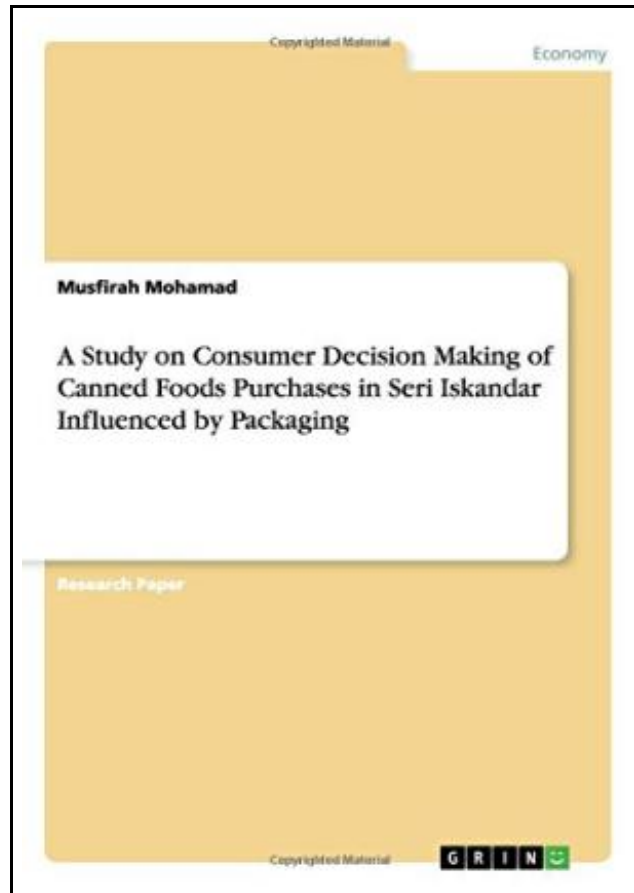


## A Study on Consumer Decision Making of Canned Foods Purchases in Seri Iskandar Influenced by Packaging



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*(Dr. Everett Dicki DDS)*

## A STUDY ON CONSUMER DECISION MAKING OF CANNED FOODS PURCHASES IN SERI ISKANDAR INFLUENCED BY PACKAGING



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GRIN Verlag Jan 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: Distinction, , course: Higher National Diploma in Business (Marketing), language: English, abstract: Consumer decision making is very familiar in business matter especially in marketing scope. Every person in this world has the right to make decision when purchasing a product or goods. Consumer decision making can be identified as a consumer uses to make purchase decisions, as well as to use and dispose of purchased goods or services; also includes factors that influence purchase decisions and the product use. People will identify their needs and make decision making to purchase something. It determined by psychological and economic factors. Nowadays, communities are too busy with their daily routine such as working, studying and so on. Regarding these matters, communities will purchase something that gives convenient for them whenever they are in hurry. In order to overcome the barriers, so they usually purchase groceries especially canned foods to cook because it is less time consuming. Normally, attractive packaging of canned foods will be chosen. Attractive packaging can influence people to purchase the products. This research utilized a focus group methodology to understand consumer decision making toward canned foods and how packaging elements can affect buying decisions. Most impulse buying occurs because of product display, and attractive packaging plays an important role in product display. Packaging seems to be one of the most important factors in purchase decisions made at the point of sale. Previous studies have indicated that packaging is a marketing communication vehicle used to capture consumer attention. Other researcher also defined packaging as the enclosing of...

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