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THE INFLUENCE OF MARKETING MIX AND PATTERN OF CAR
PURCHASING BUYING BEHAVIOR: A CASE OF UNDERGRADUATE
UNIVERSITY STUDENT IN KOTA SAMARAHAN.

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CHAPTER 1: INTRODUCTION

1.0 Overview

In today's world, the automotive industries have been an attributed to the country economic growth and stable employment market. Automotive industry have been largely growth as the involvement of the technology and high demand of the consumers as it is a needs good rather than wants in this day. Involvement of automotive industry have created many Small Medium Enterprise (SME) to support the large organization by supply the component parts and semi component parts to large organization to produce finished goods for end user customers. The establishment of Proton in 1985 and Perodua in 1993 acted as catalysts to the development of the automotive sector. This automotive sector has been developed and growth as it strengthens its industrial base and reduce dependency on agricultural sector. The automotive industry is not only a major industry sector in Malaysia but it is also represent as a Malaysian pride.

This growing industry has makes a greater impact on manufacturing sector which contribute high national revenue. The involvements of purchasing a car have been great impact on customer to choose the right car for them. As involvement of global market, it's give impact on the customer as the market have the convergence and divergent. Involvement of foreign car into host country has made a customer many choices and it also affected to the company to stay compete with other competitors.

CHAPTER 2: LITERATURE REVIEWS

2.0 Introduction

Core competencies is a fundamental concept management that introduced by C.K Prahalad and Gary Hamel. It is a combination of multiple resources and skills that make differencesbetween an organization from another. There is a way that can categorize core competencies. According to (Prahalad & Hamel, 1994) they have found to distinguish among three broad types. The three core competencies are market access, make a significant benefits of the product end and last but not least difficult to imitate by competitors. The first broad types are market access competencies which is skills that helps a company to place themselves near to the customer. The second is makes significant benefits of the product end the company are much better than the competitor in term of quickness, flexibilities, and reliabilities and so on. Last but not least, the third broad type is difficult to imitate by competitors. If the product or services from the company is hardly to imitable then the company can achieve the competitive advantage where is your product or services are rare can monopoly the market.

Car manufacturing is the automotive industry that has a wide range of company and organization that involved in design, development, and selling of motor vehicles. It is one of the important to the economic revenue for the country. Automotive industries have make most contribute to the GPD most developed countries and it also been a major factor in individual and workforce since 1960's (Prieto & Caemmerer, 2013). Manufacturing productivity have improve and increasing emphasis in 1980 and early 1990s (Grant, cited in Mikaelsson, 2002). The improvement in manufacturing have change the organization routine and management style (Mikaelsson, 2002). During 1990, car manufacturing faced

CHAPTER 3: RESEARCH METHODOLOGY

The data that use for this study is obtained by the primary and secondary data. Primary data is gathered by distribution of questionnaires whereas secondary data are obtained from the books, articles, journals and resources from the internet.
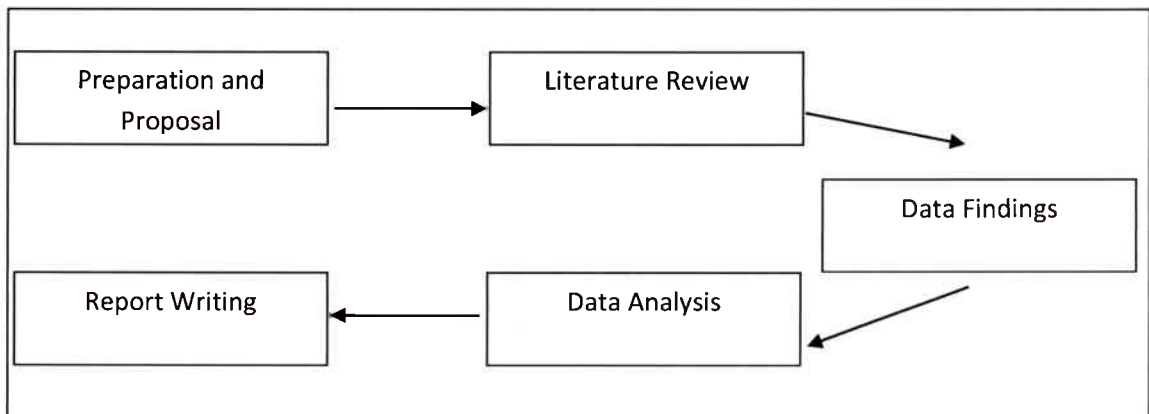
3.0 Research Framework

Diagram 1: The Research Framework

The research framework is divided into five stage which is the first stage is preparation and proposal of the study which involve the introduction and identification of problem statement to come out with the propose and scope of study.

The second step is literature review which. Literature review was done based on the past research study that have been done that based on the several related journals.

Third step is the data finings. In this step, the question will be distributed and collect the data from the respondent for this study.