

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING  
POST-PURCHASE  
DISSONANCE OF PROTON OWNERS**

**MAZLINDA BINTI ABDUL MANAFF**

**NAILI BINTI GHAZALI**

**NUR FARHANA BINTI ADNAN**

Dissertation submitted in partial fulfilment of  
the requirements for the degree of  
**Master in Business Administration**

**Arshad Ayub Graduate Business School**

**July 2017**

## AUTHOR'S DECLARATION

We declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result of our own, unless otherwise indicated or acknowledged as reference work. This dissertation has not been submitted to any other academic institution or none academic institution for any degree or qualification.

We hereby acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

1. Name of the Student : Mazlinda Binti Abdul Manaff  
Student I.D. No : 2015230486  
Signature of Student : .....

2. Name of the Student : Naili Binti Ghazali  
Student I.D. No : 2015218558  
Signature of Student : .....

3. Name of the Student : Nur Farhana Binti Adnan  
Student I.D. No : 2015652364  
Signature of Student : .....

Programme : Master of Business Administration

Faculty : Arshad Ayub Graduate Business School

Dissertation Title : Factors Influencing Post-Purchase  
Dissonance of Proton Owners

Date : July 2017

## ABSTRACT

When the Asian Economic crisis hit most Asian countries including Malaysia, several industries were affected and struggling to remain sustainable in the market. Fighting for its survival, Proton has long been manoeuvring its strategic plan mainly to achieve its long term goals which brings benefit not just to the company but to the nation as a whole. Regardless new models introduced backed with rigorous marketing strategies, Proton's sales performance does not turn out to be on the positive side. Being 30 years in the industry, several plans have been laid out thus far by Proton to remain relevant in the automobile industry. Strategic alliance with foreign partners and introduction of several new car models are some strategies that Proton has anticipated mainly to regain its market share and improve the image of the national pride of car maker. With recent business venture with Zhejiang Geely Holding Co Ltd marked as a stepping stone for Proton to start a fresh chapter to increase production capacity, invest in new technology and product innovation. Analysis has been made to see how Proton can further improve its business strategy using performance rating, SWOT and recommendations provided in Ansoff Matrix. Nonetheless, Proton needs to deal with people perception and regain market confidence besides improving brand positioning including quality of the products, especially to compete with its closest competitor, Perodua.

Key words – Proton, history, product quality, performance rating, SWOT, Ansoff Matrix, sales performance, brand association, post purchase dissonance

# TABLE OF CONTENTS

<b>AUTHOR'S DECLARATION</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT</b>	<b>iv</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>x</b>
<b>LIST OF FIGURES</b>	<b>xi</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xii</b>

## CHAPTER ONE

### INTRODUCTION

1.1	Background of the Study	1
1.2	Problem Statement	5
1.3	Research Questions	8
1.4	Research Objectives	8
1.5	Scope of the Study	8
1.6	Significance of the Study	9
	1.6.1 To the Researchers	9
	1.6.2 To Proton	10
	1.6.3 To the University and Future Reference	10
1.7	Definition of Key Terms	10
	1.7.1 Product Quality	10
	1.7.2 Service Quality	11
	1.7.3 International Brand Association	11
	1.7.4 Post-Purchase Dissonance	11
1.8	Summary	12

## **CHAPTER TWO**

### **LITERATURE REVIEW**

2.1	Dependent Variable: Post-Purchase Dissonance	13
2.2	First Independent Variable: Product Quality	16
2.3	Second Independent Variable: Service Quality	17
2.4	Third Independent Variable: International Brand Association	18
2.5	Research Framework	19
	2.5.1 Conceptual Framework	19
2.6	Summary	20

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

3.1	Data Collection Methods	21
	3.1.1 Primary Data	21
	3.1.2 Secondary Data	22
3.2	Sampling Design	22
	3.2.1 Target Population	22
	3.2.2 Sampling Size	22
	3.2.3 Sampling Technique	23
3.3	Data Analysis	23
	3.3.1 Performance Rating Analysis	24
	3.3.2 SWOT Analysis	24
	3.3.3 Ansoff Matrix	25
	3.3.3.1 Market Penetration	25
	3.3.3.2 Market Development	26
	3.3.3.3 Product Development	26
	3.3.3.4 Diversification	26