A STUDY ON FACTORS THAT INFLUENCE CUSTOMERS
INTENTION TO PURCHASE HYBRID CARS IN MALAYSIA

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JUNE 2014
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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 our independent work and investigation, except where otherwise stated.

- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.
LETTER OF TRANSMITTAL

1st July 2014

Maswadi Bin Aziz and Mohd Nazrin Bin Nawi

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Project Advisor,

Sir Mohamad Idham Bin Md Razak

Universiti Teknologi MARA, Melaka City Campus,

110 Off Jalan Hang Tuah, MELAKA.

Dear Sir,

SUBMISSION OF PROJECT PAPER (IBM663)

We are hereby attached a documents that titled “A STUDY ON FACTOR THAT INFLUENCE CUSTOMERS INTENTION TO PURCHASE HYBRID CARS IN MALAYSIA” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

__________________________                        ___________________________
MASWADI BIN AZIZ          MOHD NAZRIN BIN NAWI
Abstract

The purpose of this study was to determine the significance factors that influence customers' intention to purchase hybrid cars in Malaysia. The variables consist of cost, environmental concern, and brand, stated as independent variables for this study. The respondents were 100 employers and workers around Kelana Jaya and Putrajaya. The findings showed that cost, environmental concern, and brand have influenced customers' intention to purchase hybrid cars in Malaysia. All variables showed a positive relationship towards the customers' intention to purchase hybrid cars.

This study refers to primary data and also secondary data for supporting the sampling technique. Meanwhile, the researcher used a questionnaire as the method to collect all the data from sample respondents to accomplish the research objectives. While the data for this study was analyzed using multiple statistical procedures: mean point value, standard deviation, and correlation analysis. The result of the study presented in this research agrees that cost, environmental concern, and brand influenced customers' intention to purchase hybrid cars. This study can be seen as a foreword to a more detailed study to be carried out by future research on factors that influence customers' intention to purchase hybrid cars in Malaysia.
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