

PACKAGING INNOVATION AS A COMMODIFICATION EXCELLENCE FACTOR FOR SMALL AND MEDIUM ENTERPRISES (SMES) CASE STUDY: FROZEN KEROPOK LEKOR PACKAGING IN KELANTAN

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Abstract: *Packaging used as a tool to deliver product message, to grab consumer's attention and to convenience consumer easily to use the product. It is important for a firm or cooperates to know how the packaging can influence consumer purchase decision. Most of the Kelantan Bumiputra SMEs food products have a good quality and delicious. However, they didn't have a proper product packaging design which cause their product limited to certain market or export abroad. The study is to determine how frozen keropok lekor packaging design impact on consumer's purchase decision. Secondly, to investigate what is the element of frozen keropok lekor packaging design that influence consumer purchase decision. Third, to design a proper and standard frozen keropok lekor packaging that influence consumer purchase decision. This study used both quantitative and qualitative method, which is the collection of data by questionnaire and interview. There were about 30 respondents in Kelantan were selected from the entire population to participate in this study. The result from this study shown that 96.6% respondents agreed that packaging design of a product will influence them to purchase. The packaging design elements represent a good mean of marketing communications towards consumers because the consumers value the elements that are embodied on the package. Therefore, it is necessary to revive the packaging of frozen keropok lekor for commodification excellence in Kelantan Small and Medium Enterprises (SMEs) products.*

Keywords: *Frozen Keropok Lekor Packaging, Commodification Excellence, Small and Medium Enterprises (SMEs)*

Introduction

Today in market place consumer are confronted with various types choice of product. In order to persuade consumer to reach their products, brands need to find a way to break through the visual clutter of a retail store shelf. Therefore, it is important for a firm or cooperates to know how the packaging can influence consumer purchase decision.

Most physical product requires packaging. Product can be having multiple packages and the most important of packaging is to protect product from damage, however nowadays packaging use as a tool to deliver message about the product, to grab attention of consumer and to convenience consumer easily to use the product. Packaging contains the information about product ingredients and nutritional information.

When consumer want to buy a product, the information will help the potential consumer obtain the necessary information they need. Packaging also plays an important role on promote product because it contains all the information about the product. Packaging can differentiate one brand of product from another brand. It helps consumer to identify the products among competition's product because of the company names, logos and the colour scheme of the company on the packaging. Packaging also helps to reduce promotional costs and increase market sales. According to Rundh, B. (2005), packaging can attract consumer's attentiveness toward a certain brand, increase consumer's perception about the products and its image.

Research Background

Keropok Lekor

Keropok lekor is a Malay's traditional fish cracker snack that famous at the east coast of Peninsular Malaysia especially of the state of Terengganu, Malaysia. The word "Lekor" derived from Terengganu Malay accent, which means, "roll". *Keropok lekor* can also call as fish sausage, fish stick, or fish fritters. It is made from fish meat and sago flour and seasoned with salt, sugar, Monosodium Glutamate (MSG). There are various types of fish used to make frozen *Keropok Lekor*, for example Long Jawed Mackerel, Sardine, Wolf Herring and others. The high content of fish meat makes frozen *keropok lekor* as a high-protein food that are rich in natural iodine. Colour of frozen *keropok lekor* is slightly greyish and smell fishy. It can be eaten either when it is steamed or deep-fried. It is frequently served with dipping sauces.

There are three types of *keropok*, which are *Keropok Lekor*, *Keropok Losong* and *Keropok Keping*. Frozen *keropok lekor* is shaped into sausage size and tastes chewier; *Keropok Losong* is same with frozen *keropok lekor* but just in smaller size. *Keropok Lekor Keping* is shaped into slices and has crispier texture. There is also a variant called "keropok cheese" which is a mix of fish and selected cheese. A research that has done by Omar et.al (2011), shows that *keropok lekor* has the potential to commercial to global market. Besides, according to Trichopoulou et.al (2007). *keropok lekor* also famous among Malaysian. Traditional food can contribute to the local culture where not only to our future generation and also can allow tourist to enjoy this delicious local traditional food.

Problem Statement

Seri Keropok Lekor Company, which located in Bachok, Kelantan was selected as the target of study in this research. An interview session has been done on 3rd March 2017 with Mrs. Seri Hanani as the owner of Seri Keropok Lekor Company. The company was founded in 2014 and already operation about four years. Seri Keropok Lekor company addresses are MP 100-A,

Daramain, Jalan Perupok, 16300 Bachok, Kelantan. They are open every day and operation time start from early morning of 8.00 am until 7.00 pm in the evening. Product of selling in Seri Keropok Lekor are frozen *keropok lekor*, frozen *keropok losong*, *keropok segera* and *keropok keping*. Usually, *keropok segera* and *keropok keping* were ordered from another wholesaler in Kelantan. Only frozen *keropok lekor* and frozen *keropok losong* are produce by Mrs Seri Hanani. The ingredients of frozen *keropok lekor* are sago flour, flour starch, fish meat, salts, sugar and Monosodium Glutamate.

There is only one worker who works in this company. According to the definition SMEs are categories into two, firstly the total sales turnover in manufacturing cannot exceed RM50 million or full-time employees not exceeding 200 workers. Sales turnover in services and other sector not exceeding RM20 million or full-time employees not exceeding 75 workers (SMEs Corporation Malaysia, 2013). Therefore, Seri Keropok Lekor Company admits as a Small and Medium Enterprises as it accords with the condition of SMEs Corporation Malaysia in 2013.

Basically, Mrs Seri Hanani only use Polyethylene (PE) plastic as the packaging for frozen *keropok lekor* and *keropok losong*. Frozen *keropok lekor* and frozen *keropok losong* are put inside Polyethylene (PE) plastic and draw out air inside plastic by vacuum machines. Besides, there are no any branding or corporate identities for her company. Upon Mrs Seri Hanani request to increase her company sales, so it is necessary to build a corporate identity and a proper frozen *keropok lekor* packaging for Seri Keropok Lekor Company.

Previous study found that the effectiveness of packaging is very important for Bumiputra SMEs Company as it can increase sales of return. It is because the effectiveness of product packaging design is one of the problems that exist among Bumiputra SMEs Company. Kelantan are famous with their Malay traditional food, for example meat floss, *dodol*, *keropok lekor*, *lempok* and etc. These traditional foods are absolutely delicious and tasty. However, most of these local food products do not have a proper and standard packaging. Their products are mostly homemade and just used customary packing. This issue causes their product limited to certain market to export abroad. Most of Kelantan Bumiputra SMEs Company does not know the important of food product packaging design can affect in their business marketing and consumer purchase decision.

Therefore, they need to know about consumer psychology in order to hit the effectiveness of packaging design on food product. In order to increase Kelantan Bumiputra SMEs company sales, they need to understand about consumer responses to their packaging design.

This study is to determine how frozen *keropok lekor* packaging design impact on consumer's purchase decision. Secondly, to investigate what is the element of frozen *keropok lekor* packaging design that influence consumer purchase decision. Third, to design a proper and standard frozen *keropok lekor* packaging for Seri Keropok Lekor Company that influence consumer purchase decision.

Packaging

Packaging plays an important role in consumer purchase decision. There are quite many researches that have been done in the area of packaging and how packaging can influence the purchase decision on consumer. However, the package plays an important role because it delivers the product information and also the quality of product. Packaging is a container for a product. The physical appearances of packaging including the shape, materials used, design,

labeling and color, Arens, F.W. (1996). According to Kotler, P. (2003), packaging is an activity of design and produce container for the product. A good and quality packaging can help consumer to identify product. The usage of packaging is used to easily delivery product information, and as a protection to the product. Packaging also used as a tool for convenience of user and promotion of a product.

Moreover, Rundh, B. (2005), also agree that packaging is very important part of the product because it is the first contact of consumer with the brand. Sometimes, consumers think that packaging is one parts of a product. However, packaging accomplishes important functions which is protect, conserve, transport products and promote until the products reaches to consumer.

Type of Packaging

Product packaging can divide in two types, which is primary product packaging and secondary product packaging. Primary product packaging is package that is with in direct contact with the product contents. The primary product packaging is the first element that keeps the contents enclosed. Secondary packaging is outside the primary packaging. It is to prevent product from stole and also differentiate with primary packages. There are several types of packaging such as; *Shrink Wrap Packaging, Vacuum Product Packaging, Preservation Packaging, Bubble Wrap Packaging, Crates and Pallets* and *Shock Mount*.

Shrink Warp Packaging is used around the actual product to hold the products or packages together for ease is transport and delivery. The shrink-wrap makes the product resistant against puncture, damage, friction, and abrasion. The manufacturers prefer shrink wrap packaging as it makes the product Impact resistant and is made of plastic which is a cheaper option than wooden boxes and crates. *Vacuum Product Packaging* is used for perishable goods or food items that require seal for freshness, hydration and taste. This vacuum product packaging has many benefits and is the most preferable option for the sellers and manufacturers of fast-moving consumer goods especially for the organizations operating in food industry. The package keeps the food items safe from germs, dust, air, bacteria, mold, fungus and yeast. For *Preservation Packaging*, the packages designed to preserve the product for later use for example, Jars, Cans, aluminium containers, silver sheets, cartons, glass jars, plastic bottles, foam and other types of product packages that are used to protect the contents of the product and the food items. The Preservation product Packages ensures product safety, protection and freshness.

Meanwhile, *Bubble Wrap Packaging* is the most efficient and inexpensive way to cushion and to protect the goods form impact, friction and damage while shipping is bubble warp. As an integral part of packaging process is *Crates and Pallets* to keep the products safe during transport and delivery. This provides safeguard against water, dust, moisture and deformity. Finally, *Shock Mount* is the safest packaging option for extremely fragile products and finished goods. This type of product packages protects the contents of the product from shock and vibration. The Packages use shock absorption techniques and provides safe guard against humidity, dust and moist. This type of packaging is used mostly for electronic equipment and chemical containers.

The Role of Packaging on Consumer Buying Behavior

According to Silayoi, P. & Speece, M. (2007), package becomes important in the buying choice when consumer is undecided. Consumer will read the information of product during the decision-making time. Research found that packages could attract consumer attention. When

consumers are not very familiar with the brands, pictures on packages are emphasized to attract attention. Packaging is a tool to differentiate the product among the others. Therefore, consumers can easily choose the product from other similar products, Underwood, R. L., Klein, N. M. & Burke, R. R. (2001). Packaging plays the important role on marketing communication. It could be one of the factors that influence consumer purchase decision. The important aspects for packaging design are colour, materials, graphics and also typography selection. For instance, packaging's colour can differentiate one company product from others. Colour is a designer, a certain kind of colour and one of the scopes in packaging (Keller, 2009). Keller also mentions that in visual design, packaging colour and information is an important element. Cheskin (1957) says that the colour selection and combinations is a necessary process for design a good package design. The influence on the brand and product selection, the right choice of colour is an important factor in creating the impression (Gofman 2010). Colour of packaging can draw the consumer's attention. Besides, consumer can easily to recognize the product through the packaging colour.

Packaging can come from many types of material. It is used to protect the product from damage. Packaging material can change the purchase decision of consumer. High quality of package will attract consumer rather than low quality of packaging. Therefore, packaging material will affect on consumer buying behavior. Consumer will link the packaging material to the essential values of the product (Smith and Taylor, 2004). Moreover, the perception of consumer to certain material can affect the quality of a product (Smith and Taylor, 2004). High quality material of package will attract consumer rather than low quality of material (Shah, Ahmed, & Ahmad, 2013). In marketing field, product-packaging design has become the important part to build a brand. In the meantime, it also can influence on consumer purchase decision. Package design has become a tool to communicate significant brand attributes and employed as a competitive tool (Rettie and Brewer, 2000). Packaging with graphic can retain the company identity, unique of the brand and outstanding the product from another competitor (PR Smith, 2004). A brand can increase its aesthetic quality by adding graphic value on it (PR Smith, 2004). If consumer doesn't have strong preferences towards some brand, graphics on packaging will grab the consumer's attention and helps them to find their desired product among other products (Pinya Silayoi M. S., 2004). Some authors have discussed that visual element can make consumer choose to buy a particular product. Different images on product packaging can create interest of consumer to buy the product (Lynsey Hollywood, 2013).

In packaging design, typography is used as the central element on packages, and the result if used effectively can be quite astonishing (Saka 2011). In order to complete particularly in food business, it is important to ensure that the design of packaging to look professional. Therefore, in the process of designing package of a product, the art of typography and the arrangement type can make the language visible (Mutsikiwa & Marumbwa 2013). Texts and words on packaging create the written message on packages. The selection of typography and words is an essential part of designing package communication. The most important typography attributes in the present study include the variation in package font and ease of reading. The languages used, content of the text and ease of comprehension are part of package communication. It can affect how the written messages are interpreted (Mutsikiwa et al. 2013).

Hence, after colour and shapes, the words and typography are also the important element to attract consumer and product selection (Nayyar's, 2012). Typography include several different variables, for example the font size, selection of font types, colours choose, empty space of text and text location. A little changes of font type on packaging could change the packaging

communication and affect the position of product (Lyytikäinen & Riikonen 1998, as cited in Mutsikiwa, Marumbwa & Mudondo 2013). Font's size also important part in packaging design because it can attract customer attention and can misleads or confuse customer with information when purchase the product (Dantas M. et al, 2011). Besides, font style on packaging also can grab customer attention (Deliya & Parmar, 2012). A successful company will hire a specialist to create an attractive and mind-blowing font styles. The innovative font style can increase the attractive package. Therefore, we can conclude that the relation between these design elements such as colour, materials, graphic and typography are very strong and relate to each other towards consumer buying behaviour.

Small and Medium Enterprises (SMEs) in Malaysia

In Malaysia, SMEs is the larger company that involve in agricultural and small service, for example restaurants, wholesaling and retailing (Ahmad, 2012). Diversifies economy in Malaysia from mining after 1970s and agricultural sector to manufacturing sector activities led Malaysia economy growth (Aris, 2007). A fast development in manufacturing sector and as a major exporter of rubber, tin, pepper, palm oil, petroleum and tropical timber. Malaysia has increased its export, especially electrical and electronic product. It's become the key factor to the growth of Malaysia economy (Gomez and Jomo, 1998). Through the economy transformation in Malaysia, it helps to build up led many SMEs company in the manufacturing sector. However, during that time SMEs development strategy was mainly focus on oriented market, domestic, small-scale industries, bumiputra commercial and industry community (NSDC, 2005). The functions of SMEs in the growth of Malaysia economy have become more important in the mid-1990s. In 1997-1998, Asian financial crisis was happened and also due to the happened of globalization, these enterprises were marked as growth of economy and increasing job opportunities in country (Aris, 2007). Nowadays, SMEs has been growing tremendously due to the support from Malaysia government. SMEs also involve in service activities, other than focus on manufacturing and agriculture activities. It has been proven to be resilient in the charging business environment (NSDC, 2009/10).

In general, most of the researcher must use their own definition and according to their specific focus (Abdullah and Bakar, 2002) because there is no defined universal definition of SMEs (Hooi, 200; Omar and Ismail, 2009). Research and practitioners have defined SMEs base on the social economic growth of each country from the perspective of international business (Chelliah et al, 2010). In United States, SMEs are defined as companies with 500 or fewer employees (Cavusgil et al, 2008). Meanwhile, SMEs defined as an establishment with 650 employees or less (Lin and Chaney, 2007). Malaysia's SMEs was defined to the following quantitative criteria (Hashim and Abdullah, 2000). First, it is own by themselves or family business. Second, it is owners have their own management style. Third, it is largely local in its area of operation. Fourth, it is largely dependent on internal sources of capital to finance its growth. These four qualitative criteria were to establish the entrepreneurial orientation that reflects the Malaysia SMEs profile general ownership. The National SME Development Council has approved the standard definition of SMEs in manufacturing, primary agriculture, manufacturing related services and service sector in 2005.

Table 1: Definition of SMEs in Malaysia

Category	Micro	Small	Medium
Manufacturing	Sales turnover of less than RM300000 or full time employees less than 5.	Sales turnover from RM300,000 to less than RM15 million or full-time employees from 5 to less than 75.	Sales turnover from RM15 million to not exceeding RM50 million or full-time employees from 75 to not exceeding 200.
Services & Other Sectors	Sales turnover of less than RM300000 or full time employees less than 5.	Sales turnover from RM300,000 to less than RM3 million or full-time employees from 5 to less than 30.	Sales turnover from RM3 million to not exceeding RM20 million or full-time employees from 30 to not exceeding 75.

The definition of SMEs has been divided under two categories; the total sales turnover in manufacturing cannot exceed RM 50 million or full-time employees not exceeding 200 workers. Sales turnover in services and other sector not exceed RM20 million or full-time employees not exceed 75 workers (SMEs Corporation Malaysia, 2013).

Method

The chosen method for this study is quantitative method, which is the collection of data through the use of questionnaire. The reason researcher uses this method is because quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys. Questionnaires were given to 30 respondents from Kota Bharu and Bachok, Kelantan. The questionnaire divided in to three sections. Section A is designate to obtain general information relating to personal data of the respondents. Section B is about packaging. Meanwhile, section C is the aesthetic elements of packaging design. The primary data are obtained by questionnaire. Whereas, secondary data are collected from online articles, journals, books, example packaging from market.

Qualitative Method

Qualitative methods in the field of research are used to collect information through interviews with individuals, journal exercises, in-context observations, and group discussions. Telephone, video, Internet and in-person can conduct it.

The purpose of this method is to have a better understanding about background of *keropok lekor* company and the types of packaging they use for their product. Target Company is Seri Keropok Lektor Company, which located in Bachok, Kelantan. An interview session has been done on 3rd March 2017 with Mrs. Seri Hanani as the owner of Seri Keropok Lektor Company. Seri Keropok Lektor is a SMEs company, which located in Bachok, Kelantan. There are two

products that produce by the company, which is frozen *keropok lekor* and frozen *keropok losong*. Both products are using Polyethylene (PE) plastic as the main packaging. Through the interview section, researcher has identified the reason why the company does not have a proper packaging. It is because there are lacks capital in company. Company products just only market in the area of Bachok and Kota Bharu, Kelantan due to the failure of packaging, which prohibit it to market in other state in Malaysia. The purposes of interview are to understand the products sell in Seri Keropok Lekor Company. Second, is to collect more information about type of packaging they use to preserve frozen *keropok lekor*. This interview also carries out to understand problems faced by the company and suggestion of packaging they wish to have. According to Mrs. Seri Hanani, packaging with low cost will be the main consideration to market her products. Therefore, a proper and standard packaging design for frozen *keropok lekor* is the first step to be done in order to promote and market it to another state in Malaysia or aboard.

Target Population

For the purpose of this research study, the target populations are the consumers in Kelantan. There are about 30 people of consumers in area of Kota Bharu and Bachok, Kelantan are selected from the entire population to participate in this research. Researcher use selective sampling, which is only focus in particular group, location and subject.

Data Analysis & Design Process

After implementing quantitative and qualitative method, data and respond from consumer will be accumulate by researcher. After that, a statistic and accurate result will be appearing. After

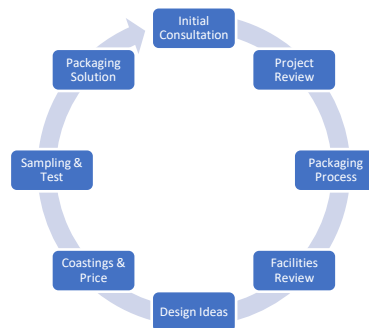


Figure 1: Packaging Design Process

we get the full and complete data, researcher come out with some frozen *keropok lekor* packaging design by following Packaging Design Process chart (*see Figure 1*). We will show the packaging design to respondent for their opinion, criticize and suggestion. After that, we do some improvement and validation, the finalize packaging for frozen *keropok lekor* will be produce.

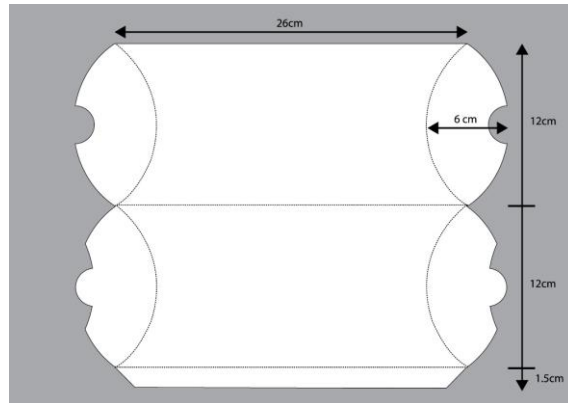


Figure 2: Packaging Structural Design Measurement

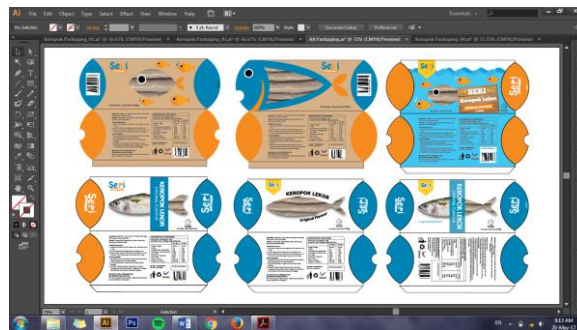


Figure 3: Packaging Design Options



Figure 4. Packaging Design Flavours Identification



Figure 5. Packaging Design Flavours Identification

Research Results

The main research instrument use in gathering the necessary information from the sources of data is questionnaire method. There are about 30 people of consumers in Kelantan were selected from the entire population to participate in this research. This study included different gender, age, races and education level of the respondents.

The questionnaire divided in to three sections. Section A is designate to obtain general information relating to personal data of the respondents. Section B is question about packaging. Meanwhile, section C is about the aesthetic elements of packaging design. Based on previous study, we divided the question into several factors to find the effectiveness of packaging towards consumer purchase decision, Deliya, M. M., & Parmar, B. J. (2012).

Table 2 show the Pre-Test result for consumer packaging preference. First of all, as we can see for *Self Interest factor*, there were 96.6% of respondents agreed the packaging design of a product would influence them to purchase. These show that packaging design of a product can attract consumer attention and inspiring them to purchase it. Meanwhile only 3.3% of respondents were no agreed that packaging design of a product would influence them to purchase. The reason is because they said the quality of the foods would more attract them to purchase the product rather than packaging design.

Table 2: Pre-Test Result for Consumer Packaging Preference

Factors	Frequency (n=30)	Percent (%)
Self Interest	29	96.6
Graphic	22	73.3
Color	22	73.3
Typography	25	83.4
Material	24	80.4
Shape	24	80.0

Graphic factor showed that 73.3% of respondents would buy the product based on the graphic attractiveness package design. Respondents will buy beautiful packaging even they don't know

the brand name. This is because the good looking of packaging is the most attractive reason for purchase the product.

73.3% of respondents were strongly agree and agree that the packaging colour has a huge impact in their buying decision for *Colour factor*. This is because packaging colour draws attention of them. The right choice of colours is an important factor in creating the impression needed to influence brand and product selection. 20% of respondent's does not sure packaging colour will influence them to purchase. This is because they do not pay attention to packaging colour when buy a product. Meanwhile, 6.6% of respondents disagree with this statement because they pay attention to the quality of food rather than packaging colour.

Tables 2 also showed about simple style typography on packaging are more easily to saw and read by consumer. Table 2 above show that 83.4% of respondents were strongly agreed that simple style of typography on packaging are more easily to saw and read. It is because they can easily see and read the product information in a short time. Besides, there are 13.3% of respondents are not sure that typography is important in a packaging. Only 3.3% of respondents disagree because the typography on packaging must be interesting and fun to attractive they to buy it.

80.4% of respondents were strongly agree and agree that the quality of packaging material equal to the quality if foods inside the packaging. This is because the quality of the packaging will change the perception of people toward the products. There were 13.3% of respondents neither agree nor disagree with this statement because quality of packaging material does not affect the purchase decision to buy their favourite product. Only 6.7% of respondents were disagree because their does not pay attention to the quality of packaging.

80% of respondents were strongly agreed and agree window on packaging will make them safe to buy the product. This is because they can know whether the food inside packaging is fine to buy. Meanwhile, 13.3% of respondents are neither agree or disagree with this statement because it is not their main consideration when purchase a product. Only 6.7% of respondents were disagree window on packaging will make them safe to buy the product because window on packaging only show part of the product. It does not mean that the whole products inside packaging are fine.



Figure 6: Final Packaging Design

Design Validation

After finalize the packaging design of frozen *keropok lekor*, a post test are distribute to public to give some feedback about the packaging design. There are about 30 of respondents who take part in the post test. Table 3 showed the Post-Test result for consumer packaging preference.

Table 3: Post-Test Result for Consumer Packaging Preference

Factors	Frequency (n=30)	Percent (%)
Existing	24	79.0
Innovation	25	84.2
Attractive	27	89.5
Protection	22	73.3
Material	24	79.0
Graphic	29	95.0

Table 3 showed that there are 79.0% of respondents does not see any packaging of frozen *keropok lekor* in market before. They don't know about the existing of this product package. The reason is because the product of frozen *keropok lekor* seldom sell in supermarket. Meanwhile, 21% of repondents have seen the packaging of frozen *keropok lekor* before because they went to the frozen *keropok lekor* exclusive shop to buy the products.

Meanwhile, 84.2% of responents will purchase the new innovation of frozen *keropok lekor* packaging from Seri Keropok Lektor Company. The reason is the packaging got complete product information and approvement from government institute make them feel safe to purchase it. There are only 15.8% of respondents does not influence by the new packaging of frozen *keropok lekor*.

89.5% of respondents are attracting by the packaging of frozen *keropok lekor*. The reason is because the good looking and premium design of the packaging attract their attention. There are 10.5% of repondents are not attract by the packaging of frozen *keropok lekor*.

73.7% of repondents agree that the pillow box packaging is suitable to keep and protect quality of frozen *keropok lekor*. The reason is consumer can easily take out frozen *keropok lekor* from the packaging and the long shape of packaging is match with size of frozen *keropok lekor*. Meanwhile 26.3% of respondents do not agree the pillow box packaging is suitable for the product.

78.9% of repondents prefer to buy frozen *keropok lekor* packaging with window on it. This is because they can know the conditions of product inside are fine to buy or not. Meanwhile 22.1% of respondents do not prefer to buy frozen *keropok lekor* packaging with window on it.

Lastly, 94.7% of repondents like the graphic design on the packaging. This is because the unique and simple looks of the design are suitable for the company identity. They can identify and differentiate brand from another competitor. There are only 5.3% of respondents do not like the graphic on packaging.

Recommendations and Suggestion

The study of a proper and standard packaging for frozen *keropok lekor* are very important to promote and market the products. This research can help SMEs entrepreneur in Kelantan to improve their frozen *keropok lekor* packaging design in order to differentiate and increase their products sales. They also can understand what is the main elements and factor that actually influence the purchase decision of consumer.

For this research we did some SWOT analysis before and after the innovation of proper packaging for this company to make sure we can fill the research gap.

Table 4: SWOT Analysis before Proper Packaging

Strength	Weakness
Homemade fresh frozen <i>keropok lekor</i> and <i>keropok losong</i> . Own blending machine and equipment. Has a rented shop to run her business	Does not have own corporate identity. Hard to find shop location Limited information about company Limited employee Limited nutrition information Does not have proper packaging
Opportunities	Threat
Can add others flavor of frozen <i>keropok lekor</i> . Open another branch in Bachok, Kelantan	Many competitors selling same product.

Table 4 show the SWOT analysis of Seri Keropok Lektor Company before they have a proper packaging for frozen *keropok lekor*. We tried to overcome the weakness problem part. They do not have their own corporate identity, hard to find shop location, limited information about the company, limited employee, limited nutrition information and does not have a proper packaging. After the design execution has been done, we analysed the SWOT analysis again (see Table 3) to see the development of the company. We manage to overcome the weakness problem part. Which is include corporate identity, shop location, limited information about the company, limited product nutrition information and proper packaging. We manage to solve five out of six weakness from this research outcome and give a value added for the company Strength and Opportunities as listed in Table 3.

However, this research can be explored more on how to improve the packaging design. The further improvement on the frozen *keropok lekor* packaging design can help to achieve the efficiency of research objectives. There are some suggestions for the further of this research. First, Kelantan SMEs entrepreneurs must have initiative to promote and market their products to bigger marketplace, not just only stay in previous market. Therefore, they need to have a standard packaging that approve by government. Secondly, the packaging of frozen *keropok lekor* can have different kinds of design to according with different choice of consumer.

Examples for other types of packaging for frozen *keropok lekor* are vacuum plastic or boxes. Beside from the types of packaging, the design of packaging also needs to follow the latest

design trend. This will allow the product not to weed out among other same products. Moreover, the nutrition information about the product must list out accurate and clearly to allow consumer to gain the right information.

Table 5: SWOT Analysis after Proper Packaging

Strength	Weakness
Homemade fresh frozen <i>keropok lekor</i> and <i>keropok losong</i> . Own blending machine and equipment. Has a rented shop to run her business. Easily recognized by customer by its corporate identity. Proper and standard packaging of frozen <i>keropok lekor</i> frozen. Have own corporate identity.	Limited employee
Opportunities	Threat
Can add others flavor of frozen <i>keropok lekor</i> . Open another branch in town in Kelantan and other state in Malaysia. Can sell and promote frozen <i>keropok lekor</i> in oversea market.	Many competitors selling same product.

Conclusion

As a conclusion for this research, researcher has determined the packaging design for frozen *keropok lekor* packaging will impact on consumer's purchase decision. Consumers are tending to be purchasing products with proper and standard packaging design rather than customary packing. Besides, the packaging design elements represent a good mean of marketing communications towards consumers because the consumers value the elements that are embodied on the package. The colour of packaging can help consumers to differentiate their favourite brands and catch consumers' interest and attention. Therefore, colour and other packaging elements will make the marketing offer more eye-catching and attractive and outstanding among other products. Different quality of packaging material will directly influence the quality of foods inside packaging. Meanwhile, styles of typography also become a factor that can grab consumer attention. Same as the graphic on the packaging added a value in brand looks and increases its aesthetic quality. The final results of the study found out that the packaging elements are very important during the buying process and facilitate a lot the decision process. The innovation in the packaging design can increase the value of the product and accelerate product sales.

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