

WANIJA INDUSTRIES: A STUDY ON
CONSUMER'S DECISION – MAKING IN
PURCHASING A CAR

NOOR ALIFAH HURAIZAH BINTI MOKHTAR

BACHELOR IN BUSINESS ADMINISTRATION
(HONS)(MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
(MALACCA)

APRIL 2001

ABSTRACT

The assignment of this project paper is part of the requirement of the internship for the completion of the course, Bachelor in Business Administration (BBA) in Marketing, MARA University of Technology, Malacca. For this project paper, I choose to do a study on consumer decision making in purchasing a car. The research is done in order to find out the factors that consumer uses in making decision such as what, when, how and who influence consumers to buy especially in luxury purchases such as cars which involved a complex decision making process.

This project paper consists of four chapters, which brings its own exploration to the topic being explored.

Chapter One consists of background of the study, problem statement, the research objectives and also the constraints occur during the study.

Chapter Two is a literature review where the topics and matters concerned are related to the subject studied.

Chapter Three is the research methodology and design. It is the explanation regarding how related information which relate to the study have been gathered, the technique and method used to analyze the data. The findings of the study also discussed according to the problem statements and objectives of the study.

Chapter Four contains of conclusion and recommendations given by the researcher. The conclusion of this report is the outcome from the survey analysis, findings and recommendations given. With regards to this, the researcher hopes that this research will provide useful information as a basic for better market penetration in the automobile industry.

Appendices and Bibliography attached are the relevant references in the study.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	viii
ABSTRACT	ix

CHAPTERS

1.0	INTRODUCTION	1
	1.1 Background of Study	1
	1.2 Scope of The Study	3
	1.3 Problem Statement	4
	1.4 Objectives of The Study	5
	1.5 Significance of Study	5
	1.6 Scope and Limitation	6
	1.7 Definition of Terms	7
 2.0	 LITERATURE REVIEW	 9
	2.1 Types of Consumer Decision	9
	2.2 Phases in Complex Decision Making	10
	2.3 Consumer's Psychological Set	14
	2.4 Price and Salesperson Influences on Consumer Behavior	17
	2.5 Determining Factors in Family Purchasing Behaviour	19
	2.6 Theory 1: Maslow's Hierarchy of Needs	22
	2.7 Theory 2: Cognitive Learning Theory	25