

CHAPTER II

LITERATURE REVIEW

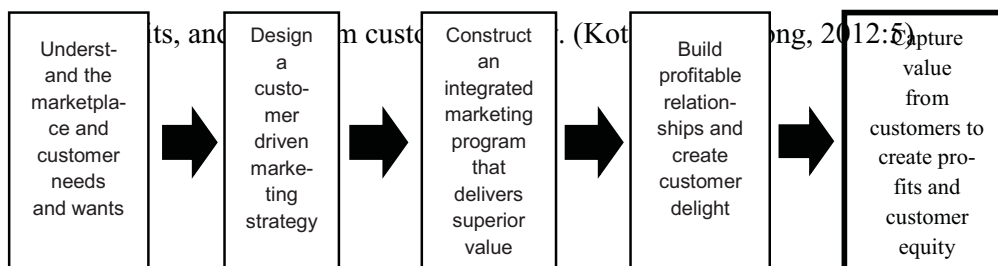
A. LITERATURE REVIEW AND EMPIRICAL STUDY

1. Marketing

What is marketing? Traditionally, it is mainly about communicating messages to consumers, mostly advertising of one kind or another. (Stahlberg, Maila, 2010:69) But The American Marketing Association offers the following formal definition: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (Kotler, Keller, 2012:5) According to Kotler and Armstrong (2012:2) Marketing is managing profitable customer relationships.

Kotler and Armstrong (2012:2) claim that the aim of marketing is to create value for customers and capture value from customers in return. The twofold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction. To promising the superior value and delivering the satisfaction there are five-step model of marketing process which explained by Kotler and Armstrong (2012:5) In the first four steps, companies work to understand consumers, create customer value, and build strong customer relationships. In the final step, companies reap the

rewards of creating superior customer value. By creating value for consumers, they in turn capture value from consumers in the form of sales,



Source: Principles of Marketing 14e, Kotler, 2012

Figure 2.1 : Marketing Process

The first step of marketing process is the marketers need to understand the marketplace and customer needs and wants. The concept of marketing is inherently simple, business success through a process of understanding and meeting customer needs. (Drummond, Ensor, Ashford, 2008:3). Kotler and Armstrong (2012:6) mention that Human needs are states of felt deprivation. They include basic physical needs for food, clothing, warmth, and safety; social needs for belonging and affection; and individual needs for knowledge and self-expression. Marketers did not create these needs; they are a basic part of the human makeup. They explain wants as the form human needs take as they are shaped by culture and individual personality. And the Consumers' needs and wants are fulfilled through market offerings. Market offerings are some combination of products, services, information, or experiences offered to a market to satisfy a need or a want. (Kotler, Armstrong, 2012:6)

Marketing occurs when people decide to satisfy needs and wants through exchange relationships. Exchange is the act of obtaining a desired object from someone by offering something in return. (Kotler, Armstrong, 2012:7) And marketing aim is to create exchanges that satisfy individual and organizational objectives. (Loudon, Stevens, Wrenn, 2005:1) Marketing consists of actions taken to build and maintain desirable exchange relationships with target audiences involving a product, service, idea, or other object. (Kotler, Armstrong, 2012:7) The concepts of exchange and relationships lead to the concept of a market. Market is merely people with money and a motivation to buy. (Loudon, Stevens, Wrenn, 2005:50) A market is the set of actual and potential buyers of a product or service. These buyers share a particular need or want that can be satisfied through exchange relationships. (Kotler, Armstrong, 2012:7)

Once it fully understands consumers and the marketplace, marketing management can design a customer-driven marketing strategy. (Kotler, Armstrong, 2012:8). For the company customer-driven marketing strategy is one of the important steps to get customer awareness. There are some steps for a company to do that marketing strategy. The company must first decide whom it will serve. It does this by dividing the market into segments of customers (market segmentation) and selecting which segments it will go after (target marketing). (Kotler, Armstrong, 2012:8) For the second step Kotler and Armstrong (2012:9) mention that the

company must also decide how it will serve targeted customers—how it will differentiate and position itself in the marketplace. A brand's value proposition is the set of benefits or values it promises to deliver to consumers to satisfy their needs. Marketing management wants to design strategies that will build profitable relationships with target consumers. There are five alternative concepts under which organizations design and carry out their marketing strategies: the production, product, selling, marketing, and societal marketing concepts. (Kotler, Armstrong, 2012:9)

The company's marketing strategy outlines which customers it will serve and how it will create value for these customers. Next, the marketer develops an integrated marketing program that will actually deliver the intended value to target customers. Because the effective marketing programmes effective in building shopper loyalty. (Stahlberg, Maila, 2010:154) The marketing program builds customer relationships by transforming the marketing strategy into action. (Kotler, Armstrong, 2012:12)

The first three steps in the marketing process—understanding the marketplace and customer needs, designing a customer-driven marketing strategy, and constructing a marketing program—all lead up to the fourth and most important step: building profitable customer relationships. Customer relationship management is perhaps the most important concept of modern marketing. Some marketers define it narrowly as a customer data management activity (a practice called CRM). Its key aim is to

manage customer interactions effectively across the entire customer life cycle. (Drummond, Ensor, Ashford, 2008:301) By this definition, it involves managing detailed information about individual customers and carefully managing customer “touch points” to maximize customer loyalty. (Kotler, Armstrong, 2012:12)

The final step involves capturing value in return in the form of current and future sales, market share, and profits. By creating superior customer value, the firm creates highly satisfied customers who stay loyal and buy more. This, in turn, means greater long-run returns for the firm. (Kotler, Armstrong, 2012:20)

2. Strategic Marketing

Strategic marketing management is the process of ensuring our marketing strategy is relevant and sustainable. (Drummond, G, Ensor, J, Ashford, R, 2008:15) A brilliant strategic marketing plan counts for little unless implemented properly, including recognizing and diagnosing a problem, assessing where the problem exists, and evaluating results. (Kotler, Keller, 2012:648)

According to Graeme Drummond, John Ensor, and Ruth Ashford (2008:13) Strategic marketing has three distinct phases:

1. Strategic analysis

To move forward, we must first answer the question; where are we? This stage entails a detailed examination of the business environment, customers and an internal review of the organization itself. Tools such as portfolio analysis and industry structure models help management to objectively assess the organization’s current position. Equally, it is important to develop some view regarding future trends. This is

achieved through forecasting and defining assumptions about the future market trends.

2. *Formulating strategy*

Having analyzed our situation, we then determine a way forward. Formulation involves defining strategic intent – what are our overall goals and objectives? Managers need to formulate a marketing strategy that generates competitive advantage and positions the organization's products effectively. To be successful, this must be based on core competencies. During this stage, product development and innovation are strategic activities, offering the potential to enhance competitive position and further develop products and brands. Additionally, formulation emphasizes the need to form relationships with customers and other businesses. Increasingly, we see organizations recognizing that they cannot do everything themselves and look to form joint ventures and partnerships.

The formulation stage culminates with the development of a strategic marketing plan.

3. *Implementation*

Consideration needs to be given to implementing the strategy. Marketing managers will undertake programs and action that deliver strategic objectives. Such actions, will often focus on individual elements of the marketing mix. Additionally, a process of monitoring and control needs to be put in place. This ensures compliance and aids decision making.

Strategic Marketing apply a decision process perspective to examine the key concepts and issues involved in selecting some strategies.

It is clear that many instructors want to consider a marketing strategy perspective that extends beyond the traditional emphasis on the marketing program (4Ps). (McGraw, Primis, H, 2006:vii)

Guided by marketing strategy, the company designs an integrated *marketing mix* made up of factors under its control—product, price, place, and promotion (the four Ps). (Kotler, Armstrong: 2012:48)

According to Kotler and Keller (2012:25) there are 10 product attribute they are product variety, quality, design, features, brand name,

packaging, sizes, services, warranties, and returns. Packaging become one of the most important factors in purchase decision made (Prendergast and Pitt, 1996 in Silayoi, Speece, 2004:1). One of the packaging attribute is Nutrition label which can change the decision to buy a product that become consumer consumption. (Derby and Levy, 2001 in Drichoutis, Lazaridis, Nayga, 2006:14)

3. Nutrition Label

Nutrition labelling provides point-of-sale information to help consumers make informed food choices. (The health promotion board, 2002:3) For the consumers who doing dietary activity the nutritional label is one of the important information which given by the producers. Beside that the nutritional label also become one of the important things for the consumers who concern about their health. That statement is also supported by Moskowitz, Reisner, Lawlor, and Deliza (2009:145) “Providing nutrition information on food and drink product labels is an important way of conveying the message about diets and health to the consumer. Competition, regulation, educational efforts designed to make consumers aware of new labeling standards, nutrient fortification of snack foods, and more industrial advertising of nutrition—all point to a greater awareness of food value and a wider variety of foods with label information.” Nutritional labeling has emerged as an important aspect of the food purchasing decision both for the scientific and the non-scientific literature. (Drichoutis, Lazaridis, Nayga, 2006:1).

There are 3 reasons for labeling according to Packard (1976:180) in his book *Processed foods and the consumer*, No matter whether the reason for labeling is to comply with regulations, to advertise, or to meet the competition, the information contained there is consistent both in form and in content.

Packard (1976:182) also explains that there are 3 parts of nutritional label which consumer concern, which it is serving size, number of servings per container, and nutrition content (protein, carbohydrate, fat, etc. Which transform to calories to give us energy). Here is one of the nutrition label parts, Nutrition Facts:

Nutrition Facts		
Serving Size 1 cup (228g)		
Servings Per Container 2		
Amount Per Serving		
Calories 250	Calories from Fat 110	
% Daily Value*		
Total Fat 12g		18%
Saturated Fat 3g		15%
Trans Fat 3g		
Cholesterol 30mg		10%
Sodium 470mg		20%
Total Carbohydrate 31g		10%
Dietary Fiber 0g		0%
Sugars 5g		
Protein 5g		
Vitamin A 4%	●	Vitamin C 2%
Calcium 20%	●	Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:		
	Calories:	2,000 2,500
Total Fat	Less than	65g 80g
Sat Fat	Less than	20g 25g
Cholesterol	Less than	300mg 300mg
Sodium	Less than	2,400mg 2,400mg
Total Carbohydrate		300g 375g
Dietary Fiber		25g 30g

Figure 2.2 : Nutrition Facts Example

4. Serving Size

Packard (1976:182) maintains "Serving size also relates generally to age, with all persons over four years of age considered as adults, and those under four years of age regarded as children or infants. For adults, the term serving may be taken to mean that reasonable quantity of food suitable for consumption as part of a meal by an adult male engaged in light physical activity."

Serving size. The figures giving nutritional information are all based upon one individual serving, not the contents of the package. An attempt has been made to standardize the serving size within similar types of food. Nevertheless, when comparing two foods of like nature, check to be certain the serving size of the two is identical; otherwise, adjust the figures on the label accordingly. Serving size will always be expressed in common meaningful units, i.e., cup, slice, ounce, teaspoon, tablespoon, etc. The serving size of a meal replacement will be the amount required to replace a single breakfast, lunch, or dinner. (Packard, 1976:182)

FOOD GROUP	FOOD ITEM	TYPICAL SERVING SIZE
GRAIN PRODUCTS	bread	1 slice (35 g) <i>think CD case</i>
	flat breads	½ pita/tortilla (35 g)
	bagel	½ bagel (45 g) <i>think hockey puck</i>
	cooked rice/pasta	½ cup (125 mL) <i>think ½ baseball</i>
	cold cereal	30 g
VEGETABLES AND FRUIT	apple/orange/pear	1 fruit <i>think baseball</i>
	green salad	1 cup (250 mL)
	frozen vegetables/fruit	½ cup (125 mL) <i>think ½ baseball</i>
	fresh vegetables/fruit	½ cup (125 mL)
	100% fruit juice 100% vegetable juice	½ cup (125 mL)
MILK AND ALTERNATIVES	cheese	1½ oz (50 g) <i>think 4 dice</i>
	milk	1 cup (250 mL)
	soy beverage	
	yogurt	¾ cup (175 mL) <i>think ¾ baseball</i>
MEAT AND ALTERNATIVES	chicken, fish or beef	2½ oz (75 g) <i>think deck of cards</i>
	cooked beans	¾ cup (175 mL) <i>think ¾ baseball</i>
	tofu	¾ cup (175 mL)
	peanut butter	2 tbsp (30 mL) <i>think 2 thumb tips</i>
	shelled nuts and seeds	¼ cup (60 mL) <i>think golf ball</i>

Source: neatnneck.org

Figure 2.3 : Food and the Typical Serving Size

Understanding the serving size will help the consumers determine the portion size to have a better health. The nutrition fact table on the food package will help consumers make healthy food choice for their self or for their family. The nutrition fact table helps the consumers to count how many calories and nutritions base on the product serving size. When the consumers compare the product make sure that the serving size is similar. Serving size usually located in the nutrition fact on the food product package.



Nutrition Facts	
Serving Size 1.25 Cup (286g)	
Servings Per Container 5	
Amount Per Serving	
Calories 310	Calories from Fat 110
%Daily Value*	
Total Fat 12g	18%
Saturated Fat 4g	20%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 5g	
Cholesterol 20mg	7%
Sodium 290mg	12%
Potassium 780mg	22%
Total Carbohydrate 36g	12%
Dietary Fiber 12g	48%
Sugars 6g	
Protein 17g	
Vitamin A 20%	• Vitamin C 80%
Calcium 20%	• Iron 20%
Vitamin E 8%	• Vitamin K 110%
Thiamin 25%	• Riboflavin 20%

www.everfitfitness.com

Figure 2.4 : Serving Size Location

5. Servings per Container

Servings per container. This information provides a means of determining the overall nutritional value of the food contained within. The total servings per container times the nutrient values per serving will yield the total nutrient content. This can be helpful information in setting up on weekly, biweekly, or monthly menus. (Packard, 1976:182). Servings per container information, usually available in the Nutrition Facts on the food product package under serving size.



Source: www.everfitfitness.com

Figure 2.5 : Servings Per Container Location

6. Nutrition Content

Nutrition content is the collection of nutrients contained in one product. That information is usually given by the manufacturer on the back of the packaging or on the side of the packaging and usually stated in nutrition facts.

Table 2.1
The Function of Nutrients

The Function of Nutrients	
Carbohydrate	<ul style="list-style-type: none"> supplies energy assists in the utilization of fats
Protein	<ul style="list-style-type: none"> helps build and repair body tissues helps build antibodies
Fat	<ul style="list-style-type: none"> supplies energy aids in the absorption of fat-soluble vitamins, A,D, K, E

Vitamin A	<ul style="list-style-type: none"> • aids in normal bone and tooth development • aids in the development and maintenance of night vision • aids in maintaining the health of the skin and membranes
Vitamin D	<ul style="list-style-type: none"> • a factor in the formation and maintenance of bones and teeth • enhances calcium and phosphorus absorption and utilization
Vitamin E	<ul style="list-style-type: none"> • protects the fat in body tissues from oxidation
Vitamin C	<ul style="list-style-type: none"> • a factor in the development and maintenance of bones, cartilage, teeth and gums
Vitamin B1 (Thiamine)	<ul style="list-style-type: none"> • releases energy from carbohydrate • aids normal growth
Vitamin B2 (Riboflavin)	<ul style="list-style-type: none"> • factor in energy metabolism and tissue formation
Niacin	<ul style="list-style-type: none"> • aids in normal growth and development • factor in energy metabolism and tissue formation
Vitamin B6	<ul style="list-style-type: none"> • factor in energy metabolism and tissue formation
Folate	<ul style="list-style-type: none"> • aids in red blood cell formation • may play a role in the prevention of neural tube disorders
Vitamin B12	<ul style="list-style-type: none"> • aids in red blood cell formation
Calcium	<ul style="list-style-type: none"> • aids in the formation and maintenance of bones and teeth
Magnesium	<ul style="list-style-type: none"> • factor in energy metabolism, tissue formation and bone development
Iron	<ul style="list-style-type: none"> • factor in red blood cell formation
Zinc	<ul style="list-style-type: none"> • factor in energy metabolism and tissue formation
Sodium	<ul style="list-style-type: none"> • required for normal cell function and regulation of blood volume
Potassium	<ul style="list-style-type: none"> • required for normal cell function • needed for proper nerve, muscle and blood cell function
Fibre	<ul style="list-style-type: none"> • soluble fibre plays a role in lowering blood cholesterol and controlling blood sugars • insoluble fibre promotes satiety (a feeling of fullness), which may help with weight management; it also promotes regularity

important for normal bowel function

 Source: www.healthcheck.org

Nutrition Facts	
Serving Size 1.25 Cup (286g)	
Servings Per Container 5	
Amount Per Serving	
Calories 310	Calories from Fat 110
%Daily Value*	
Total Fat 12g	18%
Saturated Fat 4g	20%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 5g	
Cholesterol 20mg	7%
Sodium 290mg	12%
Potassium 780mg	22%
Total Carbohydrate 36g	12%
Dietary Fiber 12g	48%
Sugars 6g	
Protein 17g	
Vitamin A 20%	Vitamin C 80%
Calcium 20%	Iron 20%
Vitamin E 8%	Vitamin K 110%
Thiamin 25%	Riboflavin 20%

Source: www.everfitfitness.com

Figure 2.6 : Nutrition Content

7. Purchase Decision

The consumer typically passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior (Kotler, Keller 2012:166).

The first stage in purchase behavior is problem recognition. Problem recognition occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. The consumer perceives there is a problem to be solved, which may be large or small, simple or complex (Solomon, Bamossy, Askegaard, Hogg, 2006:263). The second stage is information search, this second stage Solomon, Bamossy, Askegaard, Hogg (2006:265) claim Information search is the process by which the consumer surveys his or her

environment for appropriate data to make a reasonable decision. Much of the effort that goes into a purchase decision occurs at the stage in which a choice must be made from the available alternatives. After all, modern consumer society abounds with choices (Solomon, Bamossy, Askegaard, Hogg, 2006:272).

Purchase Decision. In the evaluation stage, the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand. In executing a purchase intention, the consumer may make up to five sub decisions: brand (brand A), dealer (dealer 2), quantity (one computer), timing (weekend), and payment method (credit card) (Kotler, Keller, 2012:170). After the purchase, the consumer might experience dissonance from noticing certain disquieting features or hearing favorable things about other brands and will be alert to information that supports his or her decision (Kotler, Keller, 2012:172).

8. Nutrition Label and Purchase Decision Relationship

The importance consumers place on certain food attributes has been widely hypothesized to affect nutritional label use because of the importance of these factors in food purchase decisions (Rose, 1994; Thayer, 1997 in Drichoutis, Lazaridis, Nayga, 2006:5). Derby and Levy (2001) in Drichoutis, Lazaridis, Nayga, (2006:14) reports that, in the 1990 Diet and Health Survey, one-third of consumers said they had changed their decision to buy a product because of the information on the nutrition

label. The same authors reports that in another survey in 1995, almost 48% of consumers reported that they changed their purchasing behavior due to nutritional labels. Furthermore, they cite a 1996 survey where one-third of those interviewed said that they stopped buying a product that they had regularly purchased and used because they read the nutrition label, and one in four started to buy or use a product not used before based on the nutrition label, with fat being the main information that influenced their decision.

Drichoutis, Lazaridis, Nayga, (2006:15) insists consumers may continue to choose tasteful and nutritionally poor foods, because taste offers immediate gratification while the benefits of a proper nutrition can be realized only in the long run. Drichoutis, Lazaridis, Nayga, (2006:16) also presented evidence from a few studies that suggest that nutritional labeling positively influences purchasing behavior and that it can promote healthier consumption. Overall, it appears that nutritional label use affects purchasing behavior because it influences valuations and perceptions of the product (Drichoutis, Lazaridis, Nayga, 2006:14).

B. PREVIOUS RESEARCH

Table 2.2
Previous Research

Name	Title	Variable	Technique Analysis	Research Result
1. Nabil Jeddi and Imed Zaiem	The Impact of Label Perception on the	Independent Variable: 1. Perception of a label	1. Exploratory factorial analysis (ACP)	Perception of labels variable on consumer purchase intention have 0.695 variable

<p>(2010, Tunisia). Ibima Business Review</p>	<p>Consumer's Purchase Intention: An application on food products</p>	<p>2.Perceived risk 3.Categorical implication of the product 4.Socio-demographic variables Dependent Variable: Consumer's purchase intention</p>	<p>2.Linear Regressions 3.Variance Analysis</p>	<p>coefficient show positive influence. Perceived risk variable on consumer purchase intention have 0.900 variable coefficient show positive influence. Implication of the product variable on consumer purchase intention have 0.876 variable coefficient show positive influence. Socio demographic variable on consumer purchase intention have 0.712 variable coefficient show positive influence.</p>
<p>2. Patricia A. Daly (1976, U.S). The Journal of Consumer Affairs</p>	<p>The response of consumers to nutrition labeling</p>		<p>Chi-square analysis</p>	<p>91% of respondents need the labels appear in their product, 89% feel confident if they know the nutrition labels are available, 58 % willing to more on their weekly grocery bill to have nutrition labels available, 70 % feel that Nutrition labelling should be dropped if it ends up costing the consumer more money, 61% agree that compulsory nutrition labelling will lead food manufacturers to make their products more nutritious, 76% agree that</p>

				nutrition labeling will make people more aware of the importance of good nutrition.
3. Christina A. Roberto, Henry Agnew, and Kelly D. Brownell, PhD (2009, U.S). American Journal of Public Health	An Observational Study of Consumers ' Accessing of Nutrition Information in Chain Restaurants		Observation-al analysis	In McDonald's outlets 0.1% of people were observed accessing nutrition information, in Burger Kings 0.6% looked at the nutrition poster, in Au Bon Pains 0.06% was observed accessing nutrition information, in Starbucks 0% accessed information.
4. Syed Hassan Abbas Zaidi (2012, Pakistan). Internatioal Journal of Business and Social Science	Awareness of Pakistani Consumers towards Nutritional Labeling on Product Packaging in Terms of Buying Behavior	Independent Variable: 1.Presence of Children in Family 2.Education Level Dependent Variabile: Observing Nutritional Labels	Pearson correlation	The correlation (r) of presence of children in family is 0.029 and the P value is 0.679 that is greater than 0.05, hence accept the Null Hypothesis and conclude that Presence of children in family do not create awareness of observing nutritional labels. The correlation (r) of presence of Education level is -.126 and the P value is 0.071 that is greater than 0.05, hence we accept the Null Hypothesis and conclude that Education level in family do not create awareness of

				observing nutritional labels.
5. Ninda Primita Ningrum (2010, Indonesia) UPN Undergraduate Thesis	Analysis of Nutrition label effect on interest to buy Produgen low fat high calcium milk product in Surabaya	Independent Variable: 1. Serving Size 2. Number of Servings per Container 3. Nutrition Content Dependent Variable: Interest to Buy	SEM (Struktural Equation Modeling)	Test result using SEM and probability causal relationship, so the hypothesis Label Nutrition factor have a positive effect on interest to buy factor, accepted (Significant(Positive))
6. Norazlan H, Muhammad I, Hasmira MD, Mashita M, Norfazilah MR, Fazlyla Nadya MF (2013, Malaysia). Health and the Environment Journal	The Use of Nutrition Label on Food Purchasing Decision among University Students in Kuantan, Malaysia	Independent Variable: 1. Gender 2. attitude 3. knowledge Dependent Variable: The use of nutrition labeling on food purchasing decision	1. Cross sectional study 2. Descriptive Method 3. Chi Square test	95 students (57.6%) were moderately making use of the nutrition label. There was no significant difference between gender and the use of nutrition label on food purchasing decision among these students. There was also no association between knowledge and the use of nutrition label on food purchasing decision among them.

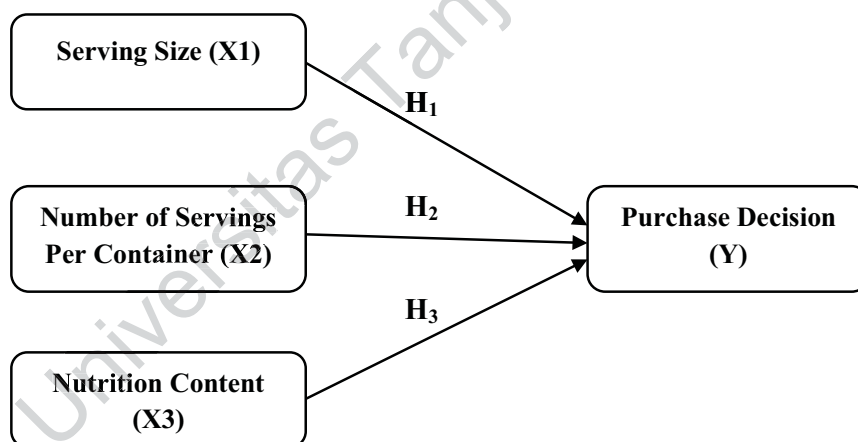
Source: Previous Research

C. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

1. Conceptual Framework

Developed by the United States Department of Agriculture, the serving size defines a specific amount of a particular food that represents the recommended portion for one sitting. The words serving size creates a standard reference that used on food labels (nutrition label). (Busch, 2015: <http://www.livestrong.com/article/518934-definition-and-importance-of-the-serving-size/>)

Servings per container are the number of servings that can be found in a container (box, bottle, bag, etc.) of food. (Averkamp, 2015: <http://www.fitnessforweightloss.com/servings-per-container-how-to-read-a-food-label/>)



Source: Concept developed for this research

Figure 2.7 : Conceptual Framework

Nutrition content is the collection of nutrients contained in one product. That information is usually given by the manufacturer on the back of the packaging or on the side of the packaging and usually stated in nutrition facts.

Nutrition labelling factors include serving size, number of servings per container and nutrition content. Consumers will check whether the product have serving size, which can help them check the standard reference used for the product. so the consumers can be careful to eat the product by look at the product serving size. The availability of serving size in product package can make consumers decide to purchase, the customers will look that this product does concern about consumer health by providing serving size on their product package. Consumers will check the number of servings per container to setting up weekly, biweekly, or monthly menus and showing that this product care about health. Nutrition content will show the consumers about what nutrition that the product have. That information will be useful for them to manage their nutrition regarding their health. Customers which concern about their health will consider the nutrition label information before they decide to purchase their product.

2. Hypothesis

Smith and Albaum (2012:137) in their book Basic Marketing Research: Volume 1 explain about the definition of hypothesis, which it is an assertion about the “state of nature” or the relation between things that often, from a practical standpoint, implies a possible course of action with a prediction of the outcome if the course of action is followed. Here the prediction of the outcome is:

- **H1:** Serving size (X1) influence significantly to the customer purchase decision (Y).
- **H2:** Number of serving per container (X2) influence significantly to the customer purchase decision (Y).
- **H3:** Nutrition content (X3) influence significantly to the customer purchase decision (Y).