

**UNIVERSITI TEKNOLOGI MARA**

**PACKAGING DESIGN AS A MARKETING TOOL IN  
PROMOTING TAPAI PULUT SARIMAH**

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## AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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## **ABSTRACT**

Packaging design is a vital role to attract consumer, and to persuade them to choose the product and acting as a brand communication. Also, packaging plays a big role in product display as packaging serves an instruments that influences consumer's in their purchasing behaviour. Packaging itself can be stimulates by itself as a self promotion tool for a product. It can be determined by an attractive packaging quality, colour, and others elements of packaging to attract attentions. This is intended to promoting Tapai Pulut Sarimah to international commercialization through new packaging design and advertising, as packaging is one of the promotion tools in advertising. In this paperwork, quantitative method has been used in this research which is 50 respondents in Malacca were interviewed via structured questionnaire to gather information regarding their perception to promoting Tapai Pulut Sarimah in international commercialization. The findings of this research is to invented packaging design for international commercialization and identify others elements of packaging design.

# TABLE OF CONTENTS

<b>AUTHOR'S DECLARATION</b>	<b>ii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>TABLE OF CONTENT</b>	<b>v</b>
<b>LIST OF CHART</b>	
<b>LIST OF FIGURE</b>	
<b>CHAPTER 1 : INTRODUCTION</b>	<b>1</b>
1.1 Introduction	1
1.2 Background Research	1-4
1.3 Problem Statement	4
1.4 Research Question	4
1.5 Research Objectives	4-5
1.6 Significance of study	5
<b>CHAPTER TWO : LITERATURE REVIEW</b>	<b>6</b>
2.1 Introduction	6
2.2 Package Design	7
2.3 Packaging Function	8
2.4 Marketing Tool	8-9
2.5 Packaging As Stimulus Decision Making	9-10

2.6 Packaging Elements	10-11
<b>CHAPTER THREE : RESEARCH METHODOLOGY</b>	12
3.1 Introduction	12
3.2 Methodology	12-13
3.3 Instrument	13
3.4 Scope & Limitations	13-14
<b>CHAPTER FOUR : RESULTS AND DISCUSSIONS</b>	15
4.1 Introduction	15
4.2 Analysis and Findings	15
4.2.1 Sector A : Demographic Data	16-20
4.2.2 Sector B : Independent Variable	21-31
4.3 Summmary of Finding Analysis	32
<b>CHAPTER FIVE : CONCLUSION AND RECOMMENDATIONS</b>	33
5.1 Introduction	33
5.2 Conclusion	33
5.3 Recommendations	34-43
<b>REFERENCES</b>	44-46
<b>APPENDICES</b>	47-49