, they need to look through the ingredients and details to have better confidence upon the food product that they consume. Consumers have the right to know more about the products, they should know more details regarding the product before making a purchase, to know what ingredient is contained in their food and whether the food is suitable for them. For example, having the right to know what the bread contains, consumers have the right to know what are the ingredients inside before buying. They are mostly conscious about what is put into a product, where is it manufactured and how is it processed. This is especially because it is dangerous for a person to consume food that they are allergic to. Another example would be information is important when buying a product, consumers need to know the nutrition value and whether it is unsuitable for them.

Secondly, those that chose visual element explained that some of them will be triggered easily or persuaded easily to buy a certain product just by looking at the packaging. Another explained that visuals are what first comes into the consumers sight, the sight of the packaging can determine and affect a consumers' decision on buying the product. Visual elements are important because that's the first thing that they will see when they are trying to buy a product and can include some further information on it so that customers can see everything with a glance on that visual presentation.

Lastly, for the respondents that chose both they gave their explanation by saying both elements are important to communicate with the consumers. Consumers are capable of understanding visual elements on products but to enhance that understanding information elements is also required. But on certain cases where consumers are incapable of understanding literacy, illustrations will always be of a great help in understanding it. The other respondent responded by saying they chose both, but if there is a need of choosing one of two, information element is more important. They went on to give a scenario. The first thing that will leave an impression

on them would be the visuals but after examining it, if there is no further information on the packaging the respondent will choose not to purchase the product especially if it is food, they would not be able to know the ingredients contained, flavour of the food and also the origin of the product.

Question 2 in section C: What visual elements you feel is necessary to be available on the food product packaging when it comes to your buying decision, you can state more than one. (eg: attractive graphic / pleasant colour / large or small size / innovative shape / reusable material or others). Why?

The majority of the respondents chose attractive graphic, pleasant colour and reusable material while only a minority of respondents chose innovative shape and large or small size.

Firstly, the majority that chose **attractive graphic** have thoughts on the impression of the product and also of the opinion that it will make consumers curious about the product more. Humans are visual animals, so visuals will have an impact on the buying decision of consumers, like the typography used, branding of the packaging will be able to stand out more compared to generic designs. Attractive graphics will prompt consumers to pick up the product from the shelf because of its design.

Secondly, for **pleasant colours**, choosing the right colours for food packaging will affect the appetite of the buyer. For example, KitKat uses red colour as their packaging, this is eye-catching at the same time triggers an appetite in the consumer, knowing the right colours to use in packaging can trigger positive thoughts, feeling and emotions towards the product. Another respondent said that bright colours can attract them since it will stand out from the others except for the use of blue colour, research shows that blue colour actually decreases a person's appetite. This was also mentioned by another respondent, they were tasked with rebranding a packaging design that sells fresh seafood snacks that used light blue colour for their packaging. The respondent was not in favour with the choice of colour and would not buy the food product. Another respondent explained they might not purchase food product packaging with striking colours even if it gains their attention. Respondents said that they feel good when food packaging uses pleasant colours.

Thirdly, **reusable material** is important for the conservation of the ecosystem. A respondent responded with saying there is no use in an attractive packaging if it is just going to end up as waste. For example, moon cake boxes can be kept and reused to store and tidy small things together. With reusable materials, another respondent said that they could fully utilise the product that they are paying for, since you can reuse the item again.

Lastly, **innovative shape and size**. A respondent said an innovative shape of a packaging will make them more interested in the product itself. Using shapes that are different from usual like cylindrical-shaped chocolate boxes rather than rectangular shaped boxes. Some respondents

commented on the shape needing to be suitable for more portability and must remain creative to ease people bringing it about or ease them while consuming but avoid shapes that might be too weird. They might get the product too because of how special it looks. Some gave input on the difference the between having a nozzle for honey bottles and not tomato bottles, minimizing the risk of having a flood of honey on their food. For size, the size of a product will help consumers to know, estimate and expect the quantity inside the packaging.

Question 3 in section C: What information about the food product you feel is essential to be available on the packaging when it comes to your buying decision, you can state more than one. (e.g. expiry date / producer's address / ingredients / instruction to use / price / details of preservatives used / energy/calories / weight / content / quality mark / halal mark or others). Why?

The majority of the respondents stated expiry date as one the essential needed on a packaging while a minority mentioned halal, ingredients, instructions to use, storage instructions, content, producers' address, nutrition value, price, energy/calories and storage instructions as an essential on packaging. Two respondents mentioned all information are important.

Firstly, the majority voted **expiry date** as the most essential information needed on a product packaging. They think it is important as it allows them to know whether it is safe to consume the food and they would be afraid to consume a spoilt product. They also stated it is important to know so that they would not contract food poisoning or have a stomach-ache. The respondents want to avoid wasting food. When the food is stored in the fridge and has been forgotten after some time, it is important to have the expiry date so that respondents can assess if the food is still edible. Some of the respondents believe a short-term expiry date from the manufacturing date actually proves that it uses less preservatives, reducing the chances of being harmed by these ingredients while some of the respondents buy the product according to their capability to finish the food within a time frame.

Secondly, **price** is important to some respondents as the price of the product might affect the respondents' decision to purchase the product. Some respondents exclaimed that they would not buy expensive products in the higher range, they would only make a purchase if it is within their affordable range. They would ask for the price of the product if the price is not displayed anywhere near the product while some of the respondents said they prefer the price to be printed onto the product packaging itself.

Thirdly, **ingredients** were among the choices of the respondents. They prefer to have a list of ingredients used while manufacturing the product in a descending order, also including a certain fixed percentage amount of ingredients that is used the most. For example, a strawberry yogurt product can utilize an image or graphic of the strawberry fruit, to emphasize the usage amount of that ingredient. There are respondents who prefer to know what is inside the food they eat. Some respondents want to look at the ingredients list so as to be notified if the flavour used inside the product is from the real source flavour or using food flavouring, example like

a food product uses peanut butter in its recipe but whether it is the real source of peanut butter or either made with food flavouring is the question.

Next, knowing the **instructions to use** on the product like how to prepare the food, cooking duration, method of preparing, temperature and so on. For example, the preparation method for cup noodles, can it be cooked in the frying pan? How hot the water should be and how much water is needed? So, clear instructions are needed on the food packaging to guide the respondents in preparing their meals so that respondents would not leave the product at the side and not use it just because they don't know how to prepare it.

The other information the respondents would want to know is **storage instructions**. They want to know how to keep their food safe from damage, products that states "store in a cool, dry place" would always be appreciated by them. These food labels would educate these consumers about the food they eat. **Producers' (manufacturers') address** would give confidence to consumers on the food they partake and they would know who to complain to if they ever face a situation where they contract food poisoning after consuming their products. They would be able to contact the source and report to them regarding the matter. Some respondents said they would love to know the address so that they can visit the address if they are fond of the product. **Nutrition value, energy and calories** consumption are important for respondents who are interested in calculating the food they partake. Respondents have mentioned that they are aware of their carbs, protein and calories intake daily and are very health aware, or are trying to gain some muscles at the gym, to want to lead a healthy lifestyle.

Lastly, there were two respondents with response saying **all of the above** is essential for packaging. Since these packaging is for food products, it is important to state clearly everything that is needed as there might be some allergen content in the ingredient list. These two respondents want to know what they bought or are about to buy and if they have things that they need to avoid like allergens or maybe simply because they don't like a certain ingredient. Every consumer has their own amount of concern they need to consider while browsing through products.

4.3 Summary

In summary, this chapter has reported the overall result of feedback by the respondents. Each of their response and thought regarding the prepared questions act as a quality data in our findings. The findings will act as a base when it comes to the further discussion in next chapter. Therefore, a better understanding toward the research objectives has been accomplished.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0 Introduction

In this chapter, researchers will discuss more details and make an overall conclusion based on the data findings and analysis obtained from the respondents in previous chapter. In the same time, look into the relationship between the data collected with the research objectives. Discussion will be made based on the major finding results and previous studies research, this could lead to beneficial hypothesis for further education. Furthermore, the researchers will point out some limitations from this research, suggest usable recommendations and act as the guideline in future studies.

5.1 Discussion

5.1.1 Research Objective One: To examine whether the packaging elements will affect the young adults' buying decision.

Based on the findings, a majority of young adults believe that young adults' buying decision can be easily influenced by a good packaging design for food products. The young adults sampled in this study have mentioned attractive design as a prerequisite of a good packaging design. The findings show that consumers first impressions on a packaging designs' use of colours and illustrations to conclude if the food in the packaging is palatable. Further findings show that a good packaging design for new products will pique interest in consumers to purchase the product. It also showed that young adults are keen to share the product with the online community. These findings prove the research done by Silayoi and Speece (2007), who found that packaging will help persuade customers who hesitate in their purchasing decisions. Local food packaging companies should take this research into consideration when designing their packaging, by designing more compelling and attractive packaging designs. Future research can divide the research into category for food packaging and drinks packaging.

A little over half of the majority of young adults sampled in this research are attracted to a food product with a digital screen at the side displaying its information. They all agreed how they

are attracted or have their interest increased towards the product, especially if they displayed promotions on the product. Respondents said those with digital screens are more appealing than those without and is a great opportunity to engage with their customers while others find the advertisements to be enjoyable to watch. Moreover, they would love it if the companies advertised how they process and manufacture their food products. Previous study done by Silayoi and Speece (2007) cited that communication has technology as one of its' facets, therefore it should be visualized and used to draw a greater amount of consumers' attention and increase their convenience level. Local companies can always consult with advertising agencies on how to utilise technology for their campaign needs. They can adjust how they utilise technology like creating promotions exclusive to those who have accessed the digital screen or start advertising campaigns that cater to the curiosity of customers. Future studies can focus on the various use of different types of digital advertising for food advertising campaigns.

Researchers have found that a high percentage of the sample study would purchase food products based on their packaging design. Most of the sample study chose a simplistic packaging design, one that does not use illustrations or images that depicts the content directly. It uses a different way to convey what and where the product comes from and is quite uncommon in the local packaging design scene. What is more is some preferred a packaging design with foreign language, it attracts them because they think looks special with the use of colours and illustrations that are striking out among the rest. This was highly suggested by Silayoi and Speece (2007), they mentioned when designers and marketers are coming up with designs, they should always consider how packaging design elements draw attention to the product and communicate the message to its customers, to evaluate the design and effectiveness of packaging for communication effort by taking into account the history of researches, needs, and preferences of consumers. Local packaging designers should also take this into account when designing for local products, to make them stand out and be sought after by consumers. The government can take part in encouraging the local scene to be more creative by creating a competition for local packaging designers, fostering a healthy competitive relationship and also helps to boost local products internationally. Future research can compare local packaging with foreign packaging to identify the good and bad or packaging design in both categories.

5.1.2 Research Objective Two: To find out the perception of young adults towards the packaging design for food products.

Based on the findings, it found that majority of young adults' perception on a good packaging design for food products is when **attractive visual** attached on it. In contrast, when attractive visual not available on a food product packaging, its category as one of the bad food product packaging elements. They mentioned that attractive illustration, colour and design could make the food packaging stand out among others and catch their attention as a consumer. Their perception regarding this issue is proved by the previous studies, Rundh (2009) indicated that the behaviour of customers in low-interest goods depends on the production of marketing strategies that involve image creation, graphics and colours which are essential and evident (Silayoi et al., 2007). Therefore, future studies could more emphasis on what kind of illustration, which colour tone or how the design of a food product packaging will be the preference of the young adults' consumer, so that the final outcome packaging will not lead young consumers lost their interest to purchase the product. By this study, food product packaging designers could more understanding and putting their attention in the right path when they in-charge of designing food product that targeting young adults.

Furthermore, more than half of respondents indicated that **durability and functionality** of the packaging itself can influence their perception toward the food product whether is good or bad, and in turn decide their buying behaviour. It shows that young adult consumers not only emphasis on the outer visual appearance of the packaging, but also concern the packaging can serve it purpose to protect, store the food product inside properly and carry useful secondary function which could bring direct benefit to the consumers. The feedbacks given by the respondents are highly match with the previous studies. Gopinathar, Prabha and Ravichandran (2016) stated that the most important and apparent function of packaging is to protect the product against damage, external intrusion or contamination, spoilage, and chemical imbalances. Besides, it also matches with statement from Stewart (2004), he mentioned that the most critical aspects of product design are the functionality of a package. Thus, researchers should conduct into more details in future regarding what kind of packaging functions will attract young adult consumers interest. As mentioned from one of the respondents, zipper function on a food packaging is a good design for them as they can keep it for second time consume without any quality loss. Manufactures could design their food packaging into more

secure, which can resist the damage from outside and maintain the originality of food inside. This can maintain their existing buyers' loyalty since consumers will not consider a food product when the food inside already spoiled before purchase.

Moreover, young adult consumers view a food packaging with **misleading** factor as a bad product design after obtained the data from the findings. They didn't have a good in-store shopping experience when a food packaging is **lack of brand identity and information**. This issue mostly due to manufacture tend to duplicate similar design from their stronger competitor and lead confusion among consumers to buy their product accidentally. Based on previous studies, Stewart (2004) notes that the intention of buying by customers depends on how customers find the product to fulfil their consumption needs. Delivering the correct message in order to reach consumer requirements and emotional purchasing needs is the purpose and also the correct way of communication in packages. In future studies, researchers can look into more deeply about the misleading aspects on a food packaging. Thus, by referring to the study, manufactures can prevent the input of unnecessary elements and build their own brand identity with strengths and unique characteries comes from the brand and product itself.

Next, referring to the research findings, majority of the respondents **agreed with price over packaging design** is the main factor for them to put trust on the quality of food product. This finding considers as an unexpected result. According to Vieira (2015) at previous studies, the young adults' customers are generally evaluating the product quality by the package outer appearance when they see the new package in the store. Based on product features and the whole package, the consumer performs a quality evaluation and will assumes the product quality as same as the package box design (Holmes et al. 2012). The product design variables are highly important for the moment when a consumer expresses their opinion on a product quality (Kumar, 2014). With the contrast show between the findings of this study with previous research studies, it shows that young adults' perception toward the food product quality evaluation had changed time by time. Based on their responds, they have the mindset of higher price shows equivalent to higher quality of product. They agreed with higher price food product will serve higher quality of ingredients.

In the same time, lower price range product considers as low quality for them. Another reason is they think packaging design is just serve for attractive purpose but can't reflect the food product quality. Therefore, in future research, researchers can explore further topic about what price range is the consumers preference when it comes to a specify category of product. This

could let the food industry maintain a balance in market price for their product, in the same time secure consumers interest and trust. Although minority respondents voted for packaging design as their main component to trust on food product quality, it is also not recommending the food industry to put less attention on the food product packaging design. As packaging is referred to as the "silent salesman" that supplies the necessary product details and attraction (Vieira et al. (2015).

In addition, based on the researchers' findings on this study, the greater part of respondents' perception on future food product packaging design is to be **eco-friendly**. They suggested to have food packaging with the recycle and reusable capability. The suggestion by the young adult consumers have come to the match with authors Vignali and Vitale (2017), who have stated that association between food products and its packaging materials has an increasing influence on the environment. Waste management systems are having trouble to reduce the impact on sustainable development on one time-usage packaging, namely the environmental aspect (Rousta, Taherzadeh and Richards, 2015). It has become a primary concern in the developing countries as the economic growth of the country along with the consumption and total waste generated has increasingly become inseparable (SEPA, 2017). Hence, local manufactures could use biodegradable materials such as paper instead of hard plastic for the aim to reduce the environment pollution. Besides, local food manufactures should practice low carbon emission during the packaging production by minimalize the use of extra materials that bring none benefit to the product itself and consumers. Research regarding which materials could generate the least affect toward the environment when it comes to the production of food packaging has the value to make an investigation. Based on this study, local manufactures can aware the important of research and development toward the packaging materials. This could increase their product selling when they able to attract a bunch of potential consumers who are concern with the eco-friendly packaging.

5.1.3 Research Objective Three: To identify the importance of packaging elements toward buying decisions.

The research found that a majority of the sample size chose **visual elements** as their main focus when making their purchase decision. Some mentioned that they are easily influenced by the packaging design and is persuaded to purchase it just by its outer appearance while others mentioned that visuals are what comes into contact with the customers first, it can affect the customers decision into purchasing the product or to forego it. Previous research shows that informational elements usually require more mental efforts in comparison to visual elements that elicit an emotional response (Silayoi & Speece, 2004). Packaging designers should focus in making a compelling and innovative packaging design so as to be able to stir the emotions of the customers. Future research can focus on the perception of consumers on confusing packaging designs and its adverse effect on the brand.

The researchers' findings on which visual elements is considered most necessary to the sample size was revealed to be **attractive graphic and pleasant colour** being more prominent. Attractive graphics like the typography, branding of the packaging will have an impact on consumers' buying decision against generic designs on the market. As for pleasant colours, by picking the appropriate colours for food packaging design, it will have an impact on the appetite of the customers. The findings were that some of the respondents were disgusted by a certain food product packaging which utilised blue colour for their packaging while the others said that looking at pleasant colours on food product packaging actually promotes positive feelings within them. There were also those that said they feel like they are taken care of by the company that made the packaging. Creusen et al. (2010) said that colour can affect the expectations and perceptions of the product in the case of food packaging (e.g., taste), (Kauppinen-Räsänen & Luomala 2010). To make a brand and or company powerful it is crucial to use the proper choice of colour. Product packaging designers should focus on harmonising the use of the visual elements on their products by trying to play with colours safely, not going too overboard with their choices so to not end up as a bad example. Future research can focus on how packaging colour designs affect the consumers' perceived food quality of the product.

Based on the findings, the majority of the respondents took **expiry date** as their essential for informational element on a food product packaging. They are mostly conscious about the health risk of consuming food products that have past their edible date, for instance food poisoning,

while some was concerned about the amount of food preservatives contained in a food product and how it might affect them once consumed. There were respondents who believe that it is in the right of consumers to know what they consume, how and where it is manufactured, to know the manufacture's address eases the minds of the consumers on who to lodge a report to if they ever conflict any health complications. Previous research done by Chung et al. (2006) provides an example of the importance of awareness on the use of food labelling: The upward trend to healthier food consumption has marked the importance of labelling, allowing consumers to search alternative goods all while selecting knowledgeable goods. Packaging designers should improve on the presentation of informational elements on a product so consumers are able to purchase products with confidence. Future research can focus on identifying informational elements that can increase the confidence of consumers towards the product.

5.2 Limitation of Study

After conducted the research study, the researchers found some existing limitations and need to be aware and caution for future research development.

First of all, sampling size in terms of **number of participants** involved. There are total of 10 participants engaged in the research study and have been divided into 3 focus group interview session. This considers as less due to the time constraint. This could lead to the lack of data findings as more participants involved could generate different feedbacks and thoughts towards the related topic. In the same time, the research study conducting period crushed with UTAR short trimester. Since all of the research participants are UTAR student, this will interference them to give a short answer instead of rich content during the interview session. This is because they need to rush their own assignments and tasks within the 7 weeks short period. Thus, richer content in findings unable to reach.

Secondly, sampling size in terms of **age group** of focus group interview respondent. The 10 respondents age range is at 19-24 years old, which under as young adults' category that matched with the research design. But in the same time, it has limited the findings on different perspective provided from the respondents. This is because different age group might have different perspective towards the questions asked from the research study. Different age group have their own life experience and thought, so it is hard to obtain diversity of data if the age group is limited on specify category since what young adults think about can't represent as elderly people's perspective. For example, young adults will tend to attract on the visual elements of food packaging for the aim to capture a nice photo and upload to their social media. Meanwhile, elderly people will more emphasis on the information elements such as nutrition facts, as they have more concern toward the health issues compare with young adults.

In addition, **major field**. All the participants took part in this research study are students from UTAR, which included students major in the course of advertising, psychology, economy and environmental engineering. This shows that these participants can only represent their own major field but not others such as business and administration, public relation or information technology (IT). Participants from different field will have different judgement toward the food packaging elements. As an example, participants who major in advertising will put their attention on the visual elements of food packaging but the participants who major in environmental engineering will take eco-friendly food packaging as their priority.

Other than that, **financial status**. All the participants involved are student currently, which means they don't have their own financial income, other than the support from family. This could lead to different opinions when it comes to the purchasing of food product, especially when it relevant with one of the studies in packaging elements, price. For an example, participants who are still under student status will place their first concern on the price of the food product, then only follow by other packaging elements. Meanwhile, participants who are under employment status might place their main concern on their self-interest, probably like the colour of the packaging or ingredients of the food instead of the food product price.

Besides, **racess**. The races of the participants involved in this study are mostly Chinese and with one Indian only. Different races have their own cultures, therefore the findings conducted in this study unable to represent other races such as Malay. For an example, a Malay consumer will refuse to have food product that fulfilled with pork ingredients and pig visuals on the packaging.

In summary, this research study's findings and conclusion will only valuable for temporary or short-term period. This is because the perspective, thoughts and preference from the people (consumers) will change time by time due to different aspect such as age and financial status. The society and food industry are evolving and changing in different period of time as well. However, although the research study found some limitations, but overall, the research study didn't occur any barrier yet came out with quality findings at the period and able to finalize and answer the research study.

5.3 Recommendation for Future Research

Based on the limitations found in this research study, there are some recommendations could be developed to ensure the further studies will be more quality, valuable and able to act as a reference by other researchers for a long-term of period.

First recommendation is **increasing in sample size** for focus group interview session and require a **balance in the division of participants** in each focus group interview. Increasing in the quantity of participants can lead to the expanding of variety new information present by the respondents, and end up with richer content of data findings. Besides, with increasing in quantity of participants, the researchers can maintain a balance in the number of participants in each focus group interview. As an example, if the participants quantity in this research study is increasing to 20 respondents, the researchers can equally divide them into a group of 4 persons, and generate 5 group of focus group interview. This situation can lead to a balance in terms of information flow by the respondents and interviewers within the focus group during the interview section.

In addition, the researchers can **extend the participants range of age group** in the research study. Remove the limit on specify age group category, and expand it to wider such as adding middle aged adults and the elderly. Thus, it could be the range at 18 - 65 years old. With wider age group of respondents, this could help the researchers to explore further detail of findings about the research study due to the different mindset and ideology by the respondents from different age stages. Therefore, the respondents able to represent the perspective in different age group and reveal potential findings for the research study.

Furthermore, the researchers can **explore multi-races participants**. Different races have different eating habits, and they might be influence by their own culture since they are small. So, they may have some taboo on certain packaging elements and in turn feel offensive towards the contents. This can be taking as a precious data to the research study.

On the other hand, due to the participants and researchers are under short education trimester and in turn of time constrain especially during focus group interview session in this research study, **extend the research period** is recommend in future research. With sufficient time given, participants able to provide richer feedbacks and researchers can prepare better quality of questions for the research study as well.

Moreover, the researchers can **expand the research study topic**. In future studies, researchers can discover topic such as digital food product advertisement elements instead of traditional physical in-store packaging elements only. As current market is emphasis on quick and efficient online selling method, topic related with digital has the value for researchers to study on it, it may lead the food industry for a better marketing in future digital world.

In summary, by implement the recommendations suggested on above, researchers should be able to conduct a credible and valid research study in future. Advertisers and marketers will get the advantage of understanding about the food industry in further way. The changing in food industry is always unpredictable, so the researchers must pay more effort by conducting research study on relevant topic, so that the problems and solutions can be define.

5.4 Conclusion

Consumer behaviour is a wide field of study (S.K. & Raveendran, 2013). This study provided evidence that the interpretation of young adults' purchasing behaviour towards food products can be influenced by several packaging elements.

This study prove that young adults show their intention towards visual elements is higher than information elements when it comes to their buying behaviour. It also shows equivalent when it comes to the visual elements and functionality of the food product packaging.

Nevertheless, an unexpected result shows in this study. Based on the discussion, young adults are agreed more with price over packaging design when it comes to the trustworthy on the food product quality. This show contrast with previous studies which stated that packaging design is the main concern among young adults during quality evaluation, based on Vieira (2015), Holmes et al. (2012), Kumar (2014). Hence, it brings the value for researchers to further studies about the buying behaviour changing among young adults in different period towards food product quality. Researchers could set one of the research objectives as to examine young adults' perception toward food product quality in between 5 years period distance. This further study able to help marketers to restructure marketing plan time by time.

In conclusion, three research objectives which included to examine whether the packaging elements will affect the young adults' buying decision, to find out the perception of young adults towards the packaging design for food products, and to identify the importance of packaging elements toward buying decisions were tested based on the research topic "the influence of packaging design elements upon consumer buying behaviour among young adults towards food products".

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Faculty Arts and Social Sciences
Universiti Tunku Abdul Rahman (Kampar Campus)

CONSENT LETTER

Research Title: “The Influence of Packaging Design Elements Upon Consumer Buying Behaviour Among Young Adults Towards Food Products”

Dear Sir / Madam,

We are from Universiti Tunku Abdul Rahaman, Bachelor of Communication (Hons) Advertising, Final Year Project II students. We are conducting a research study about the title “The Influence of Packaging Design Elements Upon Consumer Buying Behaviour Among Young Adults Towards Food Products”. Thus, you will be interviewed with 2 other participants for a period length of 30 – 40 minutes. There will be 10 questions in total. All the given information will be private and confidential. Your response will only be used for academic purposes only.

Your participation in this study is voluntary. By participating, you will help us to gain a greater understanding of this topic.

Please fill in your personal details at below (You may highlight chosen answer):

Name: _____

Contact number (in case of inquiries): _____

UTAR email address: _____

Age: 23 (Years)

Gender: 1. Male 2. Female

Ethnicity: 1. Malay 2. Chinese 3. Indian 4.Others. (Specify:_____)

Religion: 1. Muslim 2. Buddhist 3. Hindu 4. Christian
5.Others. (Specify:_____)

Are you a Malaysian? 1. Yes 2. No

Do you have experience buying in-store? 1. Yes 2. No

By submitting this form, you hereby authorise and consent to UTAR processing (including disclosing) your personal data and any updates of my information, for the purposes and/or for any other purposes related to the purpose.

Please feel free to contact Ngoi Zhong Sheng (ngoijohnson@gmail.com) or Odelia Lee (ody16@gmail.com) if you have any inquires.

[] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

Name: _____

Date: _____

Signature: _____

After reading and fill in in the consent letter, please do save and rename it with your full name will do, and send it back to us via Whatsapp.

THANK YOU FOR YOUR CORPORATION IN OUR RESEARCH STUDY.

APPENDIX A – RESEARCH PROJECT QUESTIONNAIRE

SECTION A

INTERVIEW QUESTIONS

After interviewer and interviewee conduct completed the questionnaire, it should be able to answer the research question as below:

How does the packaging elements affect young adults' buying decision?

- i. Do you think that a good packaging design for food products can easily influence young adults buying decision? If yes, why? If no, why?
- ii. Do you get attract by a food product which has a digital screen at side presenting the information? Why?
- iii. Do you think you will purchase these food products? Why? Now we are going to show you the images on the Team Chat.

SECTION B

INTERVIEW QUESTIONS

After interviewer and interviewee conduct completed the questionnaire, it should be able to answer the research question as below:

How is the perception of young adults towards the packaging design for food products?

- i. How do you define a good packaging design for food products?
- ii. How do you define a bad packaging design for food products?
- iii. What makes you trust the quality of the food product; it is price or the packaging design? Why?
- iv. Any recommendation for the future packaging design on food products? What development that you expect from the industry?

SECTION C

INTERVIEW QUESTIONS

After interviewer and interviewee conduct completed the questionnaire, it should be able to answer the research question as below:

How is the importance of packaging elements toward buying decisions?

- i. Based on your opinion, which one are more important when it comes to your buying decision, visual elements or information elements? Why?
- ii. What visual elements you feel is necessary to be available on the food product packaging when it comes to your buying decision, you can state more than one. (eg: attractive graphic / pleasant colour / large or small size / innovative shape / reusable material or others). Why?
- iii. What information about the food product you feel is essential to be available on the packaging when it comes to your buying decision, you can state more than one. (eg: expiry date / producer's address / ingredients / instruction to use / price / details of preservatives used / energy/calories / weight / content / quality mark / halal mark or others). Why?

Images References for Interview Questionnaire Section A third questions (Do you think you will purchase these food products? Why? Now we are going to show you the images on the Team Chat.)

