



**FACTORS INFLUENCING CONSUMER (B2C) TO PURCHASE CAR ENGINE
OIL :
A CASE OF PETRONAS DAGANGAN BERHAD**

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ABSTRACT

Consumers are assumed to have preferences that are defined over consumption bundles. These preferences are assumed to be rational, that is, complete and transitive. Everyone is a consumer - from the company CEO to the shopper buying fruits at the local store. Consumer preference for a product can make or break a company. If consumers generally like a product, it can stay around for years and sell millions of copies. However, if consumers do not like the product, it could disappear very quickly if the company cannot figure out how to fix the problem.

In this study, researcher focuses on factors that influence consumer preferences towards car engine oil and which factor influence the most in their buying decision. The researcher used primary data and secondary data. Primary data consists of structured and unstructured interview engine oil users and PETRONAS's staff respectively. For secondary data are journal, article, websites and 2012 annual report of PETRONAS. The collected data are discussed, compare and the finally used to draw general conclusions. After all data has been gathered, it will be interpreted to make it sense for supporting the problems identified.