



**A STUDY ON DETERMINANTS AFFECTING CONSUMERS PURCHASING DECISION
TOWARDS BUYING AN IMPORTED AUTOMOBILE AMONG THE EMPLOYEES OF FAMA
CORPORATION SDN BHD**

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ABSTRACT

Every manufacturer, car dealer, manager and salesman in automotive industry has to keep the level of competition increasing in Malaysia automobile market. It is vital for them to understand what factors might influence their customer's decision in purchasing an automobile. Therefore, the objectives of this research is to understand the notion of consumers towards buying an automobile and also to study the relationships of price consciousness, perceived quality and perceived value that will have effect on consumer purchase decision towards an automobile. In this current globalization era, understanding current markets demand is the best option as it might help the firm to construct several strategies in order to win markets demand. Each firm must compete with each other and create competitive advantage to in striving for success.

Thus, a survey using simple random sampling was done among Federal Agricultural Marketing Authority (FAMA) Corporation Sdn Bhd between the age of 20 and above. Questionnaires were distributed to 40 respondents at the sampling location. From the analysis conducted, result has proven that there was a significant correlation between perceived quality and perceived value with consumers' purchasing decision. However, based on the same result, it shows that there was no correlation between price consciousness and purchasing decision. The results from this research help to provide information on the marketing strategies for the imported car manufacturer in order to compete in the market and understand the consumers purchasing decision towards buying an imported automobile. In order to ensure that the findings of sample are representative and conclusive, future research should include a larger number of respondents.