

**ANALYSIS OF VISUAL DESIGN IMPLEMENTATION IN ADVERTISEMENTS  
TOWARDS CONSUMER PERCEPTIONS AMONG BABY BOOMERS AND  
GENERATION Z**

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**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

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This report submitted in fulfilment of requirement for the degree of Bachelor of  
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## **APPROVAL**

I/ We acknowledge that have read this report and on my/ our view this report is sufficient in term of scope and quality for purpose for the certificate of Bachelor of Technopreneurship with Honours (BTEC)

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Date : .....

## DECLARATION

“I declare that this project is the result of my own research except as cited in the references. The research project has not been for any degree and be not concurrently submitted in candidature of any other degree.”

Signature : .....

Name : ONG LI TING

Date : .....

## **DEDICATION**

This research paper is dedicated the appreciation to my loving parents, who always inspired, and support me in finishing my studies. My special thanks go to all my family who always helped and encouraged me when I was faced with problems. I would like to dedicated to my supervisor who willing to provide guidance and also panel who offered valuable suggestion throughout this research. Finally, I am so thankful to all my friends for having all of you. I may not have the opportunity to enjoy my university life without your guidance, sharing and encouragement.

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## ABSTRACT

Visuals, graphics, message colors and videos are the key marketing elements that help us to bring out advertising. Advertisement used to encourage, persuade, and inform people about the available substances in the market. There is an issue that advertisements are viewed and read by the wrong market segment. Reaching out the target audience is important by triggering consumer interest through advertising. Hence, the aim of this research was to identify the elements of visual designs used in advertisement for attracting consumer. This paper analyzes the consumers' perception about their acceptability of elements in visual designs found in advertisements among Baby Boomers and Generation Z. This study had been mainly adopted from the aesthetic theory. Color, shape and form were the focused elements of visual design in advertisements that impact the consumers' perception. Quantitative data had been collected by using questionnaire. At least 384 respondents who live in Melaka were participated in this research by using convenient sampling techniques. The purpose of this study was to study the relationship between visual design implementation and consumer perceptions towards advertisements in Melaka. The results showed that there had significant relationship between the elements of visual design and consumer perception towards advertisements. In summary, this study highlights the consumers' perception for advertisements. This paper will benefit to advertiser or marketer for advertising effectiveness with visual design implementation.

**Keywords:** Advertisements, Consumer Perception, Visual Design, Baby Boomers, Generation Z

## **ABSTRAK**

*Visual, grafik, warna mesej dan videos adalah unsur pemasaran utama yang membantu kami untuk mengeluarkan iklan. Iklan yang digunakan untuk menggalakkan, memujuk, dan memaklumkan kepada orang tentang bahan yang ada di pasaran. Terdapat satu isu yang iklan dilihat dan dibaca oleh segmen pasaran yang salah. Menjangkau khalayak sasaran adalah penting dengan mencetuskan minat pengguna melalui pengiklanan. Oleh itu, tujuan penyelidikan ini adalah untuk mengenal pasti unsur-unsur reka bentuk visual yang digunakan dalam iklan untuk menarik pengguna. Kertas kerja ini menganalisis persepsi pengguna tentang penerimaan unsur-unsur dalam reka bentuk visual yang terdapat dalam iklan di kalangan Baby Boomers dan Generation Z. Kajian ini telah digunakan terutamanya dari teori estetik. Warna, bentuk dan bentuk adalah elemen fokus dalam reka bentuk visual dalam iklan yang mempengaruhi persepsi pengguna. Data kuantitatif telah dikumpul dengan menggunakan soal selidik. Sekurang-kurangnya 384 responden yang tinggal di Melaka telah mengambil bahagian dalam kajian ini dengan menggunakan teknik pensampelan yang mudah. Tujuan kajian ini adalah untuk mengkaji hubungan antara pelaksanaan reka bentuk visual dan persepsi pengguna terhadap iklan di Melaka. Keputusan menunjukkan terdapat hubungan yang signifikan antara elemen reka bentuk visual dan persepsi pengguna terhadap iklan. Ringkasnya, kajian ini menyoroti persepsi pengguna untuk iklan. Makalah ini akan memberi manfaat kepada pengiklan atau pemasar untuk keberkesanan pengiklanan dengan pelaksanaan reka bentuk visual.*

**Kata kunci:** *Iklan, Persepsi Pengguna, Reka Bentuk Visual, Baby Boomers, Generasi Z*



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## LIST OF ABBREVIATIONS

DV	Dependent Variable
IV	Independent Variables
SPSS	Statistical Package for Social Sciences
r	Correlation coefficient
C	Color
S	Shape
F	Form

**LIST OF SYMBOLS**

$H_0$	Hypothesis null
$H_1$	Hypothesis alternatives
$\alpha$	Alpha
$\beta$	Beta
m	Mean
s.d.	Standard Deviation



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## CHAPTER 1

### INTRODUCTION

#### 1.0 Background of study

Advertising is the techniques which used to introduce products, services, opinions, or reasons into an announcement to persuade the public to respond the content being promoted in a certain way (Britannica, 2018). Besides, graphics, information, colors, photos, videos, and animations are key elements that help us to promote advertising. Traditional advertising refers to many of the strategies used when advertising really flourished in the 1950s and 1960s, including television commercials, radio commercials, billboards and newspaper advertisements. However, non-traditional advertising indicated the forms of advertising originating from new forms of technology, including interactive and web applications, online advertising and in-game product placement (Flask, 2010). Advertising messages are transmitted through visual processes into the cognitive and affective systems (Simola, Hyona and Kuisma, 2014).

The oldest form of advertisement is oral publicity. However, the more essential and extensive form of advertising is printed publicity, internet, and television media. In today's world, the advertisement becomes very popular through media social such as Facebook, Instagram, Wechat, Pin interest and so on (Asuhaimi, Pauzai, Yusob, & Asari, 2017). Advertisements are designed to provide the public with information and incentives and to create a powerful and persuasive way to communicate. Nowadays, advertising is

all about engaging the customers' interest. It comes that varying degrees of interest and acceptance were presented by different generations. Moreover, younger generations were very interested in accepting all new trends in technology, while older generations were very concerned about their interest in interactions with technology and patterns of consumption. Thus, trends such as visual discovery and personal help reflect practical motivations, the search for product or service information, and community-driven advice and personal advice (Taylor, 2018).

Generational cohorts are individuals born within a specific time range who have experienced similar events throughout their lives. Moreover, they have experienced significant important, emotional and defined events during their growth. (Strauss and Howe, 1991). Older generation such as Baby Boomers who born from 1946 until 1964 are very selective in using emerging technologies (Taylor, 2018). Today, with the world is entering at a moment of optimism, hope and ideology that we live, Baby Boomers created the cultural, financial, and social environment behind the influence and foundation. According to Sutton (2017), Facebook is usually the preferred destination for Baby Boomers and they respond best to advertising that utilizes visual, linear storytelling. On the other hand, the younger generation such as Generations Z born between 1995 and 2012 are highly influenced by the connected digital world and are a heavy user of mobile devices and social media. Messages that convey through visual to connect with Gen Z are concise, attractive and easy to understand. Therefore, visuals effects must be bold and clear, beautifully designed and influential.

Lastly, one of the significant factors influencing consumer perceptions is a visual design element (Rompay, Vries, Bontekoe, & Tanja-Dijkstra, 2012). It is an important tool for consumers to feel that they can be someone, look a certain way or feel a certain feeling when using a specific product (Vogt, 2017). In addition, function of visual design in advertisements is responsible for presenting a product or service through the written and visual language. For example, some marketers advertised their products or service by consuming most of their information through imagery such as YouTube videos, Instagram photos, or Twitch Live streams (Cartwright, 2016).

## 1.1 Problem Statement

In this era of globalization, many businesses have succeeded in reaching their target customers and increasing their sales. However, there are a lot of challenges faced by some companies that failed in the business. Amongst the many reasons for the failure of business is lack of adaptability to new technology, lack of access to finance, and lack of essential awareness on potential markets and customers (Perera, 2016). The heart of the advertising business is winning from the interest of the consumer (Raman & Ramasamy, 2014). As a result, businesses succeed or fail on the basis of marketing and advertising for gaining the attention and trust of the consumer.

Issues about how to reach the right target audience and to comprehend the consumers' opinion of advertisement that using visual designs are needed to consider. Sometimes it has happened that the wrong market segment is viewed and study the advertisements. This might lead to a loss or lead to minimum benefits of the marketers. Therefore, the problems can arise because there has been an inability to reach potential customers by the marketers or advertisers. This is because they were not able to understand their perception of advertisements (Raman & Ramasamy, 2014).

Plenty of advertisements are exposed by the consumer in daily lives. Similar patterns exist around demographics, psychographics, and behavioral segments (Abramovich, 2018). People can find various announcements everywhere such as from TV program, Internet or radio. In the generation of Baby Boomers, which born between 1946 to 1964, advertisements were aims to inform people about any product or service. Baby boomers may be more likely to respond to traditional marketing efforts such as print advertisements or direct mail because they have evidence properties and larger formats (ITA Group., 2018). Today Generation Z, which born between 1995 and 2012, is the newest generation born with technology. Generation Z are tech-savvy but they have an incredibly short attention span (Heitzman, 2018).

As the rapidly changing of advances technology, visual communication can solve all problems through media, which include audiovisual, digital, exhibition and print media. Due to the large number of advertisements in the market, not all advertisements can attract consumers' attention and giving good feedback about their perceptions. This may cause by the boring design of advertisements, lack of creativeness and informative on advertisements. Thus, the visual design concept plays an important role in making advertisements appealing and differentiatin. This is because design is key marketing element for triggering human interactions (Negm, & Tantawi, 2015). Therefore, it is interesting to know how each generation perceives and react to visual design implementation in advertisements differently by comparing Baby Boomers and Generation Z.

## **1.2 Research Questions**

In the research, there are three research questions which have been generated as shown below:

1. What are the most important elements of visual design in advertisements used to attract potential consumers among Baby Boomers and Generation Z?
2. What is the level of acceptability for implementation of visual design in advertisements based on Baby Boomers and Generation Z?
3. How does advertisement attract Baby Boomers and Generation Z towards visual design implementation?

### **1.3 Research Objectives**

In this study, the researcher aims for three objectives which are to:

1. Identify elements of visual design in advertisements used to attract potential consumers among Generation Z and Baby Boomers.
2. Analyze the acceptability for implementation of the visual design in advertisements among Generation Z and Baby Boomers.
3. Propose and suggest a guideline for attracting Baby Boomers and Generation Z towards visual design implementation in the advertisement.

### **1.4 Scope of the Study**

The scope of the study is focused on the implementation of the visual design in advertisements among Baby Boomers and Generation Z's perception. This scope facilitates a deeper comprehensive and a more focused analyze in a complex and extensive area of research. The research will show how visual design of the advertisements in the study affects the consumers' interpretations of illustration design elements manipulations.

Furthermore, the identification of elements of visual design used to attract potential consumers in advertisements among Baby Boomers and Generation Z also investigated by the researcher. This enables researcher analyzed a strong relationship between the elements of visual design and consumer perception towards advertisements. This research was conducted in Melaka Tengah which located at Melaka, Malaysia.

### **1.5 Limitation and Key Assumptions of the Study**

In this study, the time constraint is included in the limitation of the researcher. A limited time involved that causes the researcher to obtain more information about the topic to be studied. Only several months was given to researcher for conducting the research. Continuously, the population investigated in this study will be limited of Baby Boomers, and Generation Z, it is not giving any interest to the other generational cohorts. Besides that, the key research assumption is researcher assumes the visuals or figures must be cognitively processed and are reflections of reality. It is crucial for assuming what elements of visual design in advertisements impact consumers' perception.

### **1.6 Importance of the Study**

The purpose of the research was to analyze consumers' perception regarding the visual design implemented in advertisements to improve advertising effectiveness. The theory of this study involved the aesthetic theory. Aesthetic is related to a sense of beauty and is the process of cognitive sensation involving cognitive behavior and perception (Smith, 2015). The aesthetics of a site involved visual design through advertising to strategically implementing images, colors, fonts, and other elements to relate materials. Thus, the advertising level can be improved with more effective in attracting more audiences. This research should be done to be able to identify the elements of design that used successfully in advertising to attract the potential consumer. It is important to make products and advertisements attractive to consumers through advertising. Therefore, this study will focus on the implementation of the visual design in advertisements in order to analyze consumer's view especially Baby Boomers and Generation Z.

## 1.7 Summary

Consumer perception is vital to advertisers or marketers for successful marketing. The reason for implementing the visual design in advertisements was to attract consumer's attention and influence consumer's emotions. There was an issue which advertisers need to evoke new desires and tastes towards their products and services through advertisements. Some consumer feels boring with the design of advertisements that affect their moods and emotions. Therefore, the research objectives in this research were to analyze the acceptability of the implementation of visual design in advertisements and to understand consumer perceptions among Baby Boomers and Generation Z. In this section, researcher discussed the background of this research and problem statements. It describes the research objectives to be achieved and the research questions that need to be answered. Lastly, the scope, the importance, and the limitation of this study are explained in this section.