

UNIVERSITI TEKNOLOGI MARA

**A RESEARCH ON PACKAGING ON PRODUCT:
CANDLENUTS BY NADIA**

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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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CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of Nur Syahira binti Idris on his Bachelor Degree (Hons) in Graphic Design thesis entitled A Research on Packaging on Product: Candlenuts by Nadia in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



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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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The image shows a handwritten signature in black ink that reads "syahira". The signature is written in a cursive, lowercase style.

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ABSTRACT

Packaging is the most important and successful tool to attract customers into buying a product. A good packaging design will increase brand loyalty among the customers. Therefore, this research aims to find out the impact of packaging design on customers and to identify the elements, which should be highlighted while designing the packaging. This research will focus on Therapeutic Candle Meltz packaging from the brand Candlenuts by Nadia. Candlenuts by Nadia is a local scented candle melts brand. It is the first brand that introduces candle melts in Malaysia so it has a good potential to become a big candle brand like Bath & Body Works in the future. The problem that led to this research is the packaging. The packaging is transparent and there are many waxy residues on the packaging. Also, the labelling design is not attractive to catch customer attention. These problems make the product looks less attractive in customers' eyes. In this research, the collection of data will be using a quantitative method. A total of 118 respondents participated in the survey about the most important things should have in product packaging. The survey will tell how important packaging and labelling design is to attract and convinced a customer to buy the product. The survey also includes whether the customer will buy the product with the problematic packaging and labelling design. Finally, it has been concluded that packaging design is indeed an important factor to influences customers to buy a product. Most of the respondents agree that a good packaging and unique labelling design can make people trust the brand. The packaging elements such as colour, packaging material, design of packaging, and innovation are the important factor of customers buying decisions.

ACKNOWLEDGEMENT

Firstly, I wish to thank God for giving me the opportunity to embark on my Bachelor's Degree and for completing this long and challenging journey successfully. My gratitude and thanks go to my supervisor Madam Shaliza Dasuki. Thank you for the support, patience, and ideas in assisting me with this project. I also would like to express my gratitude to Dr. Azahar Harun and my parents for providing the facilities, knowledge and assistance. Throughout this project, I able to learn lot things that will benefits me in the future. Also, special thanks to my colleagues and friends for helping me with this project. Finally, this thesis is dedicated to the loving memory of my parents, Idris Hj. Johar and Elli binti Jamaluddin. This piece of victory is dedicated to both of you.

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CHAPTER ONE INTRODUCTION

1.1 Research Background



Image 1.1.1

Candlenuts by Nadia is a brand of scented candle melts. It was founded in 2016 by Dr. Nadia Rashid and was the first in Malaysia to introduce Candle Meltz. Dr. Nadia Rashid was not an entrepreneur, to begin with. She is a veterinary doctor. While she's working as a veterinary doctor, she also makes scented candles pure by personal interest. Dr. Nadia is a scented loving person. So she always makes her own scented candle. Later, she starts to sell her homemade candle while working as a veterinary doctor. After a while, she decided to quit being a veterinary doctor to focus more on Candle Meltz as selling scented candle melts gave more profit to her than being a veterinary doctor.

Being the first Candle Meltz business in the Malaysian market is not an easy journey. Also, Dr. Nadia didn't have any background in business. She struggled at the beginning of the year she officially started her business. She needs to convince people about the Candle Meltz

to people. Since it was a new thing, a lot of people find it hard to accept. But it didn't discourage Dr. Nadia. She is determined to be a successful entrepreneur and consistently promotes her product on social media such as Instagram and Facebook.

In 2019, Candle Meltz was invited by a famous shopping mall, AEON to have a column for their product on AEON's home deco category. By today CandleNuts has its own column in 7 AEON in Malaysia. It's a good achievement for the brand as it gradually goes up to stand the same level as other famous scented candle brands such as Bath & Body Work.

Not only that, in September 2020 was seen on a local television show which is Nona TV3. It's a new exposure to Malaysian citizens about Candle Meltz. And today, along with the expansion, Candlenuts by Nadia manages to employ eight in-house workers, four online-based staff, and fifty stockists and agents respectively all around Malaysia.

Candlenuts by Nadia wants to sell a scented candle that is affordable so everyone can experience good quality scents in their own home. Their candle meltz are very long last and of course cheaper than Bath & Body Works scented candle. The best part of candle meltz is the customers can mix their desire scents they want to smell. That is one of the reason why Candlenuts by Nadia choose melting the candle rather than burning using a wick.



Image 1.1.2



Image 1.1.3

As today, Candlenuts by Nadia already produced 10 scented candle meltz, 3 therapeutic candle meltz and 5 car perfumes. 10 scented candle meltz are usually used to make a room smells good. Meanwhile, therapeutic candle meltz more to gives benefits for the people who used it. For scented candle meltz, the scents are Night Indulgence, Wild Fig, Coral & Sea, Pure Comfort, Mint Spray, Japanese Sakura, Bliss & Blossom, Unicorn Dreams, English Garden, and Vanilla Sugar. For therapeutic candle meltz, there are Bugs Off, Sleep Away and Sinus Relief. Also, the scents for car perfumes are Night Indulgence, Coral & Sea, Spa Day, Pure Comfort and Wild Fig.

Candle meltz is a bit different than other scented candle. Instead of using wick to burn the candle, they use melting method. It is never introduced in Malaysia and that is what makes them unique than other scented candle brand.



Image 1.1.4



Image 1.1.5

Nowadays packaging is a tool for every business to attract people to buy their product. Whenever people want to buy a product, they will judge the packaging first. It is because through packaging design, it can tell a lot about the product. Either it was a good or bad product. In Malaysia, there are a lot of people who start their own business but their product packaging is not good enough to attract people to buy their product.

Candlenuts by Nadia also actively promoting their products in social media, Instagram. They also always make a seasonal collection for their customers such as Willy Wonka Collection, Jar of Heart, Snow Kissed, Food Collection and Halloween Collection.



Image 1.1.6 and Image 1.1.7



Image 1.1.8 and Image 1.1.9



Image 1.1.10

Also, people tend to buy a product that are beautiful so they can display the packaging at home. This subtly tells that packaging design is very important to be able to attract people to buy your products.

The focus on this research is the therapeutic series. The aim of this study is to identify the impact of Candle Meltz packaging design on customer. To identify the impact, the questionnaire on people especially on Candle Meltz customers will be conducted.

1.2 Problem Statement



Image 1.2.1

Since the Candle Meltz is the new idea in scented candle market, packaging and labelling design play a very important role to convince people that the product is good. For therapeutic series, Candlenuts by Nadia only use a container that known to be use for placing a snack which is not attractive enough to catch customer's attention to see the product. Not only that, they only use label at the front of packaging. Based on the image above, they are using a bright colour with abstract strokes on it. The abstract strokes are not reflecting brand identity while the logo is hard to read from a far. It is because they use cursive font. Cursive font is hard to read in the first glance. The label also one sided without showing the instructions how to use it. Also, there is no product description on the labelling which will lead to customers keep wondering what is the purpose and benefits of the product. Lack of information on the packaging will makes customers feel a bit frustrated and refuse to buy it. The transparent packaging allows customers to see the product inside. Unfortunately, there are a lots of waxes residue in the packaging. It makes the product less appealing in customer's eyes.

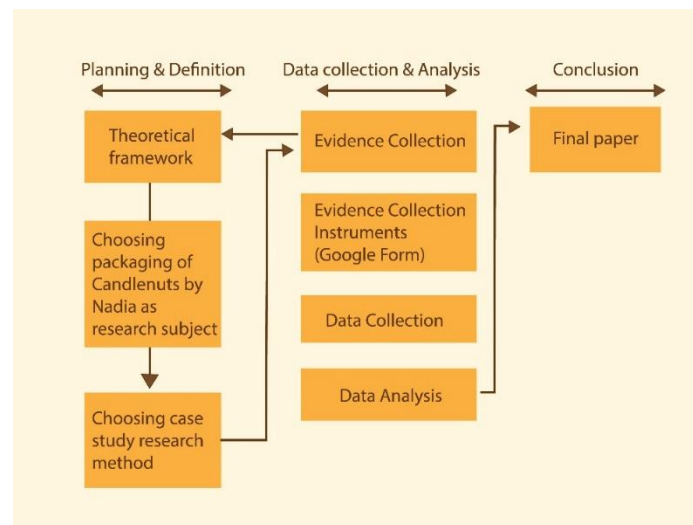
1.3 Research Objectives

- To find out the impact of packaging design on customer
- To identify the elements, which should be highlighted while designing the packaging

1.4 Research Questions

- What is the impact of packaging design on customer?
- What are the important elements on packaging design?

1.5 Research Framework



Flow chart 1.5.1

The research framework is a process of this research. Through this framework, it helps on guiding to make a good thesis. Based on the image above, there are three phases which are the planning and definition phase, data collection and analysis phase, and conclusion.

This research starts with choosing a topic. In this research, Therapeutic Candle Meltz by Candlenuts by Nadia was chosen to be the research subject. Next, identify the method of the research. In this context, this is a case study research.

Next, the data collection and analysis begin to find evidence and answer the research questions. This phase will be using Google Form as the platform to survey 118 people to gain data. Based on the survey result, the data analysis begins. After all, data has been analyzed, it goes to the conclusion phase. This is the last phase to complete the research.

1.6 Significance of study

The importance of this research is to prove that packaging and labeling design is important to attract and convinced people to buy a product. This research will help people knows the important elements that packaging should have. This will benefit people, especially small business owners to design their product so their product is able to attract more customers in the market.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Packaging design can help a brand to gain and lose customers. According to Kevin Smith (2019), if your packaging is attractive, it will lead a brand to become people's first choice. By an attractive packaging design, it will make your brand different and be able to stand out from other brands in the market. There are a lot of ways on how product packaging can shine better than other brands. For example, prioritize usability where a packaging friendly user so it is easier for people to use the product. Also, the most important thing a brand should consider is the target market. If the product matches well with people's needs in that target market, people will easily pull out their money to buy the product. It is because emotion plays a large role in people's purchase decisions. Some colors can elicit feelings of hunger, calm, and happiness. According to Kevin Smith (2018), colours, layout, and typeface affect the subconscious process in a buyer's mind.

Nowadays, it is very competitive for a brand to stand out as most of the products have a unique and attractive design to catch customers' attention. Based on article 7 Tips for Competitive Package Design written by Kevin Smith (2018), the packaging is the perfect place to show off your brand's unique vibe. Looking at the packaging that presents well the brand identity will unconsciously transfer the excitement to the customers. This can lead customers to buy the product too.

Another thing that every brand should know is how consumers research and buy products. First thing first, every customer went through three steps before they buy a product. The steps are awareness, consideration, and decision. In the awareness stage, the consumer will consider why they need to buy something then this will lead to the consideration stage. In the consideration stage, the consumer will review different brands and find the brand that meets their needs. After enough information and research, the consumer finally will decide to buy the product in the decision stage.

2.2 Packaging Design

Packaging always been an important aspect in business industry to attract people to buy their product. Customer always want good packaging design and user friendly packaging as it can also represent how good the product is. According to Ahmed, Parmar & Amin (2014), packaging has become itself a sales promotion tool for the organizations. People tend to buy a product after they saw the packaging quality, colour, wrapper and other characteristic of packaging. Packaging increases sales and market share and reduces market and promotional costs.

As the time moves forward, there are more competition between organizations on producing a good packaging design to allow them to surpass their competitors. People loves a pleasing design on their product. Not only that, the consumers purchase more quantity of the products, after looking a well-labelled product. Therefore, labelling influences the consumer buying behaviour, but there are some other factors also, which influence the consumer buying behaviour (Saeed, Lodhi, Rauf, Rana, Mahmood & Ahmed, 2013).

In addition, Candlenuts by Nadia is brand of new scented candle. It needed a very good design so people start to show interest on the product. Based on Melissa (2017), one of the greatest objectives when designing a package to create a new product is to create a unique personality that would be recognized and to make the product preferred in the target market. With now packaging, the font used to show people the name of scents is a bit hard to read especially from a far. Based on, Deliya, Parmar & others, font plays an important role to attract people's attention Bad font can cause misleading information and makes people hard to read. If it is not user friendly, people will eventually lose interest to buy the product even if the product is good. According to Khuong and Hong (2016), recent consumers are too busy lead to an increasing demand for more aesthetics and appealing less than a minutes to scan and decide to buy the products they need. This is the reason why packaging is considered as one of the most essential factors in point-of-purchase decision making.

Shapes of packaging also important to convince people to buy a product. Noble & Kumar (2010), state that the design should ensure that the product arrives in good shape, in a package that the consumer finds attractive. According to Mahani Amat (2018), even SME Entrepreneur should have an innovative packaging so people attracted to buy their products. Small innovations on SME Entrepreneurs can change how netizen perspectives on local

products. Of course the packaging should look nice but also protect the product so customers feel satisfied with the quality of SME Entrepreneurs products.

A good packaging also should have a complete information on it. According to Mai and Tang (2016), packaging can be categorized into two. Visual and informational elements. Visual elements are the design of the packaging which include pictures, shapes, size of packaging, colours and fonts. Meanwhile, informational elements are the material used in packaging and information about the product on the packaging. This shows that therapeutic series candle meltz should have instructions on the packaging so customers knows how to use it when they decided to buy the products. Customers need more information about the product especially if the product is a new and unique one. Without a complete information, customers will easily lose interest and change to other brand that have complete information on the packaging.

2.3 Strategies to engage customers with packaging

Before placing a product on the shelf market or promoting it on social media, the brand should know how to engage customers into buying their product with packaging. A brand needs a strategy so they can prevent decreasing sales and loss of customers. There are four simple strategies to engage customers with packaging, keep things consistent, incorporate engaging sensory elements, create a design narrative across packaging elements, and don't be afraid to be different.

Firstly, a brand needs to keep things consistent. Based on Kevin Smith (2019), a brand need to make sure the design elements included are consistent with brand identity. The language in the packaging should similar to the tone and style used on the website and other marketing materials. Also, the color of the packaging should not go too far from brand colour, visual elements, and images. Not only that, a brand should be consistent about its aim and mission. Customers will trust a brand that is consistent and eventually the brand will always be the first choice during purchase decision making.

Second, incorporate engaging sensory elements. Sometimes shopping can be a boring task to do to certain people but packaging that has unique features will make customers excited to buy a product and happy throughout the shopping experience. For example, people like to touch a product to feel the material. Sometimes, unique packaging material will make customers buy a product.

Next, create a design narrative across packaging elements. Good packaging can take customers on a journey. This journey will make customers see and read all information on the packaging. At front of the packaging, it should have a logo, brand name, and image. While ingredient list and a brand story or history can be put at the sides of the packaging. The important thing is all sides of packaging should have content so customers will show interest in the packaging.

Last but not least, while designing packaging, a brand needs to think differently and out of the box. The goal here is to stand out from other brands so a unique packaging design can make a brand achieve it. Different can be different in terms of colour, shape, and size. Sometimes, this can cost a lot of money but a brand should consider it as an investment. Someday it will double the profit.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Method

For this research, a survey has been conducted to find out the answers for the research question which is the impact of packaging design on the customers and the important elements that should have in a packaging design. A total of 118 respondents have participated to answer the survey. This survey has been shared on various platforms such as Whatsapp, Facebook, and Instagram.



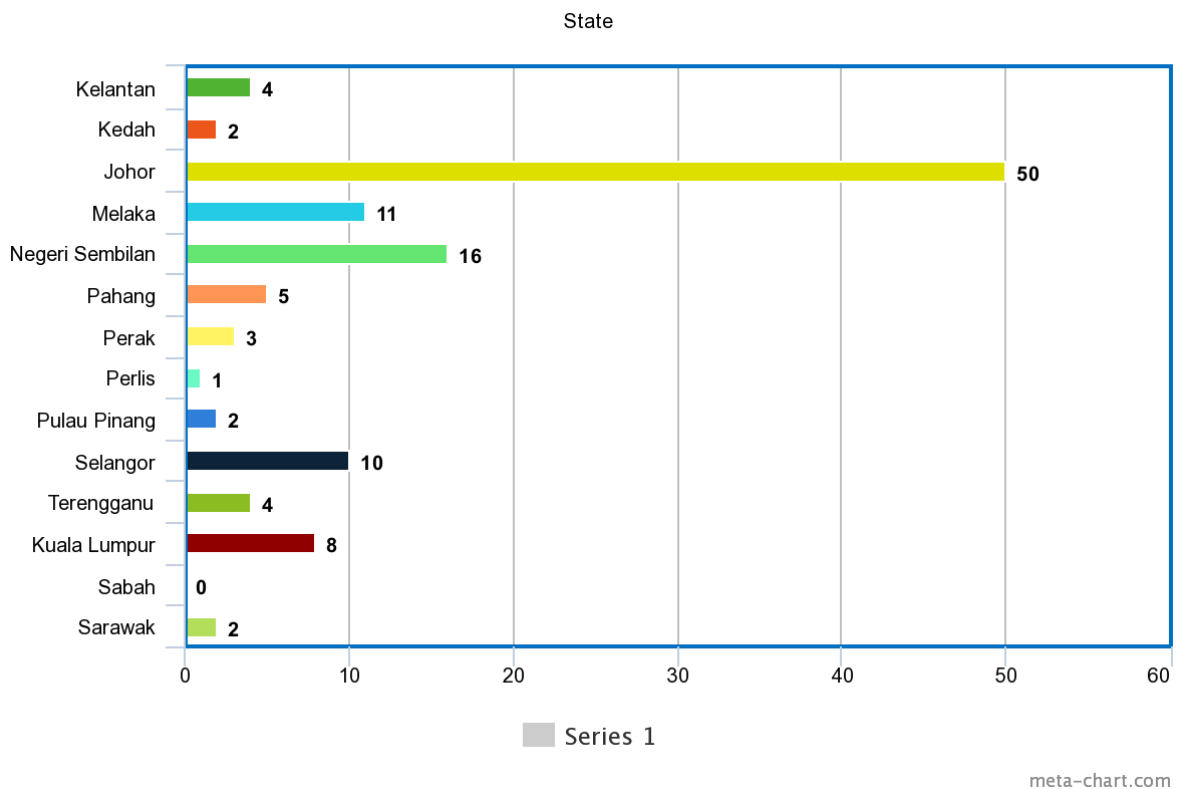
Image 3.1.1

3.2 Analysis

Based on the survey, all the data has been recorded in the chart below. Chart 3.2.1 show percentage on gender, age, level of education, race and occupations.

Characteristics	Number	Percentage (%)
Gender		
Female	82	69.5
Male	36	30.5
Age		
10-20 years old	14	11.9
21-30 years old	52	44.1
31-40 years old	25	21.2
41 years old and above	27	22.9
Race		
Malay	102	86.4
Chinese	9	7.6
Indian	5	4.2
Level of education		
SPM	16	13.6
STPM	6	5.1
Diploma	36	30.5
Degree	48	40.7
Master	10	8.5
Occupation		
Student	44	37.3
Government staff	28	23.7
Non- government staff	31	26.3
Business owner	8	6.8
Retiree	2	1.7
Unemployed	4	3.4

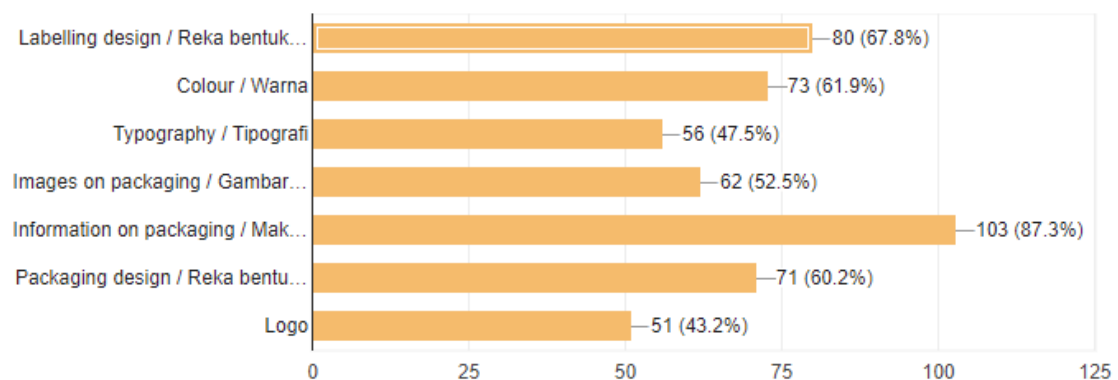
Chart 3.2.1



Bar chart 3.2.1

8. What is the most important thing that should have in product packaging? / Apakah perkara penting yang perlu ada di pembungkusan produk?

118 responses



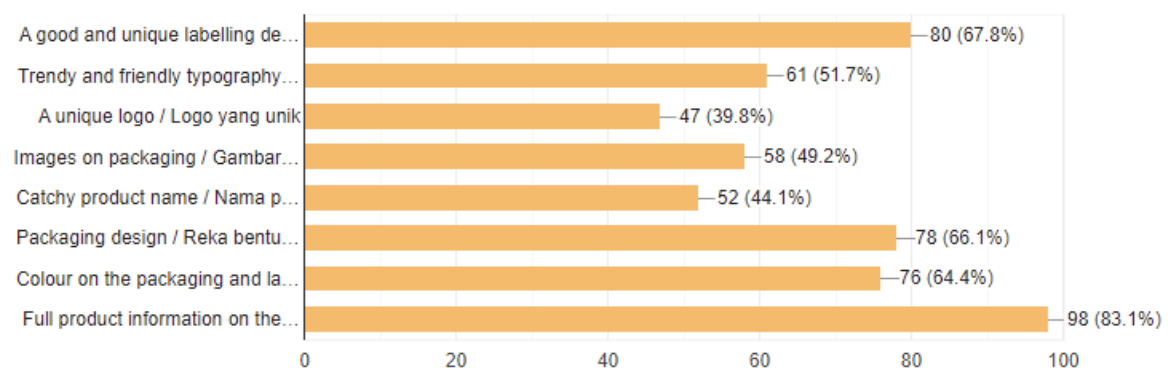
Bar chart 3.2.2

According to Bar Chart, 3.2.2 top three most important things that should have in the product packaging are information on the packaging which is the highest percent, 87.3%,

and 103 respondents out of 118 chose it. In the second place is labeling design was voted by 80 respondents which are 67.8%. The third one is colour was voted as the top 3 most important thing that should have in product packaging. Colour was voted by 73 respondents.

10. If you stumble on new product on the market, what makes you convinced that it is a good product and you should buy it? / *Jika anda terjumpa produk baru di pasaran, apakah yang membuatkan anda percaya yang ia adalah product yang bagus dan anda patut beli?*

118 responses

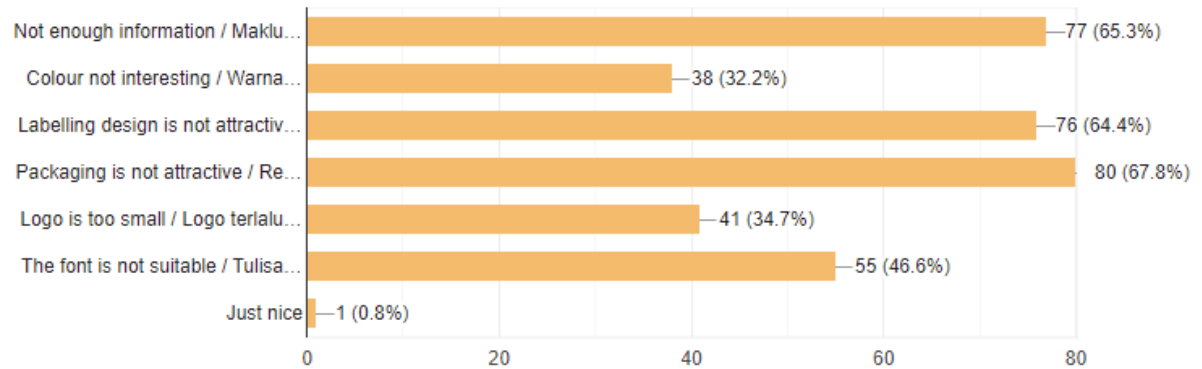


Bar chart 3.2.3

The next question is about respondent opinion on what makes them convinced to buy a new product in the market. Bar chart 3.2.3 shows a product that has full information on the packaging is top 1 out of 8. A total of 98 respondents who chose that new product in the market need to have full information to make them buy the product. The second thing respondents see on a new product in the market that makes them buy the product is the product need to have good and unique packaging. This also proves that packaging need to have unique and good packaging to be able to attract people. Packaging design is what makes 78 respondents convinced to buy a new product in the market.

13. What do you think about the product packaging? / Apakah pendapat anda tentang pembungkusan produk tersebut?

118 responses



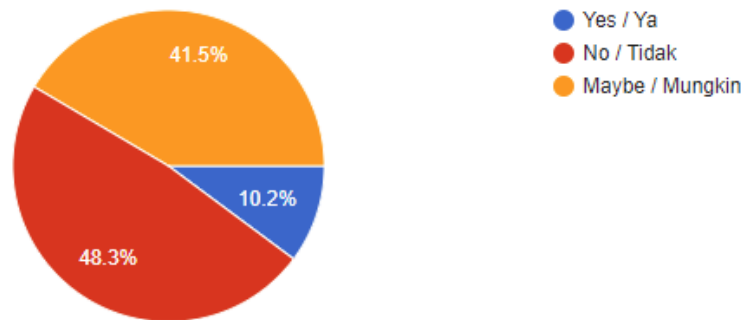
Bar chart 3.2.4

Other than that, this question is a comment from respondents on the original Therapeutic Candle Meltz packaging. A picture of the product was shown on the survey so the respondents can judge the packaging. Most of them voted the original packaging is not attractive. A total of 77 respondents chose that the original packaging is lack information. Then, 76 respondents said the labelling design is not attractive enough.

After the comment about the packaging, the respondents were asked if they will buy the product with the original packaging and labelling design. The majority chose no as an answer meanwhile about 41.5% out of 118 respondents chose maybe they will buy. This shows that the packaging and labelling design is not good enough to make respondents confidently say yes to the product. Based on the pie chart 3.2.1, only 10.2% said yes to the packaging assuming those respondents already use the product.

14. Based on the product image in picture above, do you convinced to buy the product? /
Berdasarkan gambar produk di atas, adakah anda yakin untuk membeli produk tersebut?

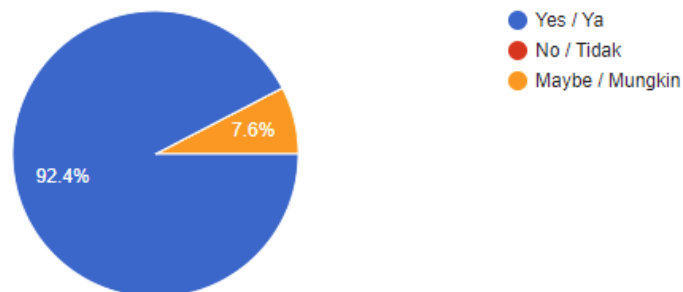
118 responses



Pie chart 3.2.1

9. Do you think labelling design play a roles in attracting customers to buy the product? /
Adakah anda rasa reka bentuk label memainkan peranan yang penting dalam menarik pelanggan untuk membeli sesuatu produk?

118 responses

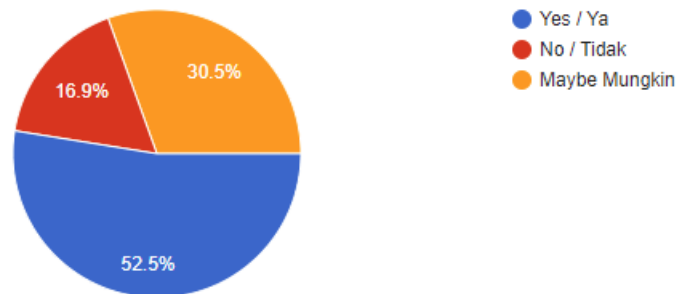


Pie chart 3.2.2

Next, about 92.4% respondents voted yes to statement that is on the pie chart 3.2.2. Based on the pie chart 3.2.3, respondents were asked whether they will buy a product just because of the beautiful packaging and labelling design. 52.5% said yes and this prove that most consumers look for a beautiful packaging and labelling design during decision making. A total of 30.5% respondents chose maybe and the other 16.9% voted no.

19. Will you buy a product just because of the packaging and labelling design is beautiful and unique? / Adakah anda akan membeli sesuatu produk semata-mata reka bentuk dan label produk tersebut cantik dan unik?

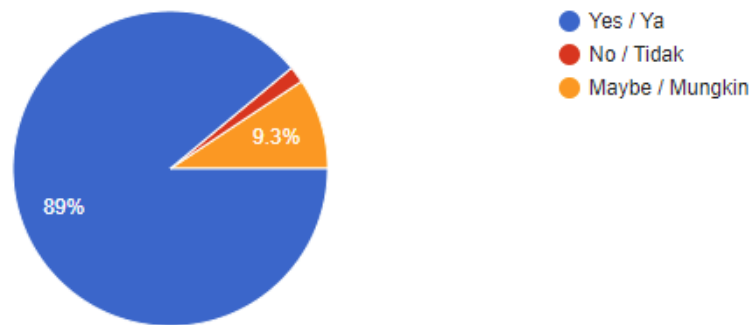
118 responses



Pie chart 3.2.3

16. Do you believe a good packaging and labelling design can make brand loyalty increase among customer? / Adakah anda percaya reka bentuk pembungkusan dan label yang bagus boleh meningkatkan kesetiaan jenama antara pelanggan?

118 responses

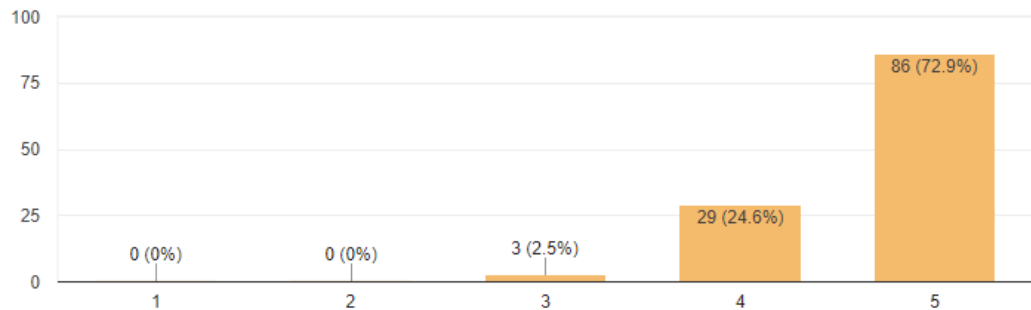


Pie chart 3.2.4

According on pie chart 3.2.4, majority of respondents chose they believe that a good packaging and labelling design can make brand loyalty increase among customers. This tells us that a good packaging design can make a brand popular and successful.

15. A good labelling and packaging design will attract more people to buy the product even though it is from small business. / *Reka bentuk label dan pembungkusan yang bagus akan menarik ramai orang untuk membeli produk tersebut walaupun daripada bisnes kecil.*

118 responses

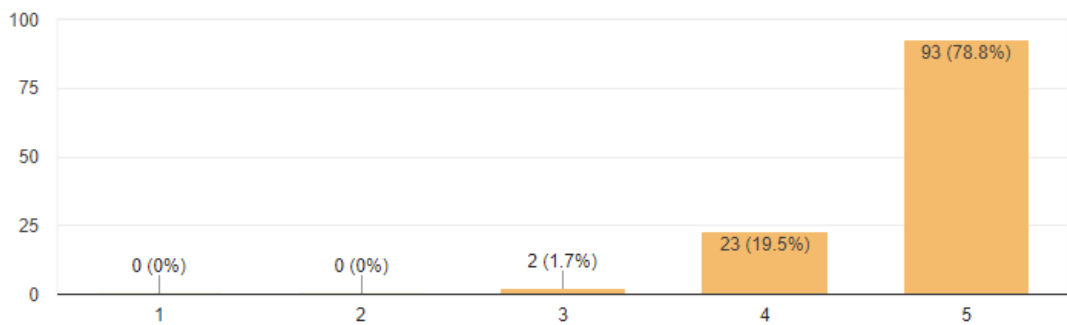


Bar chart 3.2.5

Based on the graph 3.2.5, 86 respondents strongly agree that a good labelling and packaging design will attract more people to buy a product even though it is from small business.

17. Business industry is very competitive on how they present their product in the market / *Industri bisnes bersaing untuk menunjuk produk mereka di pasaran.*

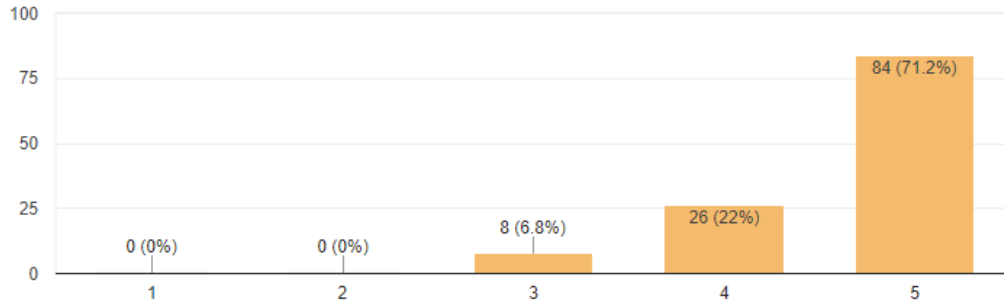
118 responses



Pie chart 3.2.6

18. Packaging and labelling design are the one makes people want to buy a product /
Pembungkusan dan label membuatkan orang nak beli sesuatu produk

118 responses

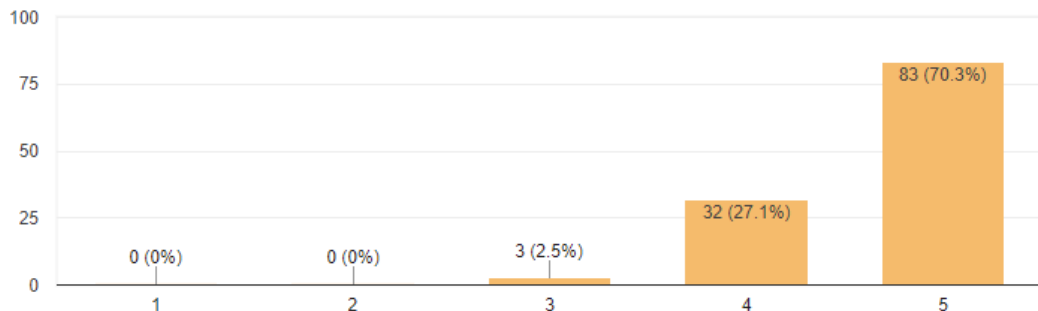


Pie chart 3.2.7

20. How do you feel when you buy a product with beautiful packaging and labelling design? /
Apakah perasaan anda apabila membeli produk yang mempunyai reka bentuk pembungkusan dan label yang cantik?



118 responses



Pie chart 3.2.8

On the Bar chart 3.2.6 majority of the respondents agree on business industry is very competitive on how they present their product on the market. In bar chart 3.2.7 again the majority of the respondent strongly agree that packaging and labelling design are the one that makes people want to buy a product. Based on bar chart 3.2.8, you can see most respondents feel very happy when they buy a product that have beautiful packaging and labelling design.

3.3 Design Process and Development

Design process starting from week 4 until week 13. In this research, only outer and inner packaging will be showed.



Image 3.3.1



Image 3.3.2



Image 3.3.3

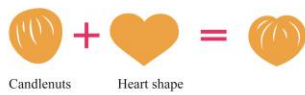
3.3.1 Moodboard References



Image 3.3.1 (1)

3.3.2 Logo

Subject matter



Colour palette

	C: 1.95% M: 97.65% Y: 36.08% K: 0%		C: 4.31% M: 36.86% Y: 85.49% K: 0%
--	---	--	---



Typeface

Glory Sunshine
 abcdefghijklmnopqrstuvwxyz
 0123456789
 Regular



Image 3.3.2 (1)

3.3.3 Ideation sketches

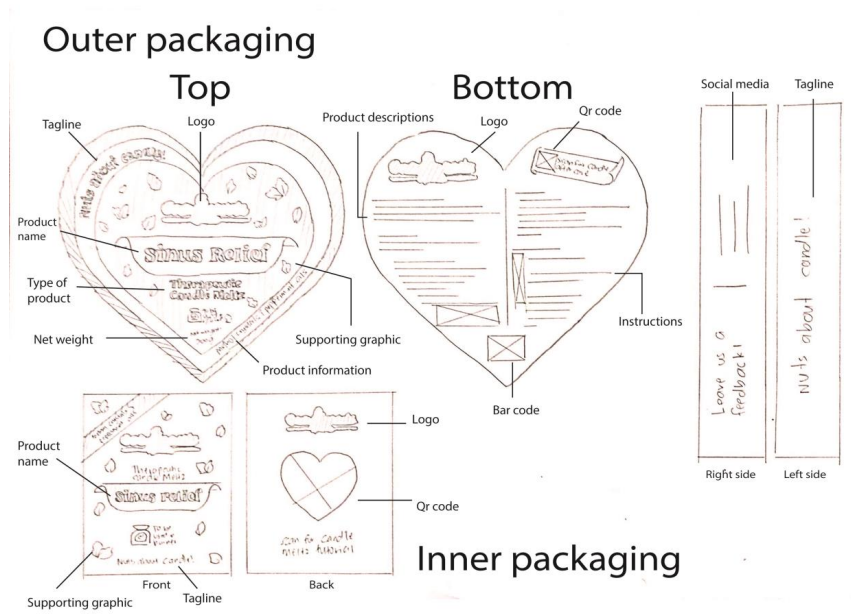


Image 3.3.3 (1)

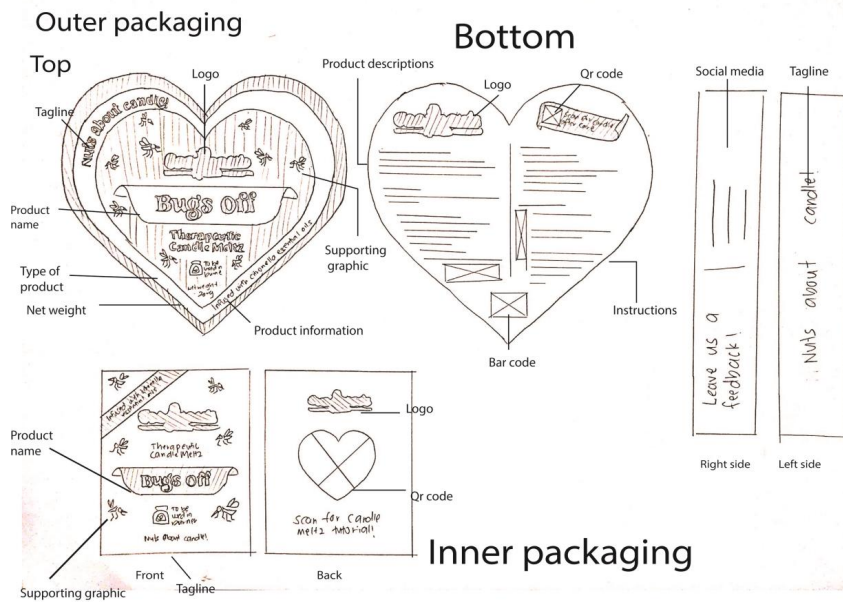


Image 3.3.3 (2)

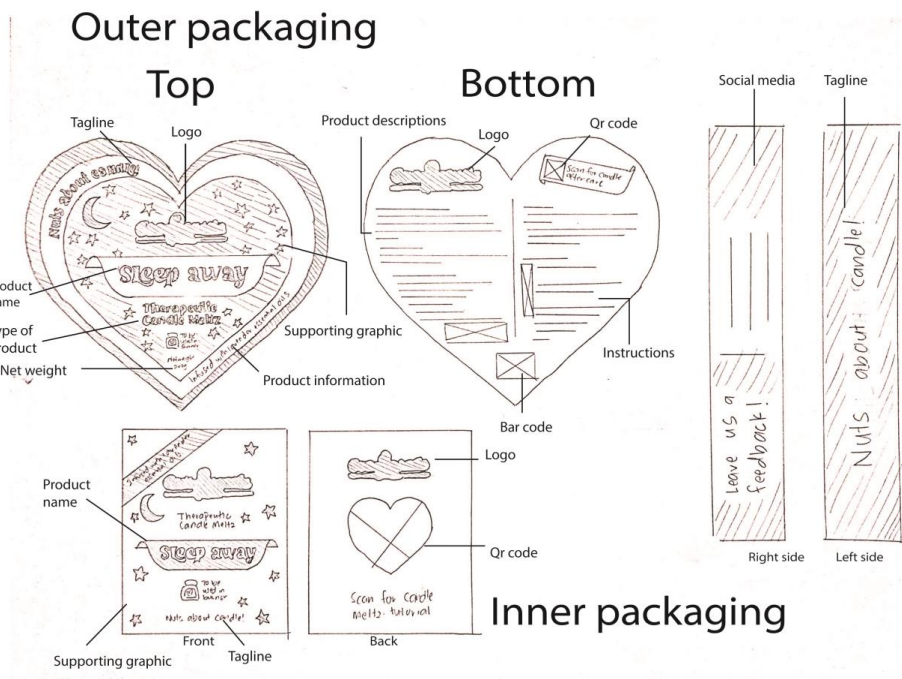


Image 3.3.3 (3)

3.3.4 Layout Packaging



Image 3.3.4 (1)



Image 3.3.4 (2)



Image 3.3.4 (3)

CHAPTER FOUR ANALYSIS AND FINDINGS

4.1 Design Output



Image 4.1.1



Image 4.1.2



Image 4.1.3

4.2 Discussion

The reason why the packaging is heart-shaped is that a scented candle is a long time used. Usually, the candle can last long about 1-3 months depending on how customer's usage. The main idea is to design packaging so the customer can use it as decoration in their house. A heart shape is to represent its tagline which is "Nuts about candle!". It can also mean love or obsess about the candle. So, a heart shape packaging is the most suitable shape to represent it meanwhile the material of packaging is a tin. The aim of using tin as the material of the packaging is for the customers to reuse the packaging. Next, inner packaging is designed to protect the product and the outer packaging as well. This can solve the problem of waxy residues on the packaging.

CHAPTER FIVE CONCLUSION

5.1 Conclusion

In the conclusion, packaging and labelling design are very important as they can increase product sales. Not only that, it can position Candlenuts by Nadia as the first choice among other scented candles. With enough information, attractive visual elements, unique typeface, and vibrant colour on the packaging, it can help Candlenuts by Nadia to be known all across Malaysia. With the affordable prices, variety of scents, and benefits, this brand is able to go further and be as successful as other big brands such as Bath & Body Works.

Throughout this research, it can conclude that people want a good packaging and labelling design to be able for them to trust a brand, especially a small brand like Candlenuts by Nadia. To be able to become a successful brand, Candlenuts by Nadia need to understand what people want and how to attract more customers in the future. In addition, the brand should use a vibrant colour on their packaging so they can attract customers' attention.

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APPENDICES

<p>1. Age / Umur *</p> <p><input type="radio"/> 10 - 20 years old / 10-20 tahun</p> <p><input type="radio"/> 21- 30 years old / 21-30 tahun</p> <p><input type="radio"/> 31- 40 years old / 31- 40 tahun</p> <p><input type="radio"/> 41 years old and above / 41 tahun dan ke atas</p>
<p>2. Gender / Jantina *</p> <p><input type="radio"/> Male / Lelaki</p> <p><input type="radio"/> Female / Perempuan</p>
<p>3. State / Daerah *</p> <p><input type="radio"/> Kelantan</p> <p><input type="radio"/> Kedah</p> <p><input type="radio"/> Johor</p> <p><input type="radio"/> Melaka</p> <p><input type="radio"/> Negeri Sembilan</p> <p><input type="radio"/> Pahang</p> <p><input type="radio"/> Perak</p>
<p>4. Race / Bangsa *</p> <p><input type="radio"/> Malay / Melayu</p> <p><input type="radio"/> Chinese / Cina</p> <p><input type="radio"/> Indian / India</p> <p><input type="radio"/> Other...</p>
<p>5. Level of education / Tahap pendidikan *</p> <p><input type="radio"/> SPM</p> <p><input type="radio"/> STPM</p> <p><input type="radio"/> Diploma</p> <p><input type="radio"/> Degree</p> <p><input type="radio"/> Master</p> <p><input type="radio"/> PHD</p> <p><input type="radio"/> Other...</p>
<p>6. Occupation / Pekerjaan *</p> <p><input type="radio"/> Government staff / Pekerja kerajaan</p>

6. Occupation / *Pekerjaan* *

- Government staff / Pekerja kerajaan
- Non-government staff / Pekerja bukan kerajaan
- Business Owner / Pemilik bisnes
- Retiree / Bersara
- Student / Pelajar
- Unemployed / Tidak bekerja
- Other...

7. What is the first thing you see when choosing a product? / *Apakah perkara pertama yang anda nampak semasa memilih produk?* *

- Labelling design / Reka bentuk label
- Colour / Warna
- Typography / Tipografi
- Images on packaging / Gambar di pembungkusan
- Information on packaging / Maklumat di pembungkusan
- Logo
- Other...

8. What is the most important thing that should have in product packaging? / *Apakah perkara penting yang perlu ada di pembungkusan produk?* *

- Labelling design / Reka bentuk label
- Colour / Warna
- Typography / Tipografi
- Images on packaging / Gambar di pembungkusan
- Information on packaging / Maklumat di pembungkusan
- Packaging design / Reka bentuk pembungkusan
- Logo

9. Do you think labelling design play a roles in attracting customers to buy the product? / *Adakah anda rasa reka bentuk label memainkan peranan yang penting dalam menarik pelanggan untuk membeli sesuatu produk?* *

- Yes / Ya
- No / Tidak
- Maybe / Mungkin

10. If you stumble on new product on the market, what makes you convinced that it is a good product and you should buy it? / Jika anda terjumpa produk baru di pasaran, apakah yang membuatkan anda percaya yang ia adalah product yang bagus dan anda patut beli? *

- A good and unique labelling design / Reka bentuk label yang bagus dan unik
- Trendy and friendly typography / Tipografi yang terkini dan mesra
- A unique logo / Logo yang unik
- Images on packaging / Gambar di pembungkusan
- Catchy product name / Nama produk yang menarik
- Packaging design / Reka bentuk pembungkusan
- Colour on the packaging and labelling / Warna yang digunakan di pembungkusan dan label
- Full product information on the packaging / Maklumat produk yang lengkap di pembungkusan

11. Do you prefer to buy a well known brand or local brand? / Adakah anda lebih suka membeli produk jenama yang terkenal atau jenama tempatan? *

- Well known brand / Jenama terkenal (Eg. Bath & Body Works)
- Local brand / Jenama tempatan (Nyala Candle)
- I don't mind about brand. I will buy both. / Saya tidak kisah tentang jenama. Saya akan beli kedua-duanya

12. Do you know about local scented candle melts brand, Candlenuts By Nadia? / Adakah anda tahu tentang jenama lilin tempatan, Candlenuts by Nadia? *



- Yes / Ya

13. What do you think about the product packaging? / *Apakah pendapat anda tentang pembungkusan produk tersebut?* *



- Not enough information / Maklumat tidak cukup
- Colour not interesting / Warna yang tidak menarik
- Labelling design is not attractive / Reka bentuk label tidak menarik
- Packaging is not attractive / Reka bentuk pembungkusan tidak menarik
- Jar is too small / Jarang terlalu kecil

14. Based on the product image in picture above, do you convinced to buy the product? / *Berdasarkan gambar produk di atas, adakah anda yakin untuk membeli produk tersebut?* *

- Yes / Ya
- No / Tidak
- Maybe / Mungkin

15. A good labelling and packaging design will attract more people to buy the product even though it is from small business. / *Reka bentuk label dan pembungkusan yang bagus akan menarik ramai orang untuk membeli produk tersebut walaupun daripada bisnes kecil.* *

- 1 2 3 4 5
- Strongly disagree / Sangat tidak setuju Strongly agree / Sangat setuju

16. Do you believe a good packaging and labelling design can make brand loyalty increase among customer? / *Adakah anda percaya reka bentuk pembungkusan dan label yang bagus boleh meningkatkan kesetiaan jenama antara pelanggan?* *

- Yes / Ya
- No / Tidak
- Maybe / Mungkin

17. Business industry is very competitive on how they present their product in the market / *
Industri bisnis bersaing untuk menunjuk produk mereka di pasaran.

1 2 3 4 5
Strongly disagree / Sangat tidak setuju Strongly agree / Sangat setuju

18. Packaging and labelling design are the one makes people want to buy a product / *
Pembungkusan dan label membuatkan orang nak beli sesuatu produk

1 2 3 4 5
Strongly disagree / Sangat tidak setuju Strongly agree / Sangat setuju

19. Will you buy a product just because of the packaging and labelling design is beautiful and unique? / *
Adakah anda akan membeli sesuatu produk semata-mata reka bentuk dan label produk tersebut cantik dan unik?

- Yes / Ya
 No / Tidak
 Maybe Mungkin

19. Will you buy a product just because of the packaging and labelling design is beautiful and unique? / *
Adakah anda akan membeli sesuatu produk semata-mata reka bentuk dan label produk tersebut cantik dan unik?

- Yes / Ya
 No / Tidak
 Maybe Mungkin

20. How do you feel when you buy a product with beautiful packaging and labelling design? / *
Apakah perasaan anda apabila membeli produk yang mempunyai reka bentuk pembungkusan dan label yang cantik?

1 2 3 4 5
Not happy / Tidak gembira Very happy / Sangat gembira



Night Indulgence | Candle Meltz
RM 13.90

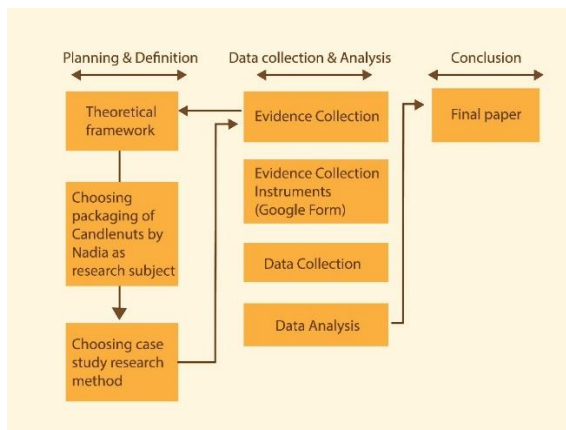


Wild Fig | Candle Meltz
RM 13.90



Mint Spray | Candle Meltz
RM 13.90







Survey on Candlenuts by Nadia packaging design

Hi, Assalamualaikum.

I hope everyone have a good day,

I'm Nur Syahira binti Idris, currently undergoing final year studies in Bachelor of Graphic Design (Hons.) major in Graphic Design, at MARA University of Technology (UiTM), Kampus Alor Gajah, Melaka. This survey was conducted under the subject THE659 (Academic Writing).

This survey should take approximately 3-5 minutes to complete. I would be grateful if you could spare some time in completing this survey, which is strictly for research purposes only.

Thank you for your time and cooperation. Your responses were highly appreciated.

Thank you so much in advanced, stay safe and have a nice day.

Candlenuts by Nadia Timeline

FROM WEEK 1-6



01
|
24

Week	Week	Week	Week	Week	Week
1	2	3	4 & 5	6	
Introduction	Choosing subject matter	Design Process	Logo Rebranding		Packaging design
<ul style="list-style-type: none"> - Present briefly about strategy on subject matter - Decided to change subject matter - Searching new subject matter 	<ul style="list-style-type: none"> - Research on the new subject matter - Presentation 1: Choosing subject matter 	<ul style="list-style-type: none"> - Study background of the product - Reference and research 	<ul style="list-style-type: none"> - Reference and research - Design sketches - Colour studies - Typography studies - Logo design digital 		<ul style="list-style-type: none"> - Brainstorming packaging design - Reference and research - Packaging design sketches - Digital design

Candlenuts by Nadia Timeline

FROM WEEK 7-12




02
|
24

Week	Week	Week	Week	Week	Week
7	8	9	10	11	12
Candle care e-book	Full kit packaging design	Sampler box/ starter kit	Seasonal packaging	Gift Pack	Kiosk Design
<ul style="list-style-type: none"> - Reference and research - Sketches design - Digital design 	<ul style="list-style-type: none"> - Reference and research - Sketches design - Digital design 	<ul style="list-style-type: none"> - Reference and research - Sketches design - Digital design 	<ul style="list-style-type: none"> - Reference and research - Sketches design - Digital design 	<ul style="list-style-type: none"> - Reference and research - Sketches design - Digital design 	<ul style="list-style-type: none"> - Reference and research - Sketches design - Digital design

Candlenuts by Nadia Timeline

FROM WEEK 13-14



Week	Week
13	14
Advertisement	Finalize mockup
<ul style="list-style-type: none"> - Reference and research - Sketches - Digital design 	<ul style="list-style-type: none"> - Final mockup - Final brand identity - Final display



Subject matter



Logo in two colour



Colour palette

	C: 1.95% M: 97.65% Y: 36.08% K: 0%		C: 4.31% M: 36.86% Y: 85.49% K: 0%
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Logo in grayscale



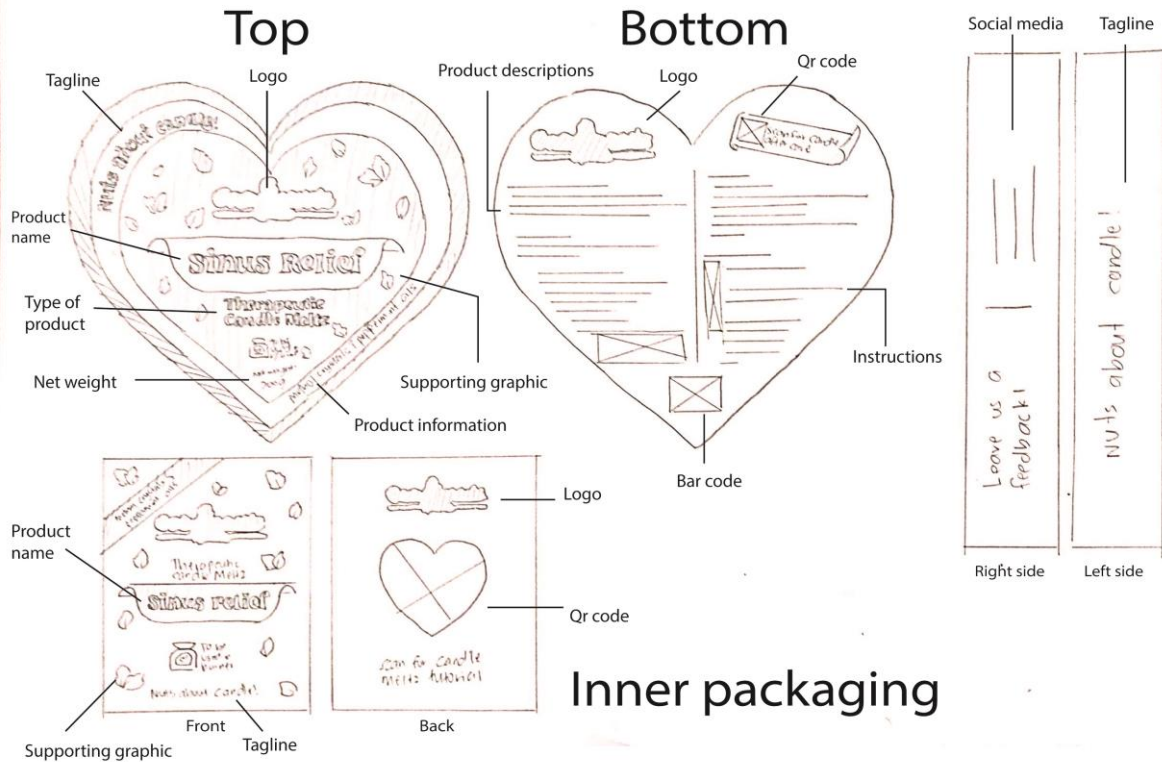
Typeface

Glory Sunshine
 abcdefghijklmnopqrstuvwxyz
 0123456789
Regular

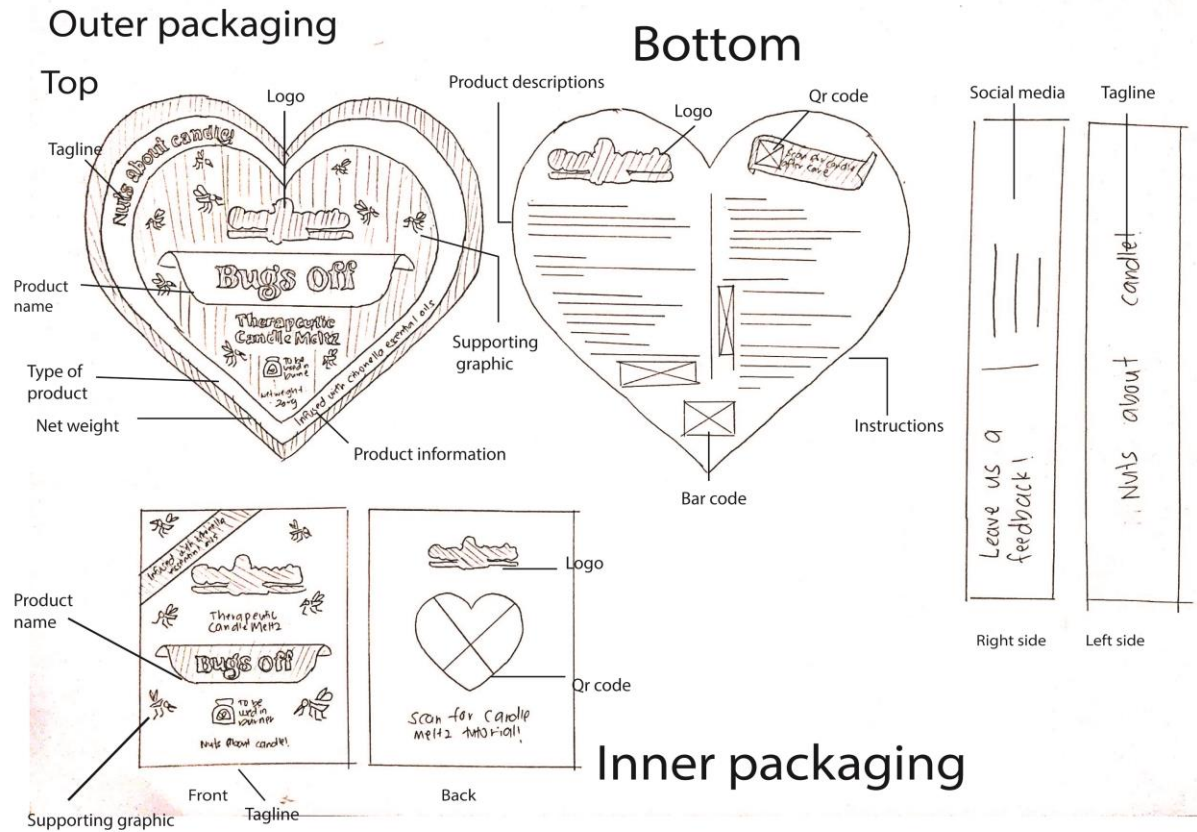
Logo in black



Outer packaging

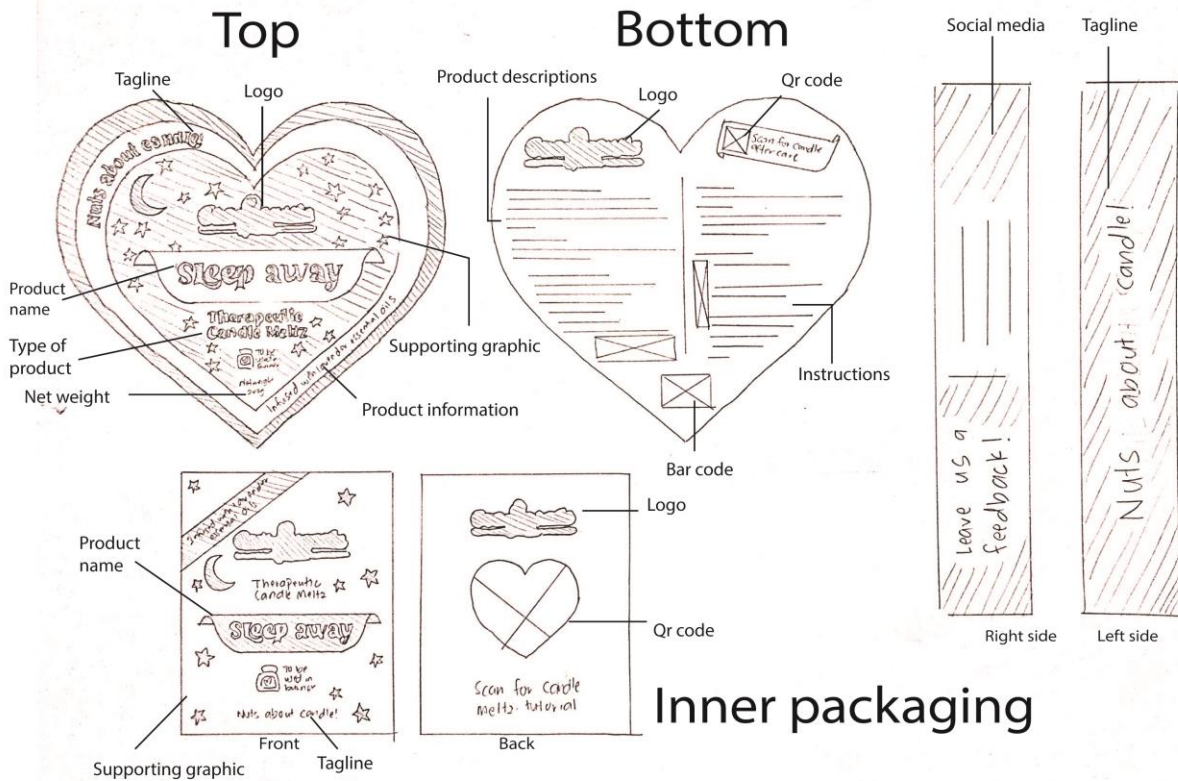


Inner packaging



Inner packaging

Outer packaging



Inner packaging





Top



Bottom



Right side Left side

Inner packaging



Front

Back

Top

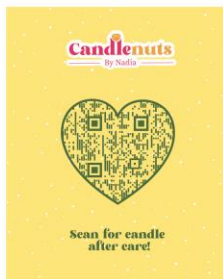


Bottom



Right side Left side

Inner packaging



Front

Back

Top



Bottom



Front



Back

Inner packaging



Right side

Left side