



ELSEVIER



CrossMark

Available online at [www.sciencedirect.com](http://www.sciencedirect.com)

ScienceDirect

Procedia - Social and Behavioral Sciences 115 (2014) 115 – 130

---

---

**Procedia**  
Social and Behavioral Sciences

---

---

The 5<sup>th</sup> Indonesia International Conference on Innovation, Entrepreneurship,  
and Small Business (IICIES 2013)

## A semantic approach in perception for packaging in the SME's food industries in Malaysia: a case study of Malaysia food product branding in United Kingdom

Sazrinee Zainal Abidin<sup>a\*</sup>, Dr. Raja Ahmad Azmeer Raja Ahmad Effendi<sup>a</sup>, Prof. Dr.  
Rahinah Ibrahim<sup>a</sup> and Dr. Muhammad Zaffwan Idris<sup>b</sup>

<sup>a</sup>Faculty of Design and Architecture (FRSB), Universiti Putra Malaysia (UPM), Malaysia

<sup>b</sup>Faculty of Art, Computing and Creative Industry, Universiti Perguruan Sultan Idris, Malaysia

---

### Abstract

Purpose – This paper is to evaluate the perception for the food packaging and branding for Malaysia SME's food industries in United Kingdom. This study uses literature survey, questionnaire, semantic evaluation and observations. Additionally, this research would also show the evidences of semantic selection and global strategies by the brand owner closely related to the consumers. Attributes for a successful brand, packaging and marketing are available for references for any SMEs before going global. The innovation and creativity tackling all the problems on branding, packaging design and global market have make it more strategic and direct in creating solutions for internationalization and standardization.

© 2013 The Authors. Published by Elsevier Ltd.

Selection and peer-review under responsibility of The 5th Indonesia International Conference on Innovation, Entrepreneurship, and Small Business.

*Keywords: Branding; Global Market; Packaging Design; SME's and Internationalisation*

---

---

\* Corresponding author. Tel.: +0-000-000-0000 ; fax: +0-000-000-0000 .  
E-mail address: [rinee\\_eee@yahoo.com](mailto:rinee_eee@yahoo.com)

## 1. Introduction (background, problems, and aims)

Moorthy, Tan, Choo, Wei, Yong Ping, and Leong further discussed that performance of SMEs is crucial as they will transform Malaysia into a high-income and knowledge-based economy through their contribution to the national GDP. Despite their important contribution to exports, employment and economic growth, the total number of SMEs has decreased from 17,157 firms in 2010 to 16,893 firms in 2011 according to the SME information provided by the Department of Statistics of Malaysia. SME's growth and development are much depended on the world's economy. Sustainability of the SME's have always been a national issues by all governments.

Sazrinee, Zulhamri and Rahinah (2011) also concluded that after the mid seventies, Malaysian has make it a priority into developing the SME's by setting up agencies such as SME Corp., MATRADE, MIDF, MARA, Tekun and many others. Today, SME's is one of the major contributors towards Malaysia economic growth. Many jobs opportunities were made available by SME's throughout the nations. In Malaysia, SME's is increasingly growing steadily and with the support provided by the government the sustainability has become more realistic.

SME's have been contributing extensively to the government in term of Malaysia GDP. According to Chelliah, Sulaiman and Yusoff, Small and medium enterprises in the Malaysian manufacturing sector are involved in activities such as processing and production of raw materials, for instance, food, beverages, textiles, petroleum, wood, rubber and the assembling and manufacturing of electrical and electronics appliances and components, among others. Malaysian SMEs account for more than 90 per cent of the total manufacturing establishments in the country. It is proven that the core manufacturing production of Malaysia are contributed by SMEs.

Most of Malaysian export were spearheaded by the SME players. To be successful locally is part of business trend of most SME's. Going global or the internationalisation of the business involving SME's are the major activities. Arbaugh (2008) stated that success in domestic opportunities may limit the SMEs' ability to conceive and pursue internationalization. As firms find domestic success, they tend to focus on cultivating domestic networks as opposed to investigating potential international markets. Meanwhile Bartlett and Ghoshal (2000) have identified two main motivations for firms' internationalization: traditional motivations and emerging motivations. Among the earliest motivations that drove companies to invest abroad was the need to secure key supplies, especially minerals, energy, and scarce raw material resources. Another strong trigger of internationalization could be described as the market seeking behavior. This motivation was particularly strong in companies that had some intrinsic advantage, typically related to their technology or their brand recognition that gave them some competitive advantage in offshore markets.

In recent statistics, SMEs represent 99.2 percent of total business establishments in Malaysia, contributing to 32 percent of GDP, 19 percent of exports, and 56 percent of employment in Malaysia. MITI expects the SMEs sector to contribute more between the period of 2000 and 2020. The SMEs are expected to contribute 50 percent of the gross domestic product (GDP) in 2020 (Hashim, 2000).

## 2. Literature Review

This brief literature review will be discussing several insights from packaging, branding, internationalization and perception.

### 2.1. Packaging

Packaging design play several roles as a communication tools for the products and brand. It needed to be creative and innovative to compete with other major producer of the products. Klimchuk and Krasovec clearly stated that packaging design serves to contain, protect, transport, dispense, store, identify and distinguish a product in the marketplace. Ultimately packaging design resolves the marketing objectives of the product by distinctively communicating a consumer product's personality or function.

Food packaging has evolves tremendously in these few century, from functioning as a protector to the product, it has become more stylish and also for other purposes. The material used for the packaging has also become more

advanced and complicated. Green technologies have become popular as a friendlier method in producing better packaging.

Packaging design must function as the aesthetic means of communicating to people from all different backgrounds, interests and experiences, therefore, an awareness of anthropology, sociology, psychology, ethnography, and linguistics can benefit the design process and appropriate design choices (Klimchuk and Krasovec (2006). Before designing a packaging design, a total understanding of the overall related matters such as target audience, geography, product preferences, gender, age target and many other aspects must be under high consideration. Designing a packaging is not as easy before, these aspects need to be taken in consideration before anything could be done. The functions of a packaging has also change and varied compare to the older version of packagings.

Good packaging design will assist in ensuring the success of a total package of a brand. Defining a good design would be very subjective because it is much related to the science of art. According to an interview by Porter and Marks (2009) with Atsuki Kikuchi from Bluemark, Japan, good design should go beyond pure function. It should have justification for every element, every aspect of its appearance or aesthetic. If a designer adds a design element simply to create depth or movement within his composition, that is reason enough. That element does not have a function beyond creating visual appeal or emphasis. Researcher has concluded this statements into a diagram for better digestion.

Packagings are associated very closely to brand personality because it carries a lot of related information to enhance the brand experience for the consumer. Symbolism generated and/or communicated by the package may include convenience, environmental consciousness, national and/or regional authenticity, nostalgia, prestige, value and variations in quality and others (Underwood, 2003). In food packaging, to establish a strong brand presence, the packaging must coincide closely with the brand proposition and its direction.

## 2.2. Branding

Product could travel around the world if given enough time and venue. Brands would also be travelling globally in more rapid time, within an hour, a minute and even seconds. The use of the new media have given the best opportunities for brand owner to secure consumer loyalty. Bloch and Whiteley discussed that inventions to enable fast travel between continents and instant communication through the internet are occurring more rapidly than ability to comprehend the “new” cultures and ways of working that we thereby come into contact with. Bob Domenz mention to Fisher. J (2007) Most identity projects are actually brand strategy or positioning projects in disguise. In your first conversation with the prospective client, ask them to produce written documentation of their positioning statement, values and key attributes. If they can't, you're likely dealing with a company that doesn't have a clear definition of its brand – and your proposal should include a strategy phase. Most companies didn't realize the importance of establishing a brand in a wholistic packages. A brand is not just of giving a name, it must be in line with the rest of the set up such as logo, tagline, poster, website, positioning and many others. Most companies does not realized they having problem until the companies are in identity crisis.

The strength of a brand, measured by how often consumers buy and recommend the brand, is determined by the consistency of the different brand identity components. This consistency ensures that the gaps between the desired and actual brand identity and the outside perception of the brand (brand image) remain small. As difficult as it or might be, ensuring consistency among the brand's advertising and official communications is not the most critical part in achieving a strong brand identity (Burman and Zeppelin (2004). Consumer loyalty is the key continuity of a long term survival of a brand. Branding must be able to give the total experience and kept the promises made by the brand owner. A good brand must also be communicating continuously to the consumer with updates on the products and features. Berthon (2008) further discussed that In order to grow their business, it would be vital for nascent entrepreneurs to also know how to build and maintain a corporate brand throughout the growth stages, even with a constrained budget. Building a brand and maintaining it would be two set of agendas in making sure the proposition allign with the marketing strategies. Brand need revenues from sales of the product and to do that the establishment of the entire processes must be very strategic.

The customer-based brand equity framework is used as a means of identifying the existence of marketing advantages for strong brands. In that framework, brand equity is defined in terms of the differential response to marketing activity that results from the existence of strong, favourable and unique brand associations (Hoeffler and Keller (2003). Brand and marketing must inter related to drive the advancement of the products locally and globally. A strong brand must also be able to associate with any opportunities for its own benefit.

### 2.3. Internationalization

Given the fact that emerging market firms are still at the growth stage of their internationalization, standardization of brand strategies is generally considered a viable strategic option for international success (Zou and Cavusgil, 2002). Moving forward towards globalisation is the options made available today for all brands. The technologies availability has made it possible for any brand to be successful with the right strategies. The pace of going global has become faster and faster today. The integrations of branding, Marketing Strategies, Technologies and Media are the main ingredients for a brand to be successful in the global market. Erdogmus, I.E, Bodur.M and Yilmaz.C. (2010) stated that to the extent that customer responses to the marketing efforts of firms are similar across different international markets, using a standardized marketing strategy and brand management approach is more viable. Another target market characteristic that is frequently discussed as affecting practices of standardization is intensity of competition in target markets. Competitive pressures may necessitate adaptation so that local conditions are matched. Standardization is good for internationalization in the long term duration. Beside showing to the consumer the uniform and unity of the branding strategies, integration with marketing plan, it definitely be the right move for cost cutting efficiency. Consumers have often get confused when there are no standardization on the product brand and packaging. Especially for food products, the brand need to gain trust from the consumer and their sensitivity towards the content.

In fact, taking its brand on an international level offers great opportunities both for the survival of the firm and its expansion (Melewar and Walker 2003), but at the same time confronts it with different options concerning its strategic and operational marketing decisions. To be bigger and surviving the open globally market would be the greatest challenges for all firm and brands. Operational strategies should be plan very well with contingencies efforts incase any problems arises in the future.

Firms from rapidly developing emerging nations are now taking active roles in the international arena, and many people believe that firms originating from emerging markets will act as key swing factors in the future growth of world trade (Garten, 1997). Especially the SMEs firm are becoming the major contributor and playing active roles today. In the near future, the SMEs will be seen as leading the international markets and controlling the trades.

### 3. Semantic and Perceptions

Smith, Berry and Pulford (2002) stated that this is mainly about left side (analytical) brain activity. Customer perceptions discovered in small scale qualification research are frequently converted into large-sample research based on the meaning of words (semantic differential). Semantic differential is a method of evaluating perception through the usage of words and visual. Respondents would need to evaluate the scale of of a same meaning or different words and visual provided.

A commonly used method in syntax and semantics research is the acceptability judgment task where participants are asked to judge the acceptability/naturalness of a sentence/meaning pair. The dependent measure is a judgement on some scale where the ends of the scale correspond to “acceptable”/ “not acceptable”, “natural”/“unnatural”, “grammatical”/“ungrammatical”, “good”/“bad”, etc.( Gibson and Fedorenko (2013). The understanding from the output from this evaluation processes need to be generated via other means of techniques. As for researcher, the usage of SPSS were used to generate percentages or charts for more deeper analytical results.

Eikmeyer and Rieser (1981) define that a central problem for every semantic theory treating adjectives and adverbs is relating the semantic of an adverbs to the semantics of the correspondent adjectives. It is clearly stated, adjectives and adverbs play an important factors in defining results for the overall semantic differential exercise. Smith, Berry and Pulford (2002) further discuss that brand personality and attributes, and the marketing communication expressing there are therefore generally created the basis of the semantics of liking and disliking. The words use by researcher must be choosen with high justification related to the pertaining topics and avoid biases for transparent results.

### 3.1. The Research

#### 3.1.1. The Observation

A research coordinator was appointed to conduct several research activities related to branding, packaging and marketing in the heart of London from September till January 2013. This research were meant to evaluate perception towards Malaysia food packaging and branding that is available in London, United Kingdom. The research activities are:

- a) Observation
- b) Semantic Differential On Products
- c) Questionnaire

The research coordinator concluded that Malaysia SMEs food products are available across London and United Kingdom. Unfortunately, Malaysia SMEs products only made available in the oriental shop in London. Major chain supermarket such as TESCO, Sainsbury, Mark & Spencer, ASDA, Morrisons, Iceland and many others don't offer Malaysian made products. Malaysian SMEs player, need to look at methods on how to penetrate this huge markets in United Kingdom.

Asian food have somehow captured the stomach and heart of British people. Many Asian restaurants are the evidence for such statements. Malaysian, Thai, Indian, Chinese, Indonesian and Philipines restaurants are booming across major cities such as London, Manchester, Birmingham, Edinburgh and many others. Visits to Oriental shops such as Wing Yip, Loon Fung, The Orange Buffalo, New Loon Moon, China Ark and etc are the major store provides Asian foods. It is very properly customised and segmentised according to the Asian countries. Research coordinator didn't have any problems navigating himself within the store. Many Malaysian SMEs food were available, brands such as Adabi, Alagappas, Yeo's, Berahims, Baba's, Burung Nuri and others. Surprisingly, Malaysia SMEs products are dominated by curry powder. Consumer could find almost every leading Malaysian curry powder in all the oriental stores.



Fig. 1. Malaysian SMEs product in one of the oriental shop



Fig. 2. Malaysian SMEs product on one of the oriental shop



Fig. 3. Malaysian SMEs available in of the oriental shop

### 3.1.2. Semantic Differential On Products

Researcher choose to use semantic differential to evaluate consumer perceptions towards Malaysian food brand establishment and its packaging in the United Kingdom. Several words were chosen and justified for this purposes. A layout were designed carefully to coincide with the words chosen earlier. Sample of layout as follow:

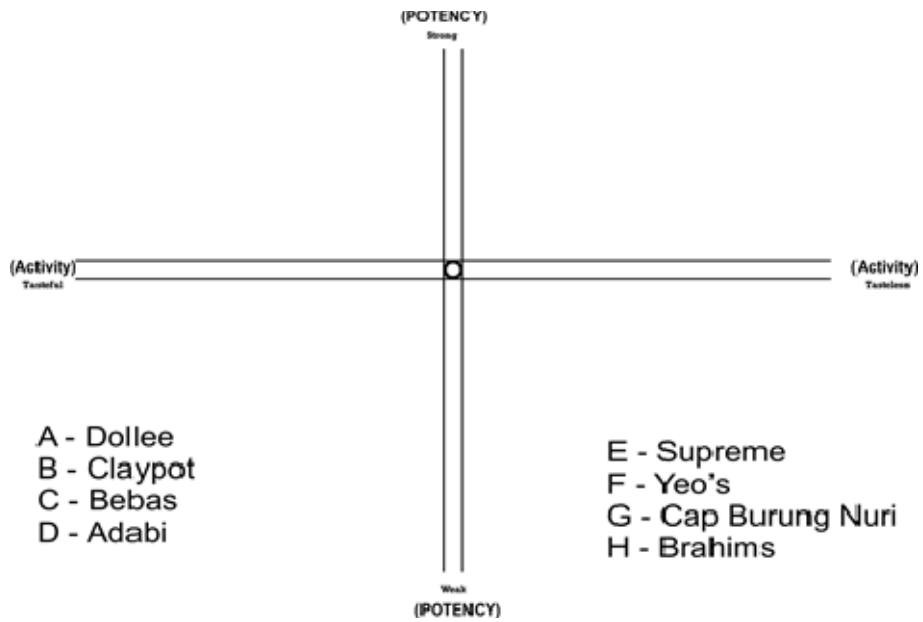


Fig. 4. Semantic Differential on Potency – Activity

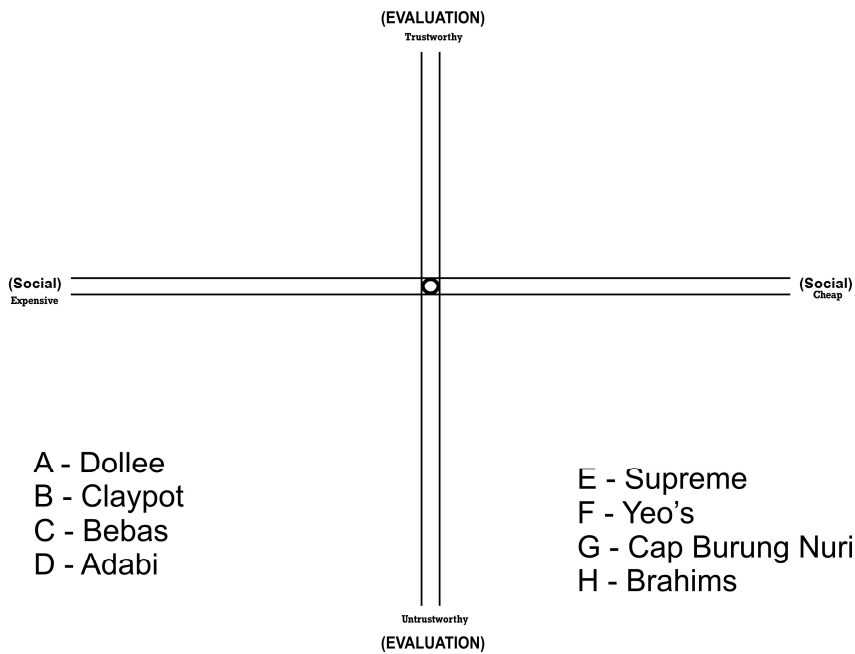


Fig. 5. Semantic Differential on Evaluation – Social

The semantic differentials were given to 32 respondents for evaluation by the research moderator randomly. 4 main products were chosen from the observations; Adabi, Supreme, Yeo's and Babas.

Table 1. Activity (tasteful) – Potency (Strong)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Supreme	4	12.5	12.5	12.5
	Yeo's	11	34.4	34.4	46.9
	Babas	8	25.0	25.0	71.9
	Adabi	9	28.1	28.1	100.0
	Total	32	100.0	100.0	

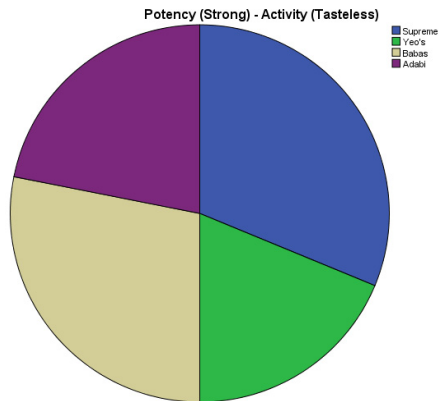


Fig. 6. Activity (Tasteful) – Potency (Strong)

The semantic of Activity (Tasteful) and Potency (Strong) brand representation. Yeo’s lead this section of evaluation with 34.4% , Adabi follow with 28.1%. Babas follow closely with 25% and Supreme ended with 12.5%. To the respondents, this section are to get perception that the curry powder is tasteful and have strong brand representation.

Table 2. Potency (Strong) - Activity (Tasteless)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Supreme	10	31.3	31.3	31.3
	Yeo's	6	18.8	18.8	50.0
	Babas	9	28.1	28.1	78.1
	Adabi	7	21.9	21.9	100.0
	Total	32	100.0	100.0	



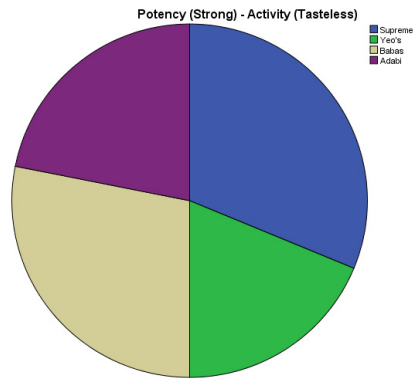


Fig. 7. Potency (Strong) – Activity (Tasteless)

The semantic of Potency (Strong) brand representation and Activity (Tasteless). Supreme lead this section of evaluation with 31.3% , Babas follow with 28.1%. Adabi follow closely with 21.9% and Yeo’s ended with 18.8%. To the respondents, this section are to get perception that the curry powder is tasteless, but have strong brand representation.

Table 3. Activity (Tasteful) - Potency (Weak)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Supreme	13	40.6	40.6	40.6
	Yeo's	5	15.6	15.6	56.3
	Babas	4	12.5	12.5	68.8
	Adabi	10	31.3	31.3	100.0
	Total	32	100.0	100.0	

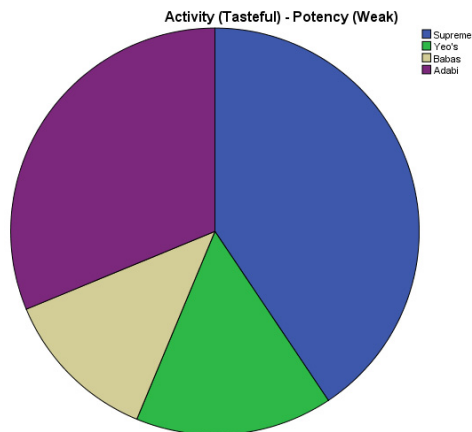


Fig. 8. Activity (Tasteful) – Potency (Weak)

The semantic of Activity (Tasteful) and Potency (Weak) brand representation. Supreme lead this section of evaluation with 40.6% , Adabi follow with 31.3%. Yeo’s follow closely with 15.6% and Babas ended with 12.5%. To the respondents, this section are to get perception that the curry powder is tasteful but have weak brand representation. It is very obvious some consumer will choose over taste instead of brand.

Table 4. Potency (Weak) - Activity (Tasteless)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Supreme	9	28.1	28.1	28.1
	Yeo's	8	25.0	25.0	53.1
	Babas	9	28.1	28.1	81.3
	Adabi	6	18.8	18.8	100.0
	Total	32	100.0	100.0	

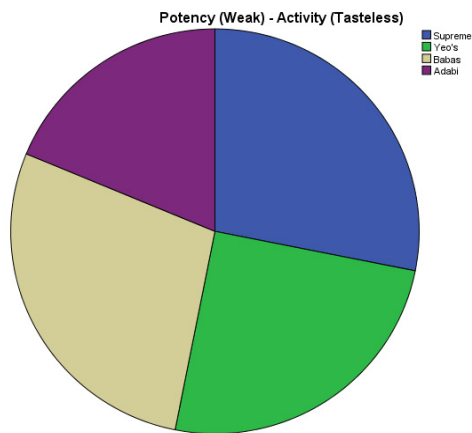


Fig. 9. Activity (Tasteless) – Potency (Weak)

The semantic of Activity (Tasteless) and Potency (Weak) brand representation. Supreme and Babas both lead this section with 28.1%. Yeo’s follow this section of evaluation with 25% , and Adabi ended with 18.8%. To the respondents, this section are to get perception that the curry powder is tasteless and have weak brand representation.

#### 4. The Questionnaire

A set of 15 questions were set to gather some data related to the research problems to grasp more understanding. As a pilot study initiatives, the questionnaire consisted branding, design and some marketing related to get data for better understanding before proceeding to more deeper set of questionnaire in the later stages. The questionnaires were conducted in London somewhere in December 2013 randomly to 50 participants.

##### 4.1. Data Processing

The usage of IBM SPSS Statistics Data Collector Version 20 has provided the mechanism in processing the questionnaire answers and generating percentages for better understanding of the overall related matters. The results of data processed by IBM SPSS Statistics as follows:

Table 5. Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	25	50.0	50.0	50.0
	female	25	50.0	50.0	100.0
	Total	50	100.0	100.0	

50 participants did the questionnaire which consisted equal percentages for both gender.

Table 6. Occupation

Your occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	students	25	50.0	50.0	50.0
	housewife	11	22.0	22.0	72.0
	professional	11	22.0	22.0	94.0
	others	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

Researcher set 4 types of occupation for the questionnaire purposes. 50% of the participants were students, housewife and professional equally shared 22% and others were only 6 %.

Table 7. Use of Malaysia SME's food product

Have use any Malaysia SME's food product?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	38	76.0	76.0	76.0
	no	12	24.0	24.0	100.0
	Total	50	100.0	100.0	

This question was made to determine whether participants have any experiences using Malaysian SME’s food product before. 76% of the participants have used Malaysian SME’s food product and 24% didn’t used the products.

Table 8. Reason to use Malaysia SME’s food product

What is the reason for you to choose this product?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	authentic	15	30.0	30.0	30.0
	spicy	17	34.0	34.0	64.0
	originality	15	30.0	30.0	94.0
	trying something new	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

The result displayed that 34% of the participants choose Malaysia SME’s curry powder because of its spiciness, 30% of participants used the product for its originality, 30% participants like the authenticity and another 6% because they wanted to try something new.

Table 9. First impression of packaging

What is your first impression of the packaging structure?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	comfortable	11	22.0	22.0	22.0
	suitable	27	54.0	54.0	76.0
	not suitable	8	16.0	16.0	92.0
	ergonomics	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Since packaging would need to be able to attract and impress consumer within seconds on the shelf of a supermarket. Packaging is playing a vital role as a protector of the product and advertising tools in promoting the products. 54% of participants think that the curry powder packaging is suitable. 22% of participants are comfortable with the packaging and meanwhile 16% expressing that the packaging is not suitable at all. Only 8% of the participants stated that the packaging’s are ergonomically.

Table 10. Packaging Design

What do you think of packaging design?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	attractive	21	42.0	42.0	42.0
	less attractive	23	46.0	46.0	88.0
	too crowded	4	8.0	8.0	96.0
	simple	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

This question is complimented with a photograph of a packaging to investigate whether there is any visual attraction towards consumer. From the data, there are quite a split percentages of 46% thought it is less attractive

and 42% stated that the photograph is attractive. Only 8% of the participants think that the photographs are too crowded and 4% of the participants admit it is too simple.

Table 11. Packaging information

Was the packaging provided enough information for the consumer?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high	23	46.0	46.0	46.0
	medium	14	28.0	28.0	74.0
	low	7	14.0	14.0	88.0
	not confident at all	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

High frequency of 46% stated that high volume of information's are available on the packaging for the consumer. 28% of participants replied that the packaging provided medium information. Another 14% participants thinks that packaging didn't provide enough information. Meanwhile another 12% have no confident towards the packaging information's.

Table 12. Packaging perception on quality of product

What is the perception and quality of the product judging from the outer look of this packaging?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	22	44.0	44.0	44.0
	agree	27	54.0	54.0	98.0
	strongly disagree	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

54% agrees that the outer look of the packaging represented the quality of the product. Meanwhile another 44% participants strongly agrees that an outer look of a packaging could enhance perception towards quality. Only 2% disagree with the perception theory.

Table 13. Value of money judge by visual

Do you think these products are value for money judging by its visual?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	14	28.0	28.0	28.0
	weak	29	58.0	58.0	86.0
	no	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Photograph on the questionnaire just to grasp perception toward value for money judging purely on its visual. 58% of participants stated that these products are weak for money value. Another 28% of participant strongly believe the images has enhanced the value for the2money of the same products. 14% of participant admit that there's none value.

Table 14. Confident level towards product going global

Please state your confident level towards these SME's product going global.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very confident	10	20.0	20.0	20.0
	confident	33	66.0	66.0	86.0
	less confident	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Positively 66% participants are confident towards SME’s product going abroad. 20% of the participants are very confident and 14% less confident. There are potential for Malaysian SMEs product to penetrate United Kingdom market.

Table 15. Positioning level

How important do you believe a coordinated "Branding Malaysia SME's' approach is in positioning the markets for the food industry in UK".					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very important	17	34.0	34.0	34.0
	important	26	52.0	52.0	86.0
	less important	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Most of the participant felt that a coordinated approach in positioning of Malaysia SME’s are vital. 52% of the participants stated it is important, 34% admit it is very important and 14% express it is less important. A comprehensive planning must be done by all related parties in Malaysia to ensure the success of the products.

Table 16. Health and ingredients demand on packaging

As a consumer do you demand health and ingredients information on the packaging?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	28	56.0	56.0	56.0
	no	15	30.0	30.0	86.0
	maybe	6	12.0	12.0	98.0
	never	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

The data produced were quite diverse for this question. 56% did ask for the health and ingredients before purchasing the products. 30% of the participant didn’t check on the label. Meanwhile 12% sometimes ask for it and another 2% never bother about it. We could see the perception of the consumer towards Malaysian food products on health.

Table 17. Repeat buying

Will you buy these products again and what is the reason?					
		Frequency	Percent	Valid Percent	Cumulative Percent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	confident	20	40.0	40.0	40.0
	confortable	21	42.0	42.0	82.0
	taste	8	16.0	16.0	98.0
	price	1	2.0	2.0	100.0
	Total	50	100.0	100.0	

Brands and product will always create long term consumer loyalty if the products give good experiences. As for the Malaysia SME's curry powder, the reasons for buying again of the product are 42% comfortable. Meanwhile 40% of the participants were confident with product, 16% chosen to repurchase because of its taste and only 2 % use price as a reason.

## 5. Conclusion

Malaysian SMEs food product have and could penetrate the United Kingdom market. Before Asian origin foods only depending on Asian living in United Kingdom as consumer. Today, the scenario of this market segmentation has become more open with British consumers are the main consuming these products. Analysing these data from semantic differential and questionnaire, researcher could conclude that lots of improvement needed to be done. Improvement on these area needed before marketing plan being put forward:

Table 18. Internationalization

INTERNATIONALIZATION				
BRANDING	MARKETING	PACKAGING DESIGN	OPERATIONS	FUTURE PLANNING
Position	Goal	Concept	Logistics	Expansion
Strategy	Target Audience	Design	Production	Rebranding
Identity	Short Term Plan	Problems	New Invention	Restrategised
Equity	Long Term Plan	Material	R &D	Revisit marketing plan
Corporate	Business Strategy	User Oriented	Budget	Stable revenue

Malaysian government and other related agencies need to continue the support towards Malaysia SMEs in preparing them for internationalization. In order to go global, SMEs need to be familiar with countries the product are heading in term of legislation, health requirement and many others. Malaysian SMEs curry powder popularity is limited to the Asian and some British people. The repositioning of the brands need to revisited and restrategised. Marketing must be creative and innovative to plan short or long term planning. The use of technologies and new media must be optimised and specifically plan for global penetration. Judging from the data of the SPSS, packaging design would also be functioning as protector, identificativity, storage, brand image and etc.

An extensive research activities must be conducted before a product started to be in the market. Cases of study will create an advantages for the brand owner to look before a brand are meant to be striving amount other brands. A standard SOP (standard operating procedure) must be created by the brand owner for internationalization and standardization. SMEs will be the next importance revenue for the countries in the future.

## References

- Arbaugh, J.B., Camp, S.M., & Cox, L.W. (2008). Why don't entrepreneurial firms internationalize more? *Journal of Management Issues*, (3), 366-382.,
- Bartlett, C.A., & Ghoshal, S. (2000). *Transition management: Text, cases, and readings in cross-border management*. (3rd ed.) Singapore:

- Irwin McGraw-Hill, (Chapter 1).
- Berthon , P . , Ewing , M . T . and Napoli , J . ( 2008 ) Brand management in small to medium-sized enterprises *Journal of Small Business Management* 46 (1) : 27 – 45 .
- Bloch. S and Whiteley P. (2011). *The Global You, Ten Strategies To Operate As An International Business Player*. Marshall Cavendish. United Kingdom
- Burmann,C and Zeplin. S (2005) Building brand commitment: A behavioural approach to internal brand management. Henry Stewart Publications 1479-1803 *Brand Management* 12 (4), 279–300 APRIL 2005
- Chelliah.S, Sulaiman. M and Yusoff.M.Y. (2010). Internationalization and Performance: Small and Medium Enterprises (SMEs) in Malaysia.*International Journal of Business and Management* 5(6); June 2010
- Eikmeyer, H.J and Rieser, H. (1981) Words, Worlds and Contexts. *New Approaches in Word Semantics* (Vol.6). Guuyter & Co. Germany
- Erdog˘mus, I.E, Bodur.M and Yilmaz.C. (2010) International Strategies of Emerging Market Firms Standardization In Brand Management Revisited. *European Journal of Marketing* 44 (9/10), 2010 , 1410-1436 Emerald Group Publishing Limited
- Garten, J.E. (1997), *The Big Ten: The Big Emerging Markets and How They Will Change Our Lives*, Basic Books, New York, NY.
- Gibson, E & Fedorenko, E (2013): The need for quantitative methods in syntax and semantics research, *Language and Cognitive Processes*, 28:1-2, 88-124
- Hashim, M.K. (2000). SMEs in Malaysia: Past, present and future. *Malaysian Management Review*, 22-30.
- Hoeffler.S and Keller.S.(2003) The marketing advantages of strong brands. Henry Stewart Publications 1479-1803 *Brand Management* 10 (6), 421–445 August 2003
- Klimchuk M.Rosner and Krasovec A. Sandra. (2006) *PACKAGINGDESIGN, Successful Product Branding from Concept to Shelf*. 33. John Wiley & Sons, Inc.
- Marks. T and Porter.M. (2009) *Good Design, Deconstructng Form and Function and What Makes Good Design Work*. 40. Rockport, Massachusetts.
- Melewar T., Walker C. *Global corporate brand building: Guidelines and case studies*. *Journal of Brand Management* 2003; 11 (2): 157-170.
- Moorthy M.K, Tan. A, Choo. C, Sue Wei. C, Yong Ping J.T, and Leong T.K, A Study on Factors Affecting the Performance of SMEs in Malaysia *International Journal of Academic Research in Business and Social Sciences April 2012, Vol. 2, No. 4 ISSN: 2222-6990 224* [www.hrmar.com/journals](http://www.hrmar.com/journals)
- Ministry of International Trade and industry, ‘MITI’ 2005. “The Third Industrial Master Plan (IMP3)”,online available at [http://www.miti.gov.my/cms/content.jsp?id=com.tms.cms.article.Article\\_8e595aba-7f000010-72f772f7-733da6e4](http://www.miti.gov.my/cms/content.jsp?id=com.tms.cms.article.Article_8e595aba-7f000010-72f772f7-733da6e4), retrieved on 2013-02-11
- Sazrinee Zainal Abidin, Prof.Madya Dr. Zulhamri Abdullah & Prof.Dr.Hjh Rahinah Ibrahim, Universiti Putra Malaysia, Malaysia , *Identifying Good Packaging Design Criteria in Establishing SME’s Product Brand*, 2012