



CAR BUYING BEHAVIOUR IN KLANG VALLEY

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

APRIL 2011

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**Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration (Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

APRIL 2011

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
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BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, AZRIN NUR FARAH BINTI ABDULLAH DIN

(I/C Number: 881115-56-6382)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledges.

Signature:

Date: 29 April 2011

LETTER OF SUBMISSION

29 April 2011

Siti Normah Awang Tuah

The Head of Program

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

University Teknologi Mara

Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title “**CAR BUYING BEHAVIOUR IN KLANG VALLEY**” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi Mara.

Thank you

Yours Sincerely,

AZRIN NUR FARAH BINTI ABDULLAH DIN

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Bachelor of Business Administration (Hons) International Business

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Abstract

Purpose: The purpose of this paper is to investigate and study on the factors influencing consumers' buying behavior towards cars.

Design/methodology/approach: A total of 150 respondents were participated in answering questionnaires.

Findings: The findings of the study indicate that there is a significant relationship between the product quality and consumers' buying behaviour. The other variable also has a relationship with consumers' buying behaviour but it will not give as much influence as product quality.

Practical Implications: The findings of the paper may have serious implications for the consumers' buying behaviour.

Originality/Value: The paper draws attention to a rather neglected issue between product quality, price and brand with consumers' buying behaviour.

Keywords: Consumers' Buying Behaviour, Product Quality, Price, Brand

Paper type: Research paper.