



THE EFFECTIVENESS OF COLOUR USED IN BRANDING KIP MART

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LIST OF CONTENTS

CONTENTS	PAGE
TITLE PAGE	i
LIST CONTENT	ii-iv
LETTER OF DECLARATION	v
ACKNOWLEDGEMENTS	vi
INTRODUCTION	1
CHAPTER 1	
1.1 Background Research	2-4
1.1.1 A Historical Note on Color Theory	5-6
1.1.2 The Color Wheel	6-7
1.1.3 Color Harmony	7
1.2 Problem Statements	8
1.2.1 Limitation	9
1.2.2 Hypothesis	9
1.3 Aim and Objectives	10
CHAPTER 2	
OBJECTIVES AND RESEARCH METHODOLOGY	11
2.1 Introductions	11
2.2 Objective	11-13
2.2.1 To Determine Consistent the color Branding Kip Mart	
2.2.2 To Represent The Main Color of Kip Mart	
2.2.3 The psychology of color influences consumers	
2.3 Research Methodology (Qualitative)	14-15
2.3.1 Secondary Sources	
2.3.2 Data Collection	
2.3.3 Questionnaire	
2.3.4 Survey	

LIST OF CONTENTS

CONTENTS	PAGE
CHAPTER 3	
ANALYSIS AND FINDING	
3.1 Introduction	16
3.2 Questionnaire	16
3.3 Questionnaire Survey	17-19
3.3 Analysis Respondent Survey	20-37
LIST OF TABLES	
3.3.1 Table 1 Age?	20
3.3.2 Table 2 Genders?	21
3.3.3 Table 3 Occupation?	22
3.3.4 Table 4 Status?	23
3.3.5 Table 5 Do you ever heard about Kip Mart?	24
3.3.6 Table 6 Do you have seen Kip Mart Advertisement?	25
3.3.7 Table 7 What your main reason come to Kip Mart?	26
3.3.8 Table 8 Do you like with color?	27
3.3.9 Table 9 There any color may affect yourself?	28
3.3.10 Table 10 Whether the color can influence your mind to easy remember about the brand?	29
3.3.11 Table 11 Do you know the use of color in Kip Mart inconsistent in every branch?	30
3.3.12 Table 12 Do you agree if all branch consistent the color In every branch?	31
3.3.13 Table 13 Color convey corporate identity of the corporate Brand?	32
3.3.14 Table 14 Colors assist corporate brands in conveying traitsto customers?	33
3.3.15 Table 15 Does directional signs to each the destination in obvious Kip Mart?	34
3.3.16 Table 16 If not, why?	35
3.3.17 Table 17 Does the use of color zones can easier for you to go to destinations?	36

AUTHOR'S DECLARATIONS

I declare that the work in this thesis was carried out in accordance with the regulations of University Technology MARA. It is original and is the result 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 other degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, University Technology MARA, regulating the conduct of my study and research.

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INTRODUCTION

Color sells products. It is a powerful marketing tool that significantly influences consumer purchases, so much so that it accounts for 85% of the reason why someone decides to purchase a product (Hemphill 275). Marketers must understand the psychology of color in order to use it effectively. Humans associate colors with meanings. These associations are studied extensively in marketing research. This paper explores how the psychology of color influences purchasing behavior as it pertains to product design, company branding, and the consumer. Nearly all products sold today have colorful facades. Selecting the right colors to use has an enormous impact on product sales. While no single set of rules governs color choices, research has established general guidelines based on the principle of associative learning, the relationship between color and emotion.

The project outline is focusing the physiological effect of colour for influences or attract consumer. The determination how colour associations for product and shopping environments. Consumers will attribute personality traits to brands through the use colour in the logo. However from that creating the new brand strategy such as building the brand strategy around the core values, research in the brand strategy and forming the brand promise. Colour theory a primary colour is a colour that cannot be made from a combination of any other colours. Tertiary colour is a combination of three colours (primary or secondary). Printers and artists have different definitions for primary colours. The traditional primary colours that painters have used are red, yellow and blue. These two primary colour systems obviously do not agree. Additive and subtractive are two primary methods for reproducing a range of colour and from that can get a new fresh colour.

The problem statement is not consistent colour in every branch. This research purpose is to unite or unify colour in all aspect to reflect identity a Kip Mart company that is distinctive.