



International Journal of Economic Research

ISSN : 0972-9380

available at <http://www.serialsjournals.com>

© Serials Publications Pvt. Ltd.

Volume 14 • Number 19 • 2017

The Function of Marketing Mix and Consumer Preferences on Healthy Food Consumption among UUM Students

Yaty Sulaiman¹, Nur Nazatul Atiqah Abu Bakar², Mohd Yusri Shahril Ismail³,
Nik Kamariah Nik Mat⁴ and Rusnifaezah Musa⁵

¹ School of Business Management, College of Business, Universiti Utara Malaysia, Kedah, Malaysia, E-mail: yaty@uum.edu.my

² School of Business Management, College of Business, Universiti Utara Malaysia, Kedah, Malaysia

³ Quality Assurance & Product Development, Southern Pipe Industry (M) Sdn Bhd, 4457, Mk 15, Jalan Chain Ferry, 12100 Butterworth, Pulau Pinang, Malaysia

⁴ Marketing Group, Aston Business School, Aston University, Birmingham, United Kingdom

⁵ Kulliyah of Economic and Management Science, International University Islamic Malaysia, Jalan Gombak, Gombak, Selangor, Malaysia

Abstract: Recently there is a trend for a healthier diet and healthy food consumption. This trend has generated an intensive competition on healthy food products within the food market industries. Food is the basic need to all human being in world as it is the main sources for spiritual and physical formation as a human. Requirement of healthy balance diet is important to produce excellent human capital. Healthy food retailers play an important role in ensuring that healthy food is accessible to all. Without access to healthy foods, a nutritious diet and good health are out of reach. Nowadays, poor eating habit is highlighted as a public health issues that occur among university students. Accordingly, this paper aims to discuss the relationship between the consumer preferences with the influence of marketing mix (product, price, promotion and distribution) towards healthy food. This paper is based on studies involving 400 respondents consisting of undergraduate students from various faculties on the main campus of the Universiti Utara Malaysia, Sintok. The study used SPSS 22.0 to analyze the data. The methodology used in this research is method descriptive and inferential statistic analysis that involves the use of frequencies and percentages for analyzing the demographics of respondents, independent t-test samples, Pearson correlation and multiple regression analysis. Overall findings based on the analysis of the Pearson correlation test found the analysis shows the three hypotheses are built are supported and all independent variables named product, promotion and place distribution, is significant, while the hypothetical price is not significantly associated with elections with consumer to purchase the healthy food. The next discussion is provided in this study.

Keywords: consumer preferences; the marketingmix (4Ps); healthy food; university student

I. INTRODUCTION

There are a lot of successes have been achieved by Malaysia and received recognition from the international community, particularly in the economic sector. With the advancement of the technology, it seems Malaysian economic progress can be further extended to various sectors. Malaysia market's ability to compete with the overseas market in view of the serious need for various initiatives has been undertaken by the government in Malaysia as a country which are not only capable to compete to the international level but even produce a healthy and productive citizen towards ensuring accelerated development of the country. A healthy lifestyle is essential in order to face the day a head.

In maintaining a good health means that the individual is should not only being free from illness or disease but they should actively participate in physically healthy as it is the initial step to achieve good healthy life, mental and wellbeing social. World health organization [1] (World Health Organization, 1948) has defined health is a "state of complete physical, mental and social wellbeing and not merely the absence of disease on infirmity". In other word, in achieving a good health status, the individual should have to being concern to bodies, mind and emotions. We also should pay more attention to our lifestyles and the environments.

Health definitions can't be identified only by looking at the physical ones only, it should evaluate from all dimensions. For example, disability people or illness person still manage to grow and enhanced mentally and socially, they still able to make a contribution to their family and towards community and at the same time being capable keeping a good quality of life. To being healthy, everyone has a chance as long as we are alert of all dimensions and work towards improving our lifestyle in order to being healthy.

There are a lot of alternatives that we could adjust to enhance physical, mental and social wellbeing. The entire factor like the pattern of our eating, our lifestyle, and environments we live on and work environment effect out health status. We have to being aware on what we consume and applied good personal lifestyle selections in order to achieved good health and wellbeing throughout life. In other word, the first step that should be take care in maintain and gain a good healthy by making good food selection for a healthy is by control food intake by following a balanced nutritious diet. Thus, practicing suitable physical activity and avoiding unsafe habits like smoking, drug abuse and drinking alcohol also is the one of the step should be accounted in order to maintain a good health.

Nowadays, the level of attraction on healthy food product has grown rapidly throughout the years as result of increasing awareness towards the importance of having quality and healthy life due to various reported on food contaminated with chemicals. According to [2] Baker, Olsen & Sorensen (2007), people become more apprehensive towards the safety of food they are consumed. The demand of healthy food products like an organic food has arises especially in developing countries. This trend also spread out all over developing countries including Malaysia as well.

II. PROBLEM STATEMENT

Malaysia is a country which has various people from different cultures, races and backgrounds. This is why Malaysian is rich with a multiple choice of cuisine and desserts. No wonder Malaysia also known as "food of paradise" as we can access so many types of dishes. As indicated by the World Health Organization (WHO), the highest disease suffered by Malaysian in the year 2010 was coronary illness which the number 22,701 [3] (Pham, 2017).

Malaysia is known as Asia's fattest country. The numbers were revealed by Health Ministration. The number of adults who are diagnosed as overweight is 30 percent, if we total up together; it is equivalent almost half the Malaysian population. One of the main reasons that lead to this disease is the pattern consumption of unhealthy food. It also shown that Malaysian used to choose fast food as compared to healthy food and there is showing that just a small number of Malaysian who is implemented the healthy food consumptions.

Other disease such as diabetes was additionally influencing more individuals, where it shows that in 1996 the number of people diagnosed with diabetes is 11.6% increased to 17.5% in 2015. It was discovered that 47.7 % of an adult in the nation has elevated cholesterol because of unnecessary calorie admission, or the calories are not fully utilized through physical movement, then it results to obesity problem. Therefore, awareness for calorie intake and preferences of healthy, then it result to obesity problem. Therefore, awareness for calorie intake and preferences of healthy food is very important for society to be more careful with their dietary habits and food consumptions. With unhealthy eating routines and office oriented lifestyles where did not involve so many movements and lack of exercise, the World Health Organization has defined it as serious risk to life, wellbeing and advancement for the nation.

A study conducted by the Health Ministry has shown that Kedah citizen has the highest number of diabetes and hypertension cases compared to other states in the country [4] (Masriwanie, 2017). Moreover, according to Kedah health director Datuk Dr Norhizan Ismail, the study which is conducted one in every six years has discovered that about 25.4% or one out of four people aged 18 and above in this state is diagnosed have diabetes, while 37.4% or two out of five people in the state suffered hypertension. On the other hand, this reported also revealed that Kedah recorded the third highest number of people who diagnosed with hypercholesterolmia (high cholesterol) with more than 50% which is 53%.

Datuk Norhizan indicated that the most contributing factors to these chronic illnesses are the people's unhealthy eating habits and culture. There is a great decency on rice as staple food, apart from a love for food with high sugar content and firm favorites such as nasi lemak, roti canai and teh tarik are caused the existence of these chronic diseases. It very difficult to avoided as it also part of our culture to serve guests with rich and very rick food during events such as wedding ceremony

This issue can be seen when Malaysia is categorized as a country with the largest number of obese people in the Asian region, which is 25% of the population. Out of a population of 26 million people, six million children are overweight and considered obese and obesity levels among children has tripled less than 10 years, up from 4.4% in 1996 to 12.2% in 2003 while the rest is a group of children, adolescents and the elderly [5] (Final Report of the Social Development Research inventory study in Malaysia, 2001).

If we looked up in terms of expenses, most of large part spending by household in Malaysia is allocated for food whether eating at home or outdoors. However, there is train of expenses to eat in house increasingly decline as much as from 13.4% among year 1973-2005, while spending eating outdoors increase 6.2% to same period [6] (Tey, 2008). This phenomenon not only occurred deep among general society, but also deep students which demanded in institution tertiary education. Most problem facing by students in preparing food is the time constraint and money resources. Thus, completed food intake offered in food premise on campus is more saving and facilitate compared to preparing own food.

The transition from adolescence to young adulthood which is mostly spent at colleges or universities is the exact time to promote healthy lifestyles and diseases prevention as this is the critical times where they are eager to establish what they are going to eat and adapt new food consumption habits. Usually the years of entering universities of Malaysian students start from the range of 19 until 24, although it is considered as the perfect age with good health, according to [7] (Papadaki, Hondros, Scoot & Kapsokelafou, 2007) it is well documented that universities students nowadays have poor dietary habits.

Poor dietary consumption pattern is considered as leading problem that always occur among young consumers especially for those who are experienced into campus life [8]. Larson *et al.*, (2008) stated that these factors discouraged the adoption of health food intake in daily life. Although, it might be counted as short term just when they are studying in universities, involvement of this unhealthy habits routines while at the young age will be carry on in elder adult life [9] (Siliman, Rodas Fortier & Meyman, 2004).

University life is an overflow challenging as daily routine of students who are committed with busy class schedules caused they tend to skip meals especially on breakfast [10] (Gan, Mohd, Zalilah, & Hazizi, 2011; [11] Abdul Hakim, Muniandy & Danish, 2012) and the influences from peer pressure which is more favorable consumption of fast food, snacks and soft drinks [8] (Larson *et al.*, 2008; [12] Ganesegaran *et al.*, 2012). In order to promote an optimal childhood health, growth and intellectual development, these young consumers should be exposed to healthy eating patterns since childhood by parents as this routine also could help in prevent immediate health problems. A poor dietary habit in prior phase of life is completely relate to serious health results in future such as osteoporosis, obesity, hyperlipidemia and diabetes [13] (Bazzano 2006; [14] Hallal *et al.*, 2012).

Previous research by [15] Glanz, Basil, Maibach, Golberg & Synder (1998), shown that the most important factor that lead in food selection among youngster are taste, cost, nutrition value, convenience, pleasure and weight control while [16] Satalic, Baric & Keser, (2007) defined that most of university student tend to make their own food selection based on the cost of food which can be considered as affordable to student to have it and also the availability of fast food. [17] Yahia, Achkar, Abdallah, & Rizk (2008) defined that students tend to choose fast food due its easy access and convenience. The past research also revealed that people often developed these tastes and habits since they are at young age [18] (Birch, 1999).

At the point when the youthful enter college life it is imperative time for food choice as they step out independently for the first time and they have more powered to control their life, they are free to decide on what they are going to eat especially if they are living separately or far from home. The transition to college or university is a critical era for young adults, who are experienced their first opportunity to make on choices of food [19] (Marquis & Shatenstein, 2005) and the fast changes in physical development and physical advancement have put these youthful as nutritionally vulnerable groups with poor eating habits, that neglects to meet dietary necessities [20] (Savige, Ball, Worsley, & Crawford, 2007; [21] Shi, Lien, Kumar, & Holmboe-Ottesen, 2005).

According to [20] Savige, Ball, Worsley, & Crawford (2007); [21] Shi, Lien, Kumar, & Holmboe-Ottesen (2005); [17] Yahia, Achkar, Abdallah, & Rizk (2008); [23] Alizadeh & Ghabili (2008) defined that some common improper eating habits that occur among young adults included meal skipping, snacking and fast food consumption. As a result, this problem will stimulate on students eating behaviors [19] (Marquis & Shatenstein, 2005; [24] Rappoport, 2003) which most of the university's student often fail to

meet the recommended target for healthy food intake like consumption of fruits and vegetables, whole grain, milk and dairy products as revealed by previous studies by [25] (Moy *et al.*, 2009; [26] Huang *et al.*, 2003).

The upcoming trends among student which is more prefers to consume a fast food rather than healthy food as they were busy with schedules often lessen the amount of time individuals need to prepare healthy, nutritious dinners, so they choice for quicker, simpler alternative is to consume fast food instead of healthy food. [27] Dunn, Foll, Mizioroko & Levin (2014) discovered in his studies that individuals eat fast food for various reasons that included of convenience, taste, and prompt satiation aspect, with a considerable measure on the accommodation and taste reasoning.

Consumption of fast food regularly is linked to obesity and chronic health conditions such as high blood pressure, however numerous youngster teenagers still insists to select fast food sources over their healthy, nutritious whole food counterparts. Fast food is typically affordable, processed and prepackaged, making it effectively accessible, but there are several psychological motivators that predispose people to choosing it as a meal or snack. As anyone who has been on a college campus experience would know, fast foods are an important part of students' lives while on campus. Among others, one of the main reasons students choose to eat fast foods over healthier options is for the sake of convenience [27] Dunn, Foll, Mizioroko & Levin (2014). This unhealthy practice is also becoming more popular in developing countries. When the young enter university life, they take more control of their lifestyle, in particular food choices and practices, especially if they are away from home.

Most of the student usually stayed in a hostel where there is no cooking equipment and kitchen were not provided by the college, preparing whole foods such as vegetables and meat take several time and kitchen equipment to cook properly, while fast food hamburgers are usually served within minutes of ordering. Over the time, that convenience becomes a habit and eventually a perceived necessity to keep up with such a fast-paced society. Disrupting that routine requires an investment of time, and most people prefer to stick with the faster option.

Lack of knowledge of food selection caused students often makes the wrong selection in choosing the good food. This cause the students easily get food related illnesses. Various problems occur among overweight or obesity, food poisoning, lack of attention during learning and more effective when students do not mean it in making good food choices. This issue shows how much people do not take care of their health. Similarly, students in school less to think about the serious consequences of the choice of food taken could be a dangerous turn on their health and increase the risk of disease in the future.

According to [28] Murphy *et al.* (1994); [29] Resnicow *et al.* (2001), Children and adolescents appear to be familiar with the nutrition knowledge and benefit gaining in consuming health, but they are lacking of awareness of the relationship between specific foods intake and health. For example, young person definitely well known about the importance of limiting fat, cholesterol, and sodium in dietary intake, but they do not recognize which foods are high in fat, cholesterol, sodium, or fiber contains. One study by [30] Resnick (1986) indicated that adolescents were well acknowledge about good nutrition and health however they didn't utilize their knowledge in making a healthy food selection. Another study from [10] Gan, Mohd, Zalilah, & Hazizi (2011) also discovered that the lack of knowledge about the healthy food has negatively affect with eating habits.

According to [31] Dowda, Ainsworth, Addy, Saunders & Andrew (2001), environmental factor like the growing number of the shopping malls, convenience stores, vending machines and fast food outlets have encouraged to the adoption of poor dietary habits among university student due to reduced availability, reasonable price offered and accessibility of healthy diet in universities campus, thus this situation has generated worrying condition for young adults to practice unhealthy eating consumption. Thus, this review showed multi factorial causes influencing dietary patterns among Malaysia university students [32] (King, Mohl, Bernard, & Vidourek, 2007).

Previous research by [10] Gan, Mohd, Zalilah & Hazizi (2011), stressed that they are cases happened among university students who are practiced of unhealthy food consumption and lack of nutrient intake. It is supported by one study from Malaysia conducted by [25] Moy *et al.*, (2009) found that only 19% of university students consume healthy food like vegetables more than three times per week and another study conducted by [17] Yahia, Achkar, Abdallah, & Rizk, (2008) discovered that 48.5% of their respondents consumes fruits at least three times per week. This unhealthy habit like low intake of healthy food like fruits and vegetables will resulted with several chronic diseases at adulthood in the future [33] (Kerkadi, 2003). In order to achieve a healthy nutritional status for future wellbeing, the attitude of healthy eating should be practiced by these young adults.

From this study, we can conclude that there was a need to promote healthy eating habits among university student to achieve a healthy nutritional status. This study also highlighted that promotion of healthy food eating is important for future health wellbeing. Thus, this study is aimed at assessing the patterns of healthy food consumption and its associated factors with focus on the influence of marketing mix strategies towards consumer preferences on healthy food among Universiti Utara Malaysia students.

Promoting of healthy food consumption and increases the level of awareness among these young consumers can be success if all the parties play a role especially the parents itself, universities and food manufacturer. The result gain from this study may act as a guideline for any programs conducted to encouraged healthy food eating or promoted on healthy campaigns should be practiced in all developing and developed nation-state.

III. LITERATURE REVIEW

(A) Consumer Preferences

Preferences also can be interpreting as a feeling of pleasure, of disappointment resulting from comparing products perceived outcome in relation of their expectation. Thus, many companies are aiming for high satisfaction as it was important key to grab attention of the consumers as consumers who are satisfied with the product or serviced offered are much less to switched, however when it comes to any better offered they tend to switch to other product. Greater satisfaction or delight creates an emotional bond towards specific brand, not just a rational preference. The key to generating high consumer preferences is by delivering high consumer value. Moreover, in delivering profitable value, company should come out with competitively superior value preferences so as result the consumer won't easily move to other product.

The brand must represent a guarantee about the total resulting experiences that consumers can expect. Whether the assurance offered is kept depend upon the company ability to manage its value delivery

systems included all the communications and channel experiences the consumer's will have on the way to obtaining the offering. Moreover, preferences can be triggered out by the features related to the material substances of the goods like shape, size, print, taste, color, consistency and package design.

In food consumption, consumers prefer healthy food due to safety, health conscious and environmental concern and also due to attributes like nutrition value, taste, freshness and appearance of healthy food matters that give a lot of benefits for consumers. From this study, we can conclude that the consumers prefer to buy healthy food products. There are various factors impacting the preference including demographic characteristics of the consumers. It has been observed that female students have more preference in consuming for healthy food products as compared to male respondents.

Consumers prefer to consume healthy food products because of their advantages of consuming healthy food product that promoted healthy, contained safe ingredients and is needed by our body, nutritious contains could cure and increases the level of healthy of human. Thus, this research revealed that the determinants of consumer preferences towards healthy food product consumption and how marketing mix strategies could give an influence on it.

(B) Marketing Mix Strategies

[35] McCarthy (1971) defined 4Ps as the modification from sales placement to marketing orientation led to the development of the 'marketing mix' theory. Today, the marketing mix theory is well known and being referred as 4Ps, i.e. product, price, promotion (communication) and place (distribution). Neilh Borden has popularized the term marketing mix in 1964 after he published his article about the concept of the marketing mix.

Borden began using the term in his teaching in the late 1940's after James Culliton had defined the marketing manager as a "mixer of ingredients". The ingredients in Borden's marketing mix included product planning, pricing, branding, distribution channels, personal selling, advertising, promotion, packaging, display, servicing, physical handling and fact finding and analysis. [35] Mc Carthy & Perrault, (1993), later grouped these ingredients into the four categories that today are known as the 4P's.

The main function of these marketing strategies is to make decisions that the 4P's on the customers in the target market in order to create perceived value and gained positive response. The marketing mix is generally accepted as the use and specification of the 4P's describing the strategic position of a product in marketplace. The marketing value is still valid and useful in all industries like services as well as manufacturing. Company are considered unsuccessful if failed to place a product or service at the right time and correct promotion as it is possible to create or achieved the right relationship with end user. According to [36] Zineldin (2000), the right combination of marketing and the elements of marketing mix offers a good opportunity for company to create a good relationship with existing and ability consumers.

In order to reduce repeat purchase, it should comprise predecision risk [37] (Hoover, Green & Saegert, 1978). According to [38] Van Waterschoot & Van den Bulte, (1992) marketing mix is the most common marketing technique used for producing most favorable market response in specific target market. Mc Carthy's four -Ps framework which is consists of Product, price, place and promotion. These marketing mix elements are the scope of the marketer need to counter in order to facilitate the exchange of goods or services, so they may gain customer attention compared than competitor. That why this framework is

popular and always being act as indicator in academic research and widely referred as guidelines to produce the response from consumer that needed in the target market [39] (Coviello, Brodie & Munro, 2000; [40] Zinkhan & Williams, 2007). The concept of marketing mix is an activity to influence the demand for and supply of a product or services. Thus, Mc Carthy has inspired the concept of the marketing mix, or most formally known as the “4Ps” which is carry a meaning of Product, Price, Promotion and place. This concept is popular among marketers in identifying shortcomings and strengths of the factors existing in the marketed product.

[41] Kotler & Keller (2012) defines marketing as a social process that helps the flow of products or services offered in an economy from the manufacturer to the final user with the right product, offered at the right priced in the right placed by using the most suitable promotion in order to meet consumer demand and enhance the organization’s goal. Similarly, multinational companies, they need to know well on how to adjust your marketing strategy and how to adjust elements of marketing mix in the market for universal [42] (Vrontis, Thrassou & Lamprinou, 2009). They need to know the need to adapt the product, price, promotion and location all of these elements should take into account to adapt the right marketing mix strategies [43] (Keller, 2009).

To establish a right marketing mix, a business should meet the conditions where the product offered must have the right features as it crucial to ensure that product look good and able to work well as indicated by [44] Peter & Donnelly (2007), in [45] Wang & Sumayya (2012) that each of the elements in marketing mix affect users in different ways. If one element in the marketing mix cannot be achieved indirectly, it will affect the profitability and performance of the company that produces the product.

Priced act as indicator to attract the attention of the consumer, the priced offered must be right. Placed also play an important role as well, the goods must be in the right place at the right time, it is important to make sure that the goods arrived when and where they are necessary is an essential operation. The target group should be made aware about the existence and the availability of the product through promotion.

A successful promotion could help a firm to spread costs over a larger output. As an example, company like Kellogg’s is constantly developing new breakfast cereals as a new product itself, in getting the price right the company take an action to involves in examining consumer perceptions and compared with rival products as well as costs of manufacture, promotion are those activities in a range of promotional activities. The next element of 4Ps is place act as channels to distribute the product. The product as main point that need attention from marketing strategy need to find out the way to make the consumer know the existence of the product as marketing function is concerned on what product means to the end user therefore these elements play an important role in determining appearance of the product.

They have to ensure that the product is available and following the requirements of the market as requested by the consumer as identified through market research. Alternatively, the product may be redesigning or make innovation to make it more acceptable for a new group of consumers as a part of a long terms plan. This is the main objective of the marketing mix strategies in continuing to perform actions that affect consumer purchasing decisions and the role of the market itself is to support supply and demand in the market. [49] Keller (2012) has defined that marketing as a social process that helps the flow of products and services in an economy from the producer to the consumer in order to meet consumer demand and enhance the company’s reputations.

(C) Product

The first element in the marketing mix is the product. There any combination of the goods and services offered to satisfy the needs and wants of consumers. For instance, a product is anything tangible or intangible that can be offered for purchase or buy used consumer. Thus, a tangible product is the one that consumer can actually touch, such as a computer, but for an intangible product is a service that cannot be touched, such as computer repair, income tax preparation or an office call. The product is an important factor in the buying process because when users see during the purchasing process is the product. Products that can be touched are the items that can be held like a book, chair, television and so on while the product is not visible to the naked eye categorized as a product that cannot be touched, which can only be measured through delivery, credit and collateral [55] (McColl-Kennedy & Kiel, 2000).

According to [47] Kotler & Keller (2009), the product is something that can be offered to a market for attention, owned and worn or taken in order to meet the wishes or needs of the user. Customers will inevitably find a product to suit their own tastes to get self-satisfaction. Various aspects and elements of the product must be taken before they decided to purchase to ensure satisfaction after buying any product. Therefore, for [48] Hashim & Halim (2016), the physical form of the product, product packaging and labeling information can influence consumers to come into the store, check the product and buy it. Whereas according to [49] Kotler & Armstrong (1980), the factors to be taken into account by the manufacturer before producing a product which includes diversification of products, product design, product features, product brands, product size, packaging, service and warranty after purchase products.

According to [50] Deliya & Parmar (2012), most marketers believe that packaging attributes are more effective in influential as compared with advertising in influence consumers because it has a direct impact on the perception and experience of a product. Product packaging serves as the protector of an item to avoid damage and defects to the goods. Packaging also serves as a shield to the product of any circumstances that could alter or damage the product either physical or biological product so that quality and freshness can be maintained. In addition to working to protect products in storage, during the transfer of product and also during use, packaging serves to provide ease and convenience to the user access [51] (Shah, Ahmed & Ahmad, 2013).

Packaging process uses science technology that is designed to protect and ensure the products can attract customers to buy it. [52] Silayoi & Speece (2007), they said packaging consisting of several elements of shape, color, symbol, chart patterns, image and size. Also, they state that the customer's initial perception of a product is dependent on the style and design of the product packaging. Before that, [53] Limon Kahle & Orth (2009) also states that the packaging design can also be used to identify, build brand identity and image of a product. In addition, the product allows customers to choose from various types of the same product depending on the features that are highlighted through product packaging [54] (Wells, Farley & Armstrong, 2007).

Based on studies conducted by [55] Morgan & Adelina (2007), indicates if the customer considers attractive packaging of a product, then the product is reliable and has a good performance. With the advent of increasingly sophisticated technology nowadays, different sizes and shapes of product packaging healthy food issued by the company to compete in the market. Beautiful product packaging can attract customers to view and examine the product before deciding to buy it. Accordingly, the design of the

product packaging refers to advertising tool last to inform, persuade and convince consumers to help them to distinguish a brand, product and make a final decision based on the design of the packaging during the purchase process, [56] Klimchuk & Krasovec (2007).

Several studies conducted on issues such as packaging think it's a great way to attract customers [57] (Underwood, Klein, & Burke 2001; [58] Garber, 1995; [59] Schoormans & Robben, 1997). According to [60] Armstrong, Adam, Denize & Kotler (2014) the main objective is initially packaged for beauty care goods, but now the concept has evolved with the passage of time. In a marketing environment, now, packing is used as a tool for promotional activities to attract consumers as well as how to identify the customers of a product. However, packaging is not simply a factor that is seen by the customer, whereas the desire to buy depends on the extent to which consumers expect products to satisfy consumers when they take it [61] (Kupiec & Revell, 2001).

Moreover, as we know that the quality product is an important element in the production of a product because it can determine the position of the product in the market. Quality products also have a major influence in the interest of consumers in the purchase process. Accordingly, need for employers to check the product carefully to ensure quality assurance products are marketed especially healthy food.

Consumers are likely to collect information from various sources before making any purchase to ensure the quality and effectiveness of a product. It is as described by [48] Hashim (2016), information on the nutritional content and health benefits can be found on the nutrition label of a product. In addition, the nutritional label is not only serves as a channel that shows the nutritional properties of a product, but also enable to consumers to make food choices and also works to create demand for healthy food products and encourage competition on the nutritional quality [62] (Baltas, 2001).

Besides that, labeling give a more detailed description of the product, the manufacturer, methods of use, materials used to produce the product. Ministry of Health (MOH) also explains that food labeling is to provide correct and clear information about a product. The label shall comply with the Malaysian Food Regulations 1985 (PPM 1985) and not to mislead or deceive consumers. Various types of labels used to make the products more attractive in the eyes of consumers. This is consistent with the form of packaging, which also performs the transformation in line with current technological advances. The label is used for patching material or adhesive stickers, labels hung on product, print directly on the container or packaging and so on.

The product label should be a descriptive name of the product states that it is a health food, the name and place of the manufacturer, packer or distributor, a list of materials used and the net contents of the product. In recent years the issue of product safety is a serious concern consumer health. By seeing this, reports in this press to some extent preventing their interest to buy the healthy food product. This occurs because the act of a brave marketer to sell counterfeit products to consumers. The immoral acts that can cause consumers face higher risks such as disability or death.

As a consumer, it is important for individuals to ensure their own security by complying the criteria need to buy a product such as reading the label before make a decision making. For [63] Davies, Titterington & Cochrane (1995) stated that health and environmental factors are the main factors in determining the purchase of a food product. Therefore, customer should be aware that the product is safe to be taken should have features like high quality sanitary products, good processing and working environment clean.

For a company perspective, they are responsible for guaranteeing security through advertising, labeling, and promotion so that consumers believe the product will be used. As noted by [64] Chebat, Chebat, Vaninski & Filiatrault (1995), they have an effect on a person's memory and can affect the public's confidence in the product being advertised. Customers must be aggressive in knowing their rights and role as to protect themselves from being manipulated by the global market. Based on the Ministry's website in the national Trade, Cooperatives and Consumerism Ministry (Ministry), consumer means a person who buys goods and services for personal use or for domestic or household. Smart consumers know their rights as consumers to demand any compensation if there are items that are defective, dangerous or misleading trade description. Fraud or does not conform to the service agreement. Complaints and claims can be made on matters relating to the Tribunal for Consumer Claims Malaysia (TCC), an independent body set up by the ministry.

(D) Price

Price is the one, which creates, which creates sales revenue and it is clearly an important indicator in determining the value of sales made. In determinant of the estimation of offers made value have a basic impact in activated of what clients saw, thus pricing is the estimation of thing at a bargain as evaluating is basic in shows how the esteem they are searching for and additionally what they need to pay. For the most part, an association valuing strategy will vary to time and circumstances.

End users are price sensitive, but it is not the main factor as their consumptions are more attracted by price factors, particularly in food consumptions. Nowadays, there are increase the number of consumer who starts to concern about the safety of food. Therefore, in this recent year, Malaysia begins to make a step in encouraging the grow large quantity of healthy food like fresh vegetables and fruits due to the local production are relatively low and much more fresh than imported products. Therefore, these amounts of healthy food become Asia- centric food of Malaysia. Additionally, most of Malaysian now are more alert on their food consumptions as they become health conscious consumers thus increased rapidly the number of people who start consuming healthy food and being more cautious on their spending.

It is because most of Malaysians are now have some knowledge on the eating pattern that can affect health and they have interest to highly consume on healthy food in their daily meals. In Malaysia food industry, health consciousness and consuming organic food become new important trend in past decades year. A price is the one, which creates sales revenue and it is clearly an important determinant of the value of sales made. In determinant of the value of sales made price play a critical part in triggered of what customers perceive is the value of the item on sale as pricing is essential in indicates how the value they are looking for as well as what they want to pay.

According [65] Tjiptono (2008) the price is a marketing aspect which is flexible in where it can be changed quickly. According to the researchers [66] Zeithaml & Bitner, 1996; [67] Hill, 1996; [68] Dutka, 1995; said the price is a factor influencing customer satisfaction. However, customers also use price as a gauge to see the quality of a product for those who want more expensive product quality and reliability. Similarly [69] Schiffman & Kanuk (2010) stated price is a service to the quality of the signal. Depending on the product, consumers prefer to buy products at a higher price with the quality and the criteria that they need. In this case, employers should be more sensitive products because of the competitors will lower prices cheaper than what is sold by the producers. [70] Lupiyoadi (2001) say that the pricing is very significant in providing value to the consumer in making and influencing decisions.

In addition, customers tend to evaluate a product based on the price if they are not used for such products to assess the quality of the product. For consumers, if the product is expensive, this indicates the product is high quality and secure. According [71] Wathieu & Bertini (2007), there is evidence to suggest that the higher price of the product, believed the higher the quality of a product. There are also a handful of marketers who produce misleading information related to the user. For example, the label on the supplement products, *halal* label, expiry date, or the price tag on the shelf.

Product purchase decisions are not solely dependent on the product, but the price factor also plays a role in influencing consumer decisions. Product price must be appropriate to the materials used in the manufacturing process of the product. Therefore, users need to check information or label before purchasing to ensure that products sold on the basis of a reasonable price for the materials used. The other alternative for marketers such as discounts or special prices only to increase the desire of buyers to buy a product and products that get discount can change the minds of consumers where previously about to buy because the price is more expensive. This proves the price of a product has the potential to change consumer purchasing decisions on a product.

(E) Place

Place is the various methods of transporting and storing goods. In the distribution system the goods or services should be delivered with the right product to the right place at the right time to the end user in order to making it available for the customer. The way of distribution method will depend on the environments, some manufacture chooses to sell to the wholesalers then sell to retailers while others more prefer to sell directly to retailers or customers. Distribution can make or break a company. A business with a good distribution system has a greater opportunity to place a product earlier into market, capture potential customer and selling its product faster than its competitor will earn greater margins and able to stay last longer even though in tough market conditions. Distribution is the critical part that has to take into account for any type of industry or service. If the business offered their product with the good price, huge promotion but the product is not available on the right time, people come to nothing for sale at the points at which consumers can buy.

Once a decision has been made regarding which product will be manufacture and released, a location or place has to be selected in which the organization has to recognized so that the product can safely, economically and easily reached to the customer. The physical distribution element plays a fundamental role in the marketing mix because of the requirement for the product to be moved from the place of production to the place of consumption and also because transportation as well as warehousing expenditure are the significant part of the total expenditure. In order to sustain business entity, product positioning at the right place and with right time is extremely vital. The distribution structure consists of the organization product manufacturing and also the selling activities with involved all layers composed of the wholesalers, retailers and other marketing agents and players.

A lack of grocery stores in neighborhoods or campus area is also related with the lessened to healthy food intake such vegetables and fruit. Another reason that reduced the healthy food consumptions among students is the physical food environment in the community, including the presence of fast food restaurant, grocery stores and 24 hour convenience stores that easy to access. It is because the physical distribution element plays a vital role in the marketing mix because of the requirement for the product to be moved

from production placed to the market where they are demand for our product. Other than that, transportation also play an important role as well as warehousing expenditure are a significant part of the total expenses.

(F) Promotion

Promotion is the most visible and measureable component in triggered the attention of the consumer. According to [72] Stanton, Etzel & Walker (2007), it is strategies adapted by most business that serve to remind, give information and influenced the market of the product so that it could capture the attention, beliefs and behavior of consumers. Promotional mix also refer to the used of singular or collective types of quality of different promotion forms used by an organization to deliver information about their product features.

Promotion is the communicating ways of the business organization with customers, through promotion business able to provide an information that will assist the end user in making a choice to purchase a product or service. Business promoting is an active process which needs to very closely examine in order to obtaining the best results. Promotion is the best option in highlighted the benefits of product and serviced offered, thus with the help of creative designed marketing and promotion activities ensure a long terms success, capture the bigger number of customer and gaining huge profit. Business need to plan promotion activities that could left an impact on consumer mind. The elements of the communications process that should include in promotional activities are: sender, encoding, message, media, decoding, receiver, feedback and noise.

Promotion acts as demonstrative of our business which could act as speaker to the manufacturer. Various media social platforms and mass communication like television, radio, shopping outlets, billboard, and magazines can be used to promote company and brand as well. Without having marketing promotion for sure, the product and serviced offered would not be able to acquire the attention of the pre-occupied customers. Promotion activities could help in creating and increase brand awareness among customers, with the helps various media platforms, we can spread across information about the brands, product released and company itself.

Promotion also could provide appropriate information which helps people to find out more about company and look into products and then make purchases. In addition, good promotion helps in increasing customer traffic. The more aggressive we promote the brand and product, the more chances the customer acknowledge about the existence of our product and company in order to stay ahead of competitors in order to engage customers to keep doing business with us. Food advertising and marketing influence healthy food and beverage preferences and purchase requests of young consumer and influence the dietary intake of young consumer. These young generations are exposed to many forms of marketing, including television advertisements, advertising on the Internet and movie product placement. They are various form of promotion activities that being carried out by business organizations to promote their product.

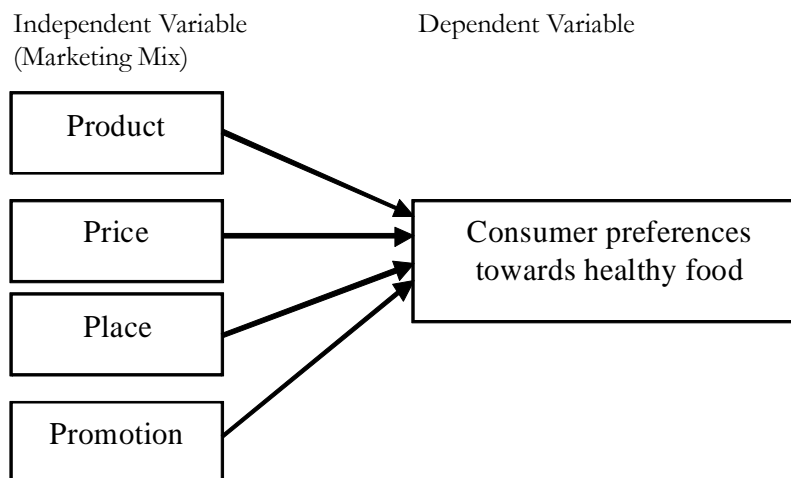
Personal selling is a direct presentation of a product or services by trained person hired by organization to spread the information and influence directly towards customer face to face. Next is advertising is indirectly way and do not involved any form of communication for which the sponsor had paid certain amount and is clearly identified. Through this way of promoting the product the producer would identify the content of advertising content but most of the advertising content will be decided by advertiser while the seller is only being interested in the end results. The most widely medium used to spread the information

is through electronic media like television, radio and the internet and also the print media like newspapers and magazines. In order in catching the attention of end user the advertising should be designed in creative way, innovative and also included hilarious element which are in trend in the electronic and print media in today's modern market.

According to [73] Kotler (1988) sales promotion is mostly operated in short term, it is because these kind of promotion is designed to encourage quicker or greater purchase of particular products / services by consumers. The main intention of a consumer promotion is to have a direct influence on the purchase buying behavior by aimed at creating a 'pull' for final customers as opposed to trade and in retail promotions a consumer is being push through channel members. Mostly this kind of promotion is organizing by aggressive methods of selling or creating demand. This concept could boost the effectiveness of advertising and personal selling. It is concerned on promoting product by using many techniques like offering high incentives and free byes for increasing purchases or even for extra purchases. Sales promotion also widely used if the organization want for launching new products and raise sales of existing products.

The cost involving is always associated with promotion or advertising goods and services as we know that promotional activities acquired a large amount of money. Even though it consumed a lot of expenses, an affective promotion could boost up sales so that advertising and other related costs are paid with the sales of product when it is viral, and consumer are looking for it. Promotion enables business to develop and built up brand awareness among consumer and it is extremely considered cost effective.

IV. CONCEPTUAL FRAMEWORK



V. RESEARCH METHODOLOGY

According to [74] Krecjie and Morgan (1970), it is greatly simplified the sample size decision by providing a table that ensures a good decision model. This study will use the simple random sampling method which is one of the probability sampling technique. Using the method, the sample is chosen randomly from the whole selected population (Student of UUM). Based on [74] Krecjie and Morgan (1970) table to determine the sample size, if the size of population 16,979 students then the sample size will be 375 students. The sample sizes for this study will focus on to the students in UUM Sintok.

Table 1
Sampling Design

<i>Population Size (N)</i>	<i>Sample Size (S)</i>
10 000	370
15 000	375
20 000	377
30 000	379
40 000	380

^a Source: Krejcie & Morgan (1990)

VI. RESULT AND DISCUSSION

Table 2
Reliability Test

<i>Variables</i>	<i>Pilot Test (N=30)</i>
Section II: Consumer Preferences	0.890
Section III: Marketing Mix	
Product	0.872
Price	0.613
Place	0.758
Promotion	0.758

These table 2 results reveal that the coefficient of reliability of the independent variables and the dependent variable is between 0.613 to 0.890 for pilot test while the actual is between 0.624 to 0.921. Therefore, based on the measurements acquired of the independent variables and the dependent variable in this study is acceptable as it has reached the alpha value of 0.6 and above [75] (Bougie & Sekaran, 2013). Hence, all the variables listed are reliable as the value of Cronbach's Alpha is more than 0.5 which mean that the respondents understood the entire questions that mentioned in the questionnaire.

Table 3
Coefficients Table

<i>Coefficients</i>						
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
	<i>Model</i>	<i>B</i>	<i>Standard Error</i>	<i>Beta</i>	<i>t</i>	<i>Sig.</i>
1	(Constant)	0.991	0.170		5.843	0.000
	Product	0.431	0.040	0.475	10.667	0.000
	Price	-0.009	0.027	-0.012	-0.320	0.749
	Place	0.168	0.044	0.186	3.869	0.000
	Promotion	0.166	0.052	0.168	3.173	0.002

The results of multiple regression analysis of table 4.29 shows independent variable influence on consumer preferences towards healthy food. In the table of model summary, the correlation coefficient (R) is 0.716 between both variable. Value of R- Squared (R^2) in this study is 0.512, indicates that four variables (Product, Price, Place and Promotion) can explained any variation in dependent variable (consumer preferences towards healthy food) at 51%. Furthermore, the rest of 49% of the models explained by other variables which are able to affect the consumer preferences towards healthy food.

The overall results of the multiple regression analysis test displayed that all the independent variables have a relationship with the dependent variable, namely the ($F = 103.591$, $p = 0.000$). The results of this test found that only three variables, namely independent variable product ($\beta = 0.475$), place ($\beta = 0.186$) and promotion ($\beta = 0.168$) has a significant and positive beta coefficient value. Meanwhile, price ($\beta = -0.012$) indicated of insignificant value.

Hence, from the analysis of multiple regression we can conclude that only three out of four independent variables which is product ($p = 0.000$), placed ($p = 0.000$) and promotion ($p = 0.002$) have positive relationship on consumer preferences towards healthy food as the p value is $p < 0.01$ and $p < 0.05$. However, another independent variable, price ($p = 0.749$) did not show any affect or influence on consumer preferences and has been rejected due to insignificant effect that exceeds the value of $p > 0.05$.

Table 4
Summary of Hypothesis Testing

<i>Description of Hypothetical</i>	<i>Significant</i>	<i>Result</i>
H1 There is significant relationship between product and consumer preferences towards healthy food among Universiti Utara Malaysia students.	P= 0.000	Accepted
H2 There is significant relationship between price and consumer preferences towards healthy food among Universiti Utara Malaysia students.	P= 0.749	Rejected
H4 There is significant relationship between place and consumer preferences towards healthy food among Universiti Utara Malaysia students.	P=0.000	Accepted
H5 There is significant relationship between promotion and consumer preferences towards healthy food among Universiti Utara Malaysia students	P=0.002	Accepted

VII. CONCLUSION

Since nutritional level in Malaysia is still at the lower state the people should take necessary steps to maintain their daily nutritional level which can be done through balanced diet, nutritional food and health drinks. This may reduce many physical problems which they may face in the future. In the nutshell, this study has included several limitations and it was cover by numerous recommendations. Although, the market of healthy food is broader to Malaysians, more effort should be carried out to introduce and spread the concept of healthy food consumption to Malaysians in general. This will help for next research to enhance the quality of study. Therefore, it absolutely to help and create awareness among young generation especially the student for consume healthy products especially the food. The result of this study proves that there is

a significant and positive relationship between marketing mix 4P and the consumer preferences towards healthy food. The analysis results showed that the theoretical framework developed by researchers was successful where consumer preferences in healthy food is influenced by the marketing mix 4P. Agencies and Government must strive and work in raising awareness about the benefits of healthy food consumption actual to users such as advertising on social media and held an exhibition that can share information related to the target group. The increase in user-oriented information might help in building trust and confidence in the authenticity of the real benefits of healthy food. When a user is confident about the benefits of healthy food intake is indeed beneficial, then they might start to spread positive information to the people that surrounds it.

ACKNOWLEDGMENT

Yaty Sulaiman is Senior Lecturer of Marketing, School of Business Management, College of Business, Universiti Utara Malaysia 06010 Sintok, Kedah, Malaysia. The author would like to thank The Ministry of Higher Education (MOHE) for granting this research under the Fundamental Research Grant Scheme (FRGS) and Research Innovation Management Centre (RIMC) Universiti Utara Malaysia. This article is under FRGS grant research. Furthermore, the author also would like to thank all SBM staffs, especially the Dean, Prof Dr. Haim Hilman Abdullah, for their support of this research.

REFERENCES

- World Health Organization (1948). Retrieved from <http://www.who.int/suggestions/faq/en/>
- L. Baker, L. W. Olsen, and T. I. Sørensen. (2007). Childhood body-mass index and the risk of coronary heart disease in adulthood. *New England journal of medicine*, 357(23), pp. 2329-2337.
- T. Pham. (2017). Top five killer diseases in Malaysia. Hello Doctor. Retrieved from <https://bellodokter.com/healthy-living/top-5-killer-diseases-malaysia/>
- M. Muhamading (02 January, 2017). Kedah has the highest number of diabetes and hypertension cases. New Straits Times. Retrieved from <https://www.nst.com.my/news/2017/01/205820/kedah-has-highest-number-diabetes-and-hypertension-cases>
- Final Report of the Social Development Research inventory study in Malaysia, 2001.
- Y. S. Tey. (2008). Review article Malaysia's strategic food security approach. *Journal Food Research*, 17, pp. 501-507.
- A. Papadaki, G. Hondros, J. A. Scott, and M. Kapsokefalou. (2007). Eating habits of university students living at, or away from home in Greece. *Appetite*, 49(1), pp. 169-176.
- N. I. Larson, D. R. Neumark-Sztainer, M. T. Story, M. M. Wall, L. J. Harnack, and M. E. Eisenberg. (2008). Fast food intake: longitudinal trends during the transition to young adulthood and correlates of intake. *Journal of Adolescent Health*, 43(1), pp. 79-86.
- K. Silliman, K. Rodas-Fortier and M. Neyman: A survey of dietary and exercise habits and perceived barriers to following a healthy lifestyle in a college population. *Californian Journal Health Promot.* 2004, 2 (2); pp. 10-19.
- W. Y. Gan, N. M. Mohd, M. S. Zalilah, A. S. Hazizi. Differences in eating behaviours, dietary intake and body weight status between male and female Malaysian university students. *Mal J Nutr.* 2011, 17 (2): pp. 213-228.
- N. H. Abdull Hakim, N. D. Muniandy, and A. Danish; "Nutritional status and eating practices among university students in selected universities in Selangor, Malaysia," *Asian Journal of Clinical Nutrition*, 4(3), pp. 77-87, 2012.
- K. Ganasegeran, S. A. Al-Dubai, A. M. Qureshi, A. A. Al-abed, A. Rizal, and S. M. Aljunid, "Social and psychological factors affecting eating habits among university students in a Malaysian medical school: a cross-sectional study," *Nutrition Journal*, vol. 11, no. 1, article 48, 2012.
- L. A. Bazzano. (2006). The high cost of not consuming fruits and vegetables. *Journal of the American Dietetic Association*, 106(9), 1364-1368.

- P. C. Hallal, L. B. Andersen, F. C. Bull, R. Guthold, W. Haskell, U. Ekelund and Lancet Physical Activity Series Working Group. (2012). Global physical activity levels: surveillance progress, pitfalls, and prospects. *The lancet*, 380(9838), pp. 247-257.
- K. Glanz, M. Basil, E Maibach, J. Goldberg, and D. A. N. Snyder. (1998). Why Americans eat what they do: taste, nutrition, cost, convenience, and weight control concerns as influences on food consumption. *Journal of the American Dietetic Association*, 98(10), pp. 1118-1126.
- Z. Satalic, I. C. Baric, I. Keser: Diet quality in Croatian university students: Energy, macro-nutrient and micro-nutrient intakes according to gender. *International Journal Food Science Nutrition*. 2007, 58.
- N. Yahia, A. Achkar, A. Abdallah, and S. Rizk. (2008). Eating habits and obesity among Lebanese university students. *Nutrition Journal*, 7(1), 32.
- L. L. Birch. (1999). Development of food preferences. *Annual review of nutrition*, 19(1), pp. 41-62.
- Marquis, M., & Shatenstein, B. (2005). Food choice motives and the importance of family meals among immigrant mothers. *Canadian Journal of Dietetic Practice and Research*, 66(2), pp. 77-82.
- G. S. Savige, K. Ball, A. Worsley and D. Crawford. (2007). Food intake patterns among Australian adolescents. *Asia Pacific journal of clinical nutrition*, 16(4), pp. 738-747.
- Shi, N. Lien, B. N. Kumar, I. Dalen and G. Holmboe-Ottesen. (2005). The socio demographic correlates of nutritional status of school adolescents in Jiangsu Province, China. *European Journal of Clinical Nutrition*, 59(12), 1439-1448 Yahia N et al., 2008.
- Z., Shi, N. Lien, B. N. Kumar, and G. Holmboe-Ottesen. (2005). Socio-demographic differences in food habits and preferences of school adolescents in Jiangsu Province, China. *European Journal of Clinical Nutrition*, 59(12), 1439-1448 Yahia N et al., 2008.
- M. Alizadeh and K. Ghabili. (2008). Health related lifestyle among the Iranian medical students. *Res Biol Sci*, 3(1), pp.4-9.
- L. Rappoport. (2010). How we eat: Appetite, culture, and the psychology of food. ECW Press.
- F. M. Moy, S. Johari, Y. Ismail, R. Mahad, F. H. Tie W. M. A. Wan Ismail. (2014). Breakfast skipping and its associated factors among undergraduates in a public university in Kuala Lumpur. Malaysia.
- T. T. K. Huang, K. J. Harris, R. E. Lee, N. Nazir, W. Born, and H. Kaur. (2003). Assessing overweight, obesity, diet, and physical activity in college students. *Journal of American College Health*, 52(2), 83-86.
- A. A. Dunn-Meynell, C. L. Foll, H. M. Miziorko and B. E. Levin. (2014). Regulation of hypothalamic neuronal sensing and food intake by ketone bodies and fatty acids. *Diabetes*, 63, pp. 1259-1269.
- A. S. Murphy, J. P. Youatt, S. L. Hoerr, C. A. Sawyer, S. L. Andrews. Nutrition education needs and learning preferences of Michigan students in grades 5, 8, and 11. *J Sch Health* 1994; 64(7): 273-8.
- K. Resnicow, A. Jackson, T. Wang,, A. K. De, F. McCarty, W. N. Dudley and T. Baranowski. (2001). A motivational interviewing intervention to increase fruit and vegetable intake through Black churches: results of the Eat for Life trial. *American journal of public health*, 91(10), 1686-1693.
- M. D. Resnick. (1986). Adolescents' views on food and nutrition. *Journal of Nutrition Education*, 18(4), pp. 188-192.
- M. Dowda, B. E. Ainsworth, C. L. Addy, R. Saunders, and W. Riner. (2001). Environmental influences, physical activity, and weight status in 8-to 16-year-olds. *Archives of pediatrics & adolescent medicine*, 155(6), pp. 711-717.
- K. A. King, K. Mohl, A. L. Bernard, and R. A. Vidourek. (2007). Does involvement in healthy eating among university students differ based on exercise status and reasons for exercise. *Californian Journal of Health Promotion*, 5(3), pp. 106-119.
- A Kerkadi. (2003). Evaluation of nutritional status of United Arab Emirates University female students. *Emir J Agric Sci*, 15(2),
- McCarthy, Edmund Jerom (1971). Basic Marketing: A Managerial Approach. Homewood: Irwing.

- E. J. McCarthy, and W. D. Perreault, W. D. (1993). *Basic marketing: a global-managerial approach* (pp. 597-617).
- M. Zineldin. (2000). Total relationship management (TRM) and total quality management (TQM). *Managerial Auditing Journal*, 15(1/2), 20-28.
- R. J. Hoover, R. T. Green, and J. Saegert. (1978). A cross-national study of perceived risk. *The Journal of Marketing*, pp.102-108.
- W. Van Waterschoot, and C. Van den Bulte. (1992). The 4P classification of the marketing mix revisited. *The Journal of Marketing*, 83-93.
- N. E. Coviello, R. J. Brodie, and H. J. Munro (2000). An investigation of marketing practice by firm size. *Journal of business venturing*, 15(5), 523-545.
- G. M. Zinkhan, and B. C. Williams. (2007). The new American Marketing Association definition of marketing: an alternative assessment. *Journal of Public Policy & Marketing*, 26(2), pp. 284-288.
- P. Kotler and K. Keller. (2012). Lane. *Marketing management*, 12.
- Vrontis, D., Thrassou, A., & Lamprianou, I. (2009). International marketing adaptation versus standardisation of multinational companies. *International Marketing Review*, 26(4/5), pp. 477-500.
- K.L. Keller (2009). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communication*, 15(2-3), pp. 139-155.
- P. J. Peter, and J. H. Donnelly. (2007). *Marketing management: Knowledge and skills* (8th ed.). New York: McGraw-Hill.
- Wang, M. Sumayya. (2012). Investigating the Impact of Marketing Mix Elements on tourist's Satisfaction: An Empirical Study on East Lake' *European Journal of Business and Management* ISSN, 2222-1905.
- J. R. McColl-Kennedy, and G. C. Kiel. (2000). *Marketing: A strategic approach*. Nelson Thomson Learning.
- P. Kotler and L. Keller. (2009). *Marketing Management*. 10th ed., Prentice Hall, Englewood Cliffs, New Jersey: United States of America.
- N. H. Hashim and F. Halim. (2016). The pivotal role of user-friendly food label and personality traits on intention to consume packaged food products. *Journal of Food Products Marketing*, 23(7)0, pp. 835-856.
- P. Kotler and G. Armstrong. *Principles of Marketing* 10th Edition. Prentice-Hall: 1980.
- M. M. Deliya and M. B. J. Parmer. (2012). Role of packaging on consumer buying behavior—patan district. *Global Journal of Management and Business Research*, 12(10).
- S. Shah, A. Ahmed, and N. A. W.A. Z. Ahmad. (2013). Role of packaging in consumer buying behavior. *International Review of Basic and Applied Sciences*, 1(2), 35-41.
- P. Silayoi and M. Speece. (2007). The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, 41(11/12), 1495-1517.
- Y. Limon, L. R. Kahle and U. R. Orth (2009). Package design as a communication vehicle in cross-values shopping. *Journal of International Marketing*, 17(1), pp.30-57.
- L. E. Wells, H. Farley, and G. A. Armstrong. (2007). The importance of packaging design for own-label food brands. *International Journal of Retail & Distribution Management*, 35(9), 677-690.
- H. P. Morgan. B. Adelina. (2001). Consumer buying behavior and perception toward retail brand baby products. *Journal of Brand Management*, 8(3), pp. 196-210.
- M. R. Klimchuk, and S. A. Krasovec. (2013). *Packaging design: Successful product branding from concept to shelf*. John Wiley & Sons.
- R. L. Underwood, N. M. Klein, and R. R. Burke, (2001). Packaging communication: attentional effects of product imagery. *Journal of product & brand management*, 10(7), 403-422.
- L. L. Garber. (1995). The role of package appearance in consumer choice (Doctoral dissertation, University of North Carolina at Chapel Hill).

- P. L. Schoormans & H. S. J. Robben. (1997). The effect of new package design on product attention, categorization and evaluation. *Journal of Economic Psychology*, 18(2-3), pp. 271-287.
- G. Armstrong, S. Adam, S. Denize and P. Kotler. (2014). Principle of marketing. Pearson, Australia.
- B. Kupiec, and B. Revell. (2001). Measuring consumer quality judgements. *British Food Journal*, 103(1), 7-22.
- G. Baltas, (2001). Nutrition labelling: issues and policies. *European journal of marketing*, 35(5/6), pp. 708-721.
- A. Davies, A. J. Titterington, and C. Cochrane. (1995). Who buys organic food? A profile of the purchasers of organic food in Northern Ireland. *British Food Journal*, 97(10), pp. 17-23.
- J. C. Chebat, C. G. Chebat, A. Vaninski and P. Filiatrault (1995). The impact of mood on time poerception, memorization and acceptance of waiting. *Genetic, Social and General Psychology Monographs*, pp. 413-424.
- F. Tjiptono, G. Chandra, and D. Adriana. (2008). Pemasaran strategik. *Yogyakarta: Andi*.
- V. A. Zeithaml, M. J. Bitner and D. D. Gremler, (1996). Services marketing. *New York*.
- N. Hill. (1996). Handbook of customer satisfaction measurement.
- A. F. Dutka. (1995). *AMA handbook for customer satisfaction*. NTC Business books. Easton, V. J., & McColl, J. H. (1997). *Statistics glossary* (Vol. 1). Steps.
- L. G. Schiffman and L. L. (2000). Consumer behavior, 7th. NY: *Prentice Hall*.
- R. Lupiyoadi. (2001). Edisi Pertama. *Manajemen Pemasaran Jasa : Teori dan Praktik*. Jakarta: Salemba Empat
- W. J. Stanton, M. J. Etzel and B. J. Walker. (2007). Fundamental Marketing. (14th Ed.). Mexico: McGraw Hill.
- L. Wathieu and M. Bertini. (2007). Price as a stimulus to think: The case for wilful overpricing. *Marketing Science*, 26(1), pp. 118-129.
- W. J. Stanton, M. J. Etzel and B. J. Walker. (2007). Fundamental Marketing. (14th Ed.). Mexico: McGraw Hill.
- P. Kotler. (1988). *Marketing Management: Analysis, Planning, Implementation and Control*, Prentice-Hall, Englewood Cliffs, NJ. V.
- Krejcie and D. W. Morgan (1970). Determining sample size for research activities. *Educational and psychological measurement*, 30(3), 607-610.
- U. Sekaran & R. Bougie. (2013). *Research Methods For Business*: New York.