

TABLE OF CONTENTS

| | |
|---|-----------|
| ENDORSEMENT PAGE | 3 |
| PLAGIARISM STATEMENT PAGE | 4 |
| ACKNOWLEDGMENT | 5 |
| TABLE OF CONTENTS | 8 |
| LIST OF FIGURES | 9 |
| LIST OF TABLES | 9 |
| LIST OF APPENDICES | 9 |
| ABSTRACT | 10 |
| INTRODUCTION | 12 |
| METHODS | 15 |
| RESEARCH DESIGN | 15 |
| RESEARCH PROCEDURE | 16 |
| RESEARCH PARTICIPANT | 17 |
| RESEARCH INSTRUMENT | 18 |
| <i>Scale for Packaging Attributes</i> | 19 |
| <i>Scale for Nutrition Label</i> | 19 |
| <i>Scale for Consumer Intention to Buy</i> | 20 |
| RESULTS | 20 |
| ASSUMPTION TEST | 20 |
| MULTIPLE REGRESSION TEST | 22 |
| DISCUSSION | 24 |
| THE ROLE OF FOOD PACKAGING ATTRIBUTES AND FOOD LABEL TOWARDS CONSUMERS INTENTION TO BUY | 24 |
| FOOD LABEL AS THE BIGGER CONTRIBUTOR TO CONSUMERS INTENTION TO BUY THAN FOOD PACKAGING ATTRIBUTES | 27 |
| PSYCHOLOGICAL IMPLICATIONS IN THE INCREASE OF INTENTION TO BUY | 28 |
| CONCLUSION | 30 |
| LIMITATION | 31 |
| RECOMMENDATION | 32 |
| REFERENCES | 33 |
| APPENDICES | 38 |