



اَوْنِبُورْسِيَّتِي تِيكْنُولُوجِي مَارَا  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**IS IT PRICE A KEY FACTOR THAT DETERMINED BY  
CONSUMERS IN BUYING CAR? A CASE STUDY:  
KOTA BHARU**

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**DECLARATION OF ORIGINAL WORK**



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I am Nor Hazirah Jaya Mara, 2009870852, hereby declared 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: \_\_\_\_\_



“In the name of Allah, The Most Gracious and Selawat and Salam to his Messenger  
our Prophet Muhammad SAW”

Foremost, I would like to express my gratitude to Allah S.W.T for giving me the ideas, spirit and courage to complete this project paper. I would like to declare my special thanks to my beloved parents, for their guidance, love, encouragement and support for me upon the completion of this project paper.

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## **ABSTRACT**

Nowadays, people are more demanding about what they want. When buying a car, consumers can make use of 3 senses which are vision, hearing and touch. The customers who had visited the showroom believed that the look of the vehicle is extremely important since it defines their personality. Therefore, this study investigates on what factor that influence customers' buying behaviour towards automobile product. A total of 100 respondents were selected randomly in this study. The respondents are customers of Aman Razak Group. From this study, we can know the factor that most influence customers on their buying decision. This research has shown that quality is the most important factor that influences customers' buying behaviour towards car. But, the other independent variables for service package, price and brand do not influence consumers' buying behaviour towards car due to the significant value is more than the degree of the significant value. Finally this study offers information that useful to the industrial players in order to develop their strategic marketing planning. These strategic recommendations were listed in the last chapter of this thesis.

*Keyword: Customers' buying behaviour towards car, Service package, Price, Quality and Design*