



**FACTORS THAT AFFECT CONSUMER'S PREFERENCES FOR  
PETROL/GAS BETWEEN PETRONAS AND SHELL IN KOTA KINABALU**

**IVAN ARMAND JOZEF  
2010255248**

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KOTA KINABALU**

**JANUARY 2013**

## ACKNOWLEDGEMENT

Assalamualaikum warahmatullahi wabarakatuh

## السلام عليكم ورحمة الله وبركاته

Alhamdulillah, thanks to the Almighty for all the blessings and giving that I have received in completing this study. Without the guidance and mercy, this handwork will not be completed and finished, thus a big thank you and grateful to Allah s.w.t. for everything.

I would also like to thank my advisor Dr. Nooziah Salleh for the wise advises and kind assistance in completing this paper. His dedication and commitment in providing me with the knowledge, materials, and hints related to this paper is really a big help for me.

A handful of thank you for my beloved family for their care, understanding, support, and encouragement they gave to me, all the while that I have been completing this assignment. Without their care and support, it will be impossible for me to complete this assignment properly.

Last but not least, thank you to everyone whom involved whether it is directly or indirectly in helping me to complete my assignment. All of the support and help that I got has given the strength and a kind of inspiration to complete my assignment successfully.

| <b>TABLE OF CONTENTS</b>                                 | <b>PAGE</b> |
|--|-------------|
| <b>ACKNOWLEDGEMENTS</b>                                  | <b>V</b>    |
| <b>LIST OF TABLE</b>                                     | <b>VI</b>   |
| <b>LIST OF FIGURES</b>                                   | <b>VIII</b> |
| <b>ABSTRACT</b>  | <b>IX</b>   |
| <b>CHAPTER 1.0</b>                                       | <b>10</b>   |
| <b>1.0 INTRODUCTION</b>                                  | <b>11</b>   |
| <b>1.1 Overview of PETRONAS</b>                          | <b>2</b>    |
| <b>1.2 Background of study</b>                           | <b>4</b>    |
| <b>1.3 Problem statement</b>                             | <b>4</b>    |
| <b>1.4 Research objective</b>                            | <b>5</b>    |
| <b>1.5 Research question</b>                             | <b>6</b>    |
| <b>1.6 Significance of the study</b>                     | <b>7</b>    |
| <b>1.6.1 PETRONAS Carigali Sdn Bhd – Sabah Operation</b> | <b>7</b>    |
| <b>1.6.2 The customers who live in Kota Kinabalu</b>     | <b>7</b>    |
| <b>1.6.3 The researcher</b>                              | <b>8</b>    |
| <b>1.7 Data analysis</b>                                 | <b>13</b>   |

|            |  |    |
|------------|--|----|
| <b>1.7</b> | <b>Limitation of the problem</b>         |    |
| 1.7.1      | Limit of time                            | 8  |
| 1.7.2      | Lack of cooperation from the respondents | 9  |
| 1.7.3      | Incomplete response                      | 9  |
| 4.1.3      | Respondent's preference to purchase fuel | 23 |

## CHAPTER 2.0: LITERATURE REVIEW

|     |                                     |    |
|-----|-------------------------------------|----|
| 2.1 | Customers                           | 10 |
| 2.2 | Petrol station / Gas station (fuel) | 11 |
| 2.3 | Brand equity                        | 12 |
| 2.4 | Promotional activity                | 13 |
| 2.5 | Theoretical framework               | 14 |

## CHAPTER 3.0: RESEARCH METHODOLOGY

|         |  |    |
|---------|--|----|
| 3.1     | Location of study                                | 15 |
| 3.2     | Population                                       | 16 |
| 3.3     | Data collection                                  | 16 |
| 3.3.1   | Primary data                                     | 17 |
| 3.3.2   | Secondary data                                   | 18 |
| 3.4     | Data analysis                                    | 19 |
| 4.2.2   | Respondent's gender                              | 25 |
| 4.2.3   | Respondent's age range                           | 25 |
| 4.2.4   | District of origin                               | 26 |
| 4.2.5   | Respondent's occupation                          | 26 |
| 4.2.6   | Respondent's income                              | 26 |
| 4.2.7   | Respondent's education                           | 26 |
| 4.2.8   | Respondent's marital status                      | 26 |
| 4.2.9   | Respondent's vehicle type                        | 26 |
| 4.2.10  | Respondent's fuel purchase frequency             | 26 |
| 4.2.11  | Respondent's fuel purchase volume                | 26 |
| 4.2.12  | Respondent's fuel purchase brand preference      | 26 |
| 4.2.13  | Respondent's fuel purchase brand loyalty         | 26 |
| 4.2.14  | Respondent's fuel purchase brand awareness       | 26 |
| 4.2.15  | Respondent's fuel purchase brand attitude        | 26 |
| 4.2.16  | Respondent's fuel purchase brand image           | 26 |
| 4.2.17  | Respondent's fuel purchase brand reputation      | 26 |
| 4.2.18  | Respondent's fuel purchase brand perception      | 26 |
| 4.2.19  | Respondent's fuel purchase brand recognition     | 26 |
| 4.2.20  | Respondent's fuel purchase brand recall          | 26 |
| 4.2.21  | Respondent's fuel purchase brand association     | 26 |
| 4.2.22  | Respondent's fuel purchase brand identification  | 26 |
| 4.2.23  | Respondent's fuel purchase brand differentiation | 26 |
| 4.2.24  | Respondent's fuel purchase brand positioning     | 26 |
| 4.2.25  | Respondent's fuel purchase brand strategy        | 26 |
| 4.2.26  | Respondent's fuel purchase brand implementation  | 26 |
| 4.2.27  | Respondent's fuel purchase brand evaluation      | 26 |
| 4.2.28  | Respondent's fuel purchase brand control         | 26 |
| 4.2.29  | Respondent's fuel purchase brand monitoring      | 26 |
| 4.2.30  | Respondent's fuel purchase brand reporting       | 26 |
| 4.2.31  | Respondent's fuel purchase brand communication   | 26 |
| 4.2.32  | Respondent's fuel purchase brand relationship    | 26 |
| 4.2.33  | Respondent's fuel purchase brand engagement      | 26 |
| 4.2.34  | Respondent's fuel purchase brand interaction     | 26 |
| 4.2.35  | Respondent's fuel purchase brand participation   | 26 |
| 4.2.36  | Respondent's fuel purchase brand contribution    | 26 |
| 4.2.37  | Respondent's fuel purchase brand support         | 26 |
| 4.2.38  | Respondent's fuel purchase brand loyalty         | 26 |
| 4.2.39  | Respondent's fuel purchase brand commitment      | 26 |
| 4.2.40  | Respondent's fuel purchase brand identification  | 26 |
| 4.2.41  | Respondent's fuel purchase brand association     | 26 |
| 4.2.42  | Respondent's fuel purchase brand differentiation | 26 |
| 4.2.43  | Respondent's fuel purchase brand positioning     | 26 |
| 4.2.44  | Respondent's fuel purchase brand strategy        | 26 |
| 4.2.45  | Respondent's fuel purchase brand implementation  | 26 |
| 4.2.46  | Respondent's fuel purchase brand evaluation      | 26 |
| 4.2.47  | Respondent's fuel purchase brand control         | 26 |
| 4.2.48  | Respondent's fuel purchase brand monitoring      | 26 |
| 4.2.49  | Respondent's fuel purchase brand reporting       | 26 |
| 4.2.50  | Respondent's fuel purchase brand communication   | 26 |
| 4.2.51  | Respondent's fuel purchase brand relationship    | 26 |
| 4.2.52  | Respondent's fuel purchase brand engagement      | 26 |
| 4.2.53  | Respondent's fuel purchase brand interaction     | 26 |
| 4.2.54  | Respondent's fuel purchase brand participation   | 26 |
| 4.2.55  | Respondent's fuel purchase brand contribution    | 26 |
| 4.2.56  | Respondent's fuel purchase brand support         | 26 |
| 4.2.57  | Respondent's fuel purchase brand loyalty         | 26 |
| 4.2.58  | Respondent's fuel purchase brand commitment      | 26 |
| 4.2.59  | Respondent's fuel purchase brand identification  | 26 |
| 4.2.60  | Respondent's fuel purchase brand association     | 26 |
| 4.2.61  | Respondent's fuel purchase brand differentiation | 26 |
| 4.2.62  | Respondent's fuel purchase brand positioning     | 26 |
| 4.2.63  | Respondent's fuel purchase brand strategy        | 26 |
| 4.2.64  | Respondent's fuel purchase brand implementation  | 26 |
| 4.2.65  | Respondent's fuel purchase brand evaluation      | 26 |
| 4.2.66  | Respondent's fuel purchase brand control         | 26 |
| 4.2.67  | Respondent's fuel purchase brand monitoring      | 26 |
| 4.2.68  | Respondent's fuel purchase brand reporting       | 26 |
| 4.2.69  | Respondent's fuel purchase brand communication   | 26 |
| 4.2.70  | Respondent's fuel purchase brand relationship    | 26 |
| 4.2.71  | Respondent's fuel purchase brand engagement      | 26 |
| 4.2.72  | Respondent's fuel purchase brand interaction     | 26 |
| 4.2.73  | Respondent's fuel purchase brand participation   | 26 |
| 4.2.74  | Respondent's fuel purchase brand contribution    | 26 |
| 4.2.75  | Respondent's fuel purchase brand support         | 26 |
| 4.2.76  | Respondent's fuel purchase brand loyalty         | 26 |
| 4.2.77  | Respondent's fuel purchase brand commitment      | 26 |
| 4.2.78  | Respondent's fuel purchase brand identification  | 26 |
| 4.2.79  | Respondent's fuel purchase brand association     | 26 |
| 4.2.80  | Respondent's fuel purchase brand differentiation | 26 |
| 4.2.81  | Respondent's fuel purchase brand positioning     | 26 |
| 4.2.82  | Respondent's fuel purchase brand strategy        | 26 |
| 4.2.83  | Respondent's fuel purchase brand implementation  | 26 |
| 4.2.84  | Respondent's fuel purchase brand evaluation      | 26 |
| 4.2.85  | Respondent's fuel purchase brand control         | 26 |
| 4.2.86  | Respondent's fuel purchase brand monitoring      | 26 |
| 4.2.87  | Respondent's fuel purchase brand reporting       | 26 |
| 4.2.88  | Respondent's fuel purchase brand communication   | 26 |
| 4.2.89  | Respondent's fuel purchase brand relationship    | 26 |
| 4.2.90  | Respondent's fuel purchase brand engagement      | 26 |
| 4.2.91  | Respondent's fuel purchase brand interaction     | 26 |
| 4.2.92  | Respondent's fuel purchase brand participation   | 26 |
| 4.2.93  | Respondent's fuel purchase brand contribution    | 26 |
| 4.2.94  | Respondent's fuel purchase brand support         | 26 |
| 4.2.95  | Respondent's fuel purchase brand loyalty         | 26 |
| 4.2.96  | Respondent's fuel purchase brand commitment      | 26 |
| 4.2.97  | Respondent's fuel purchase brand identification  | 26 |
| 4.2.98  | Respondent's fuel purchase brand association     | 26 |
| 4.2.99  | Respondent's fuel purchase brand differentiation | 26 |
| 4.2.100 | Respondent's fuel purchase brand positioning     | 26 |

## **ABSTRACT**

Problem stated that there's a lot of fuel station around Kota Kinabalu and we don't know which petrol station (Brand) the customer would consume. Several factors that can influence these consumers to purchase fuel are because of the location, brand equity, and the marketing approach. This research is focusing on determining the factors that affect consumer's preferences for petrol/gas between PETRONAS or SHELL in Kota Kinabalu. Based from the literature review, three independent variables had been identified and analyzed which brings to a conclusion of the 'Consumer's Preferences, either PETRONAS or SHELL' highly affecting the respondents' decision to purchase. There are also several recommendations provided for the PETRONAS team and others.