

**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON VISUAL COMMUNICATION KINDER  
SOAPS PACKAGING DESIGN**

**WAN NURFATHIRAH HAINI BINTI  
WAN NORAZIMAN**

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 6<sup>th</sup> February 2022 to conduct the final examination of *Wan Nurfathirah Haini Binti Wan Noraziman* on his Bachelor Degree (Hons) in Graphic Design thesis entitled “*A Study on Visual Communication Kinder Soaps Packaging Design*” in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



Azahar Harun, PhD  
Assoc. Prof. Dr.  
Senior Lecturer  
Faculty of Art & Design  
Universiti Teknologi MARA  
Cawangan Melaka  
(Internal Examiner)  
Date: 6 February 2022



Azahar Harun, PhD  
Assoc. Prof. Dr.  
Academic Writing Coordinator  
Faculty of Art & Design  
Universiti Teknologi MARA  
Cawangan Melaka  
Date: 6 February 2022

## 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.

Name of Student : Wan Nurfathirah Haini Binti Wan Noraziman  
Student I.D. No. : 202956089  
Programme : Bachelor Degree (Hons) in Graphic Design- AD241  
Faculty : Art & Design  
Thesis Title : A Study on Visual Communication Kinder Soaps Packaging

Signature of Student :



Date : February 2022

## **ABSTRACT**

Packaging is one of the most essential marketing tools available today. Packaging has evolved into a critical marketing tool in today's world, as a result of increased consumer social awareness and a focus on customer pleasure. The topic of this research was "A Study on Visual Communication Kinder Soaps Packaging Design". The study's goal is to look at the function of product and brand awareness in stimulating consumers' interest. Examining the product impact on the packaging design's overall appearance. To assess customer purchasing in visual communication. Most marketers rely on verbal communication to sell their products. On the other hand, mostly the packaging design needs a visual approach. Packaging is frequently the final step in a long communication chain that uses several channels. Advertising helps to market a product and get people into retailers. Packaging is the only physical point of interaction between customers. Packaging has the ultimate word when it comes to persuading potential clients. The importance of the main color scheme, graphics, symbols, and typefaces. When these components are integrated, they produce a powerful element in visual impression. This visual design will provide an advantage that may be used to create a distinctive package communication hierarchy. Consumers will recognize a package based on its form or a mix of the brand's color. Packaging design and visual communication in visual parts of the brand require continual development. As a result, the interaction between packaging design and visual communication is the key to product success in terms of customer decision-making.

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