

**UNIVERSITI TEKNOLOGI MARA**

**THE PERCEPTION OF CONSUMER'S MOOD ON  
COLOR IN FOOD INDUSTRY BRANDING.**

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Thesis submitted in fulfillment of the  
requirements for

**Bachelor Degree (Hons) in Graphic Design**

**Faculty of Art & Design**

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## **AUTHOR'S DECLARATION**

I declare that the work in this thesis 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.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

The food industry has grown a lot nowadays. There are many branding that have been released today and are competing with each other. In the food industry, especially for branding, manufacturers should use a visual approach, especially on corporate colors, logos, packaging and so on. Previous researchers have stated that the appropriate color shades used in the food industry are warm color shades such as red and orange. this is because the color can increase the appeal to a food as well as increase a person's appetite compared to cool color shades. In food industry, color plays a very important role for their users. This research uses qualitative research. The research adopts a face to face interview method. The research sample is consumers between the ages of 20-30 years old. 8 respondents will be interviewed in the study. This research are to identify the color perception of Malaysian consumers in food industry branding and to analyze the importance of color psychology in branding. It is because color has psychology and emotions that can improve and stimulate the mood of a user. As we know, in real life, there are so many color around us such from our cloth, nature and our house interior. All of this thing can boost and change our mood from sad to happy , from fear to confidence, from confusion to intelligence. This is why color is very important in all industries, especially in the food industry

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