

**UNIVERSITI TEKNOLOGI MARA**

**CAR ACCESSORIES : THE CHANGES  
OF APPEARANCE BETWEEN  
BEAUTY AND SAFETY**

**AMER IKMAL HISHAM BIN ZULKARNAIN**

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## **ABSTRACT**

The words such as sport rims, spoiler, fender, grille and many more are synonyms to the road users, in particular, the car drivers. As for today, material technology has given contribution to the designer and manufacturer by creating various designs of car accessories that fit the cars to fulfill the customer's need and satisfaction. Therefore, car accessories have changed the lifestyle of the car owner. However, majority of the customers tend to search accessories based on its beauty but neglecting the safety. This situation happened because most customers installed accessories for beauty and pleasure. The safety issues created problems for them as the safety issues have not become the priority. In addition, the installation of car accessories is not approved by the Malaysian Road Transport Department. This can cause danger to other oncoming vehicles as well as the general public. Extreme modifications can result in major changes in terms of safety features. Mix method is used in this research to balance the opinion between the different methods. Mixed method research takes advantage of using multiple ways to explore a research problem. The outcome found that the customers are more interested in satisfying their modifying desire regardless of the price and safety. Therefore, proper and quality car accessories with consideration of safety issues should be approved by the authorities. This research is very important because it can bring awareness and knowledge on the appropriate use of car accessories to be installed in the car.



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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 RESEARCH BACKGROUND**

Malaysia automobile industry is broadly classified into two major sectors which are manufacturing or assembling of motor vehicles, including motorcycles; and components and parts manufacturing, including vehicle body. The automobile industry in Malaysia started in 1985 when Proton presented the first national car, Proton Saga. Thus, the entry of Proton into the local automobile industry has reorganized the industry from an assembly phase to the manufacturing phase. In addition, Perodua also came out with their first car in 1994, Perodua Kancil, and made it as the second national car after Proton Saga. Therefore, these projects have contributed to the growth of the local component industry with the existence of 350 component manufacturers in Malaysia, of which 234 came from Proton vendors and 135 from Perodua vendors (Overview of the Malaysia Automotive Industry, 2000).

The entry of Proton into the local automobile market resulted in the massive structural changes of the industry. The industry shifted from assembly activity to the manufacture of vehicles and automotive parts. It reduced the sales and the market share of the imported cars from Japan that dominated the market as Malaysians bought their own national cars. The stories on the success of Proton and Perodua were also influenced by high tariffs imposed by the government. In the year 2006, the government introduced the National Automotive Policy (NAP) that envisions the progressive liberalization of the car market through strategic tie-ups and alliances in order to eliminate competition(The Malaysian Automotive Component Parts Manufacturers MACPA, March 2009).

Customers are the person, company, or other entities who buy goods and services from other person, company, or other entities. The customers also have their own perspective in buying car accessories in terms of prices, design, safety reason and