

**ANALYSIS ON THE EFFECT OF NIVEA BODY LOTION PACKAGING
TOWARD THE BRAND IMAGE OF NIVEA BODY LOTION**

FINAL ASSIGNMENT

Submitted as one of requirements to accomplish bachelor degree (S1)



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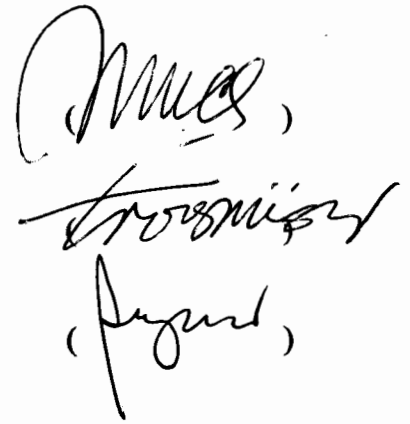
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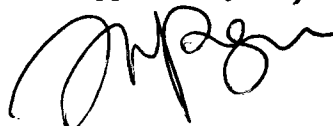
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ANALYSIS ON THE EFFECT OF NIVEA BODY LOTION PACKAGING TOWARD THE BRAND IMAGE OF NIVEA BODY LOTION

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ABSTRACT

Packaging is one of many elements that construct a product; its presence is almost inseparable from the product itself. Nowadays, companies are no longer focusing solely on the function of packaging to protect the the product from any damage. Now, many companies start to mull over the alternative function of packaging as communication avenue. Aside from communicating the product, packaging has contributed in conveying the value and principle of the company, which, hopefully, turns into brand image on the behold of consumer. Further, it is also hoped that the brand image could act as a differentiation amongst the competitive market. This research is conducted to examine the effect of packaging, specifically the Nivea Body Lotion packaging, on the brand image of Nivea Body Lotion. Variables that are used in this research are brand image as a dependent variable, and packaging elements as an independent variable. The primary data were gathered through questioners which were given to body lotion users in Giant Hyper Mall Bekasi. Respondents were asked to answer questions regarding the packaging of Nivea Body Lotion and the brand image of Nivea Body Lotion. The research instrument was developed from previous studies and used Likert scale. To test the relationship between packaging and brand image, regression analysis was used. The result shows that the packaging of Nivea Body Lotion affects the brand image of Nivea Body Lotion. Furthermore, it was also found that between the packaging elements, colors appears to have the biggest effect on brand image of Nivea Body Lotion.

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