

**A STUDY ON THE INFLUENCE OF MARKETING
MIX ON CONSUMER'S PURCHASE OF
PERODUA CARS IN KLANG VALLEY**

NURUL 'AIN BINTI ANUAR

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of the Requirement for the
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LETTER OF SUBMISSION

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The Head of Program
Bachelor of Business Administration (Hons.) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Melaka

Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER (MKT660)

Attached is the project paper titled "A STUDY ON THE INFLUENCE OF MARKETING MIX ON CONSUMER'S PURCHASE OF PERODUA CARS IN KLANG VALLEY" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Your kindness to accept this project paper is very much appreciated.

Thank You

Yours sincerely

NURUL 'AIN BT ANUAR
2004243536
Bachelor of Business Administration (Hons.) Marketing

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ABSTRACT

This research is about a study on the influence of marketing mix on consumer's purchase of Perodua cars in Klang Valley. The study aimed to identify marketing mix, which are price, product, promotion and place or distribution that most influence the consumer's purchase of Perodua cars in Klang Valley.

The survey is conducted at Klang Valley. The sample size for this study is 100 respondents who purchase Perodua cars. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that contain the marketing mix that influence them to purchase Perodua cars. Data are analyzed using Reliability Test, Frequency Table and Cross-Tabulation through SPSS Program.

The sampling technique that had been used in this study was nonprobability sampling. The result shows that price are most influence consumer's purchase of Perodua cars compared to other marketing mix.

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