



**BRAND PERCEPTION TOWARDS PERODUA CAR :
MYVI**

SALINAH BT MORNI

2000566888

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
MARA UNIVERSITY OF TECHNOLOGY SARAWAK
KOTA SAMARAHAN**

NOVEMBER 2005

ACKNOWLEDGEMENT

First and foremost thanking Allah Almighty for His blessing to me for the strength and determination to complete this report and with the most affectionate feelings to my husband Wan Alwie Bin Wan Suud and my family for their support and sacrifices through out the years of my distance learning program with UiTM. You have shown your understanding and courage to cope with my absence to attend classes and research works.

I would like to formally thank En. Jati Kasuma Bin Hj. Ali and also Pn. Serah Jaya , I appreciate your guidance and support throughout the course of preparing this paper. Your commitment, dedication and direction have made this research very much possible in achieving its objectives.

Sincerely thank to the Management of Perodua Sales Sdn Bhd, Kuching for their cooperation and support, in providing all information and data which enable me to carry out my research. Lastly , thanks to all the respondents for their cooperation in answering the questionnaires.

Table Of Contents

CONTENTS	<u>PAGES</u>
Title Page	
Declaration of Original Works	ii
Letter of Transmittal	iii
Letter of Submission	iv
Acknowledgment	v
Table of Contents	vi-vii
List of Figures	viii
List of Tables	ix-x
Definition of Terms	xi
Executive Summary	xii

CHAPTERS

1. INTRODUCTION

1.1	Overview Of the Industry	1
1.2	Afta & Government Policies	2
1.3	Effect of Asian Crisis	3
1.4	Background Of Study	
	1.4.1 Proton	4
	1.4.2 Perodua	5-6
1.5	Problem Statement	6-7
1.6	Objective of Study	7-8
1.7	Research Questions	8
1.8	Limitation Of Study	8-9
1.9	Scope of Study	9
1.10	Significant of Study	9-10

EXECUTIVE SUMMARY

A survey was carried out in September 2005 to evaluate the customers perception toward the Perodua product and services.

The main reason behind the research is to find out what are the factors that contribute to customers perception and preferences towards a car. This research will only focus on Perodua services and the features of Myvi car launched by Perodua recently. Does Perodua services contribute to customers preferences towards its product? Does safety features add to customers preferences towards Myvi car?

This research use convenience sampling method and quota sampling method in order to get a fair representative of respondents in Kuching .

This paper comprises of five main chapters. The First Chapter is the introduction and it covers the background of study, scope of study, problem statement, objectives, significance, research questions and limitation of study. The Second Chapter covers the literature review of the study. Chapter Three detailed on research methodology. Chapter Four is the data analysis and finding. Finally Chapter Five consist of conclusion and recommendation to the problem of the study.

With the finding of the study , it is hope that it will become a reference or act as a guidelines for students and valuable guidelines for Perodua management in developing marketing strategies to reach target market.

1. INTRODUCTION

1.1 Overview of the Malaysian Auto Industry

The Perusahaan Otomobil Nasional Bhd (PROTON) is closely linked to the history of the auto industry in Malaysia according to Dilip Singh Mutum in his article on an Overview of the Malaysian Auto Industry. Incorporated on May 7, 1983 to manufacture, assemble and sell motor vehicles and related products, including accessories, spare parts and other components. Obstacles to production efficiency in local motor vehicle assembly operations and also in the marketing of automobiles in Malaysia was pointed out by researchers Sim, Keat and Li (Dilip,2005) . This includes diseconomy of scale associated with production oriented to a domestic market of limited size and lack of Customer focus. According to him the Malaysian Government later with the direct support of Tun Dr Mahathir Mohamad, the former Prime Minister of Malaysia initiated the national car project. These helped to create employment and has helped establishment of supportive industries. It created a number of companies solely dedicated to making specialized accessories such as sports rims, tints, and scores of workshops. Now, Malaysia holds a dominant position in vehicle sales among ASEAN countries and has become one of the region's largest auto markets.