



CONSUMER ETHNOCENTRISM
AMONG MALAYSIANS
TOWARDS PURCHASING AUTOMOBILE

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BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
UNIVERSITI TEKNOLOGI MARA
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Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

JULY 2014

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATATION OF ORGINIAL WORK”

I, Amalina binti Shamsul Kahar, (I/C Number: 910717-03-6100)

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 where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:_____

Date:_____

LETTER OF SUBMISSION

4th July 2014

The Head of Program

Bachelor of Business Administration with Honours (International Business)

Faculty of Business Management

Universiti Teknologi Mara Kampus Bandaraya Melaka

Off Jalan Hang Tuah

75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**CONSUMER ETHNOCENTRISM AMONG MALAYSIANS TOWARDS PURCHASING AUTOMOBILE (A CASE STUDY IN SKF BEARING INDUSTRIES (MALAYSIA) SDN. BHD.)**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

AMALINA BINTI SHAMSUL KAHAR

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Bachelor of Business Administration with Honours (International Business)

ABSTRACT

This study attempts to identify consumer ethnocentrism among Malaysians towards purchasing automobile by taking the employees of SKF Bearing Industries (Malaysia) Sdn. Bhd. As our respondents. The objectives of this study are to investigate the level of consumer ethnocentrism, factors influencing consumer ethnocentrism and the most significant factors contribute to consumer ethnocentrism among the respondents. Questionnaire is the research tool used in this study. Based on the respondents' response, the consumer ethnocentrism level among the respondents is moderate. This study revealed that the factors influencing consumer ethnocentrism among the respondents are price, brand image and promotion. Brand image is identified as the most significant factor to consumer ethnocentrism.