

# An exploratory investigation of the influential factors when making a packing tape buying decision for the food industry

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## ABSTRACT

Taiwan Food Industry has history targeting the international market due to the limited size of its own and some negative conditions. However, it requires a sense of uniqueness to build up originality, to develop a brand name, and to be internationally competitive. So besides emphasizing on the production techniques, research and development capability, it is equally important to look into the outer part of the thing – the packing. There are a number of things need to be taken consideration for packing, such as visually pleasant looking, forgery prevention, and convenience. Blackmail threat is yet another important issue in packing that should not be overlooked and should be carefully dealt with. In this case, the selection of the packing tape is relatively important. Nonetheless, the packing tape procurement is not normally treated the way it 's supposed to. This study hopes to provide the food industry some analytical strategies to apply when buying and selecting packing tapes. Analytical Hierarchy Procedure (AHP) was applied in this study to explore the consideration factors for the food industry when buying the packing tapes. The AHP method was used for the decision-making model. In another word, a hierarchical structure and paired matrices are used for assessment and evaluation. The evaluation standard of the related hierarchical structure was drawn after a thorough paper discussion, expert interviews and investigations, and brain storming. Procurement Performance Structure first came out after the paper discussion, then the Evaluation Standard after the brain storming, finally came the 4 Factor Dimensions (Cost, Quality, Time, Service) and 15 Evaluation Factor Points, which can be used for a selection or for judging a selection. Summary of Findings: 1. The importance degrees for the 4 factor dimensions, in descending order, are Quality Factor Dimension (0.591), Cost Factor Dimension (0.283), Time Factor Dimension (0.077), and Service Factor Dimension (0.049). This shows that the food industry cares more for quality than they do for cost. 2. The top three calculated scores for Factor Points are Durability (0.315), Unit Cost (0.189), and Supply Stock (0.142). This shows that a free competitive economy demands both good quality and reasonably inexpensive price. Therefore, enhancing quality and lowering cost are the absolute keys for enterprises to succeed. 3. With the help of the evaluation model, the food industry can reduce to minimal the wrong decisions when conducting packing tape procurement.

Keywords : Analytical Hierarchy Procedure(AHP) , Procurement , Tape

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