



اَوْبِقُوْا سَبِيْلِيْ تَيَكُوْنُوْا لِيْ مِّنْ اٰمَنًا
UNIVERSITI
TEKNOLOGI
MARA

**UNDERSTANDING FACTORS INFLUENCING
HYBRID CAR PURCHASE INTENTIONS**

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Thank you.

LETTER OF TRANSMITTAL

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Dear Sir/Madam,

SUBMISSION OF INDUSTRIAL TRAINING REPORT (MKT 662)

Attached is the report titled "**A STUDY ON UNDERSTANDING FACTORS INFLUENCING HYBRID CAR PURCHASE INTENTIONS**" for your kind evaluation as required by the Faculty of Business Management, UiTM.

I hope this report will meet your expectation. Your kindness in accepting the report is very much appreciated.

Thank You.

Yours sincerely,

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ABSTRACT

In the future, the trends of global trade and manufacturing will continue in automobile especially on hybrid car. The consumers purchase intentions are the main role to encourage the purchasing hybrid car. Hybrid cars are the one of the type of car to save our environment. Thus, this study has been conducted to understand factors influencing hybrid car purchase intentions. A set of questionnaire was distributed to the respondents randomly. Several factors that had been discussed in this research are environmental knowledge, willingness to pay and attitude. The data was analyzed using descriptive analysis, reliability, and regression analysis by using Statistical Package for Social Science (SPSS) version 17. In this research, the finding shows that willingness to pay and attitude factor are significant to the hybrid car purchase intentions. Meanwhile, environmental knowledge factor was found to be not significant to the hybrid car purchase intentions. Based on the results obtained, there are some suggested recommendations that can automotive industry and marketer to encourage consumer to buy hybrid car.