



YOUNG ADULT SARAWAKIAN PURCHASE INTENTION ON JUNK FOOD BASED ON PACKAGING DESIGN ELEMENTS.

Fadilah Siali

Faculty of Economics and Business, Universiti Malaysia Sarawak
Kota Samarahan, Malaysia

Winnie Kii Lin Lin

Faculty of Economics and Business, Universiti Malaysia Sarawak
Kota Samarahan Malaysia

Mahani Muhammad Abdu Shakur

Faculty of Economics and Business, Universiti Malaysia Sarawak
Kota Samarahan Malaysia

Norazirah Ayob

Faculty of Economics and Business, Universiti Malaysia Sarawak
Kota Samarahan Malaysia

*Corresponding author

Email address: sfadilah@unimas.my

ABSTRACT

An effective proactive product promotion is much needed to compete in the today's competitive global market. Together, the product packaging has come to play an important role to influence consumers' purchasing intention. The purpose of this study is to examine consumers' perceptions towards packaging design elements and to determine the most influential factors on their purchase intention. A survey was conducted using self-administered structured questionnaires from 385 young adult respondents in Kota Samarahan and Kuching, Sarawak. Two junk food packaging

with different package designs and attributes were used in this study. Major results show that the packaging colour, graphic, size, shape, material, and information have significant relationship with purchase intention. The finding could provide important insights to marketers and food manufacturers to adopt an appropriate packaging strategy for junk food to attract more sales from this particular group of consumers.

Keywords: Purchase intention; Packaging; Design; Consumer Perception; Junk food

INTRODUCTION

Today, Malaysia is considered as an upper middle income group country (Moore, 2001). Malaysia's economy grew in line with market expectations at 4% for the April-June quarter 2016 (Kok, 2016). The contribution of local and imported products has produce a large and fast growing food retail market in Malaysia. Total retail sales of food and beverages amount up to US\$15 billion today and predicted to grow to US\$21.17 billion by 2015 (USDA Foreign Agricultural Service, 2013). According to Hoover's Inc (2012) in Snack Foods Manufacturing report, the revenue of the world junk foods market is approximately to reach almost \$300 billion. Therefore it's expected that sophisticated consumers are mostly finding the product with eye-catching packaging but unimpressed with the superficial product in the market. This situation means a greater challenge for the company to stand out from the crowd in term of innovation and provide competitive advantages to their end customer.

The need for distinctive packaging of customers forced the manufacturers of a company to come up with new packaging materials and design to boost up their sales. Packaging design plays an important role in a business marketing efforts as it is defined as the containers and wrappers for a product. Packaging developers and designers have to make good use of their professional creativity and experience to further extend products marketability with new packaging design. Thus, this is the reason why there are numerous selections of packaging designs for snacks available on the supermarkets' shelves.

The major issue that should be concerned when designing a new package is the customer preferences and customer purchase intention. According to Kuvykaite et al., (2009), and Klimchuk and Krasovec (2013), many variables will affect consumers' attention and purchase intention. In spite of these variables; consumers are still the most important character in developing and implementing design packages. Therefore, effort to understand the consumer's background is the key factor for packaging design (Smith, 2011). The companies have to catch up consumers' needs and wants about the product successful weight loss or maintenance (Cummings et al., 2002). However, the recent data could have created uncertainties on label accuracy.

There is also a need to concern about the quality of packaging materials of a product. The package means by the natural quality of the contained product and reduces it after eating. The materials that normally been used in designing package include glass, metals, paperboards, and