



**A STUDY ON FACTORS INFLUENCE GEN Y PURCHASE INTENTION  
TOWARDS PROTON X70**

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## **ABSTRACT**

This study is to determine the Gen Y purchase intention toward Proton X70. The model is proposed by reviewing consumer behaviour theory, which is theory of planned behaviour (TPB) 140 were randomly selected to be respondents for this study through the questionnaire in Melaka and few other states. The data was then analysed using Statistical Package for Social Sciences (SPSS) version. Descriptive analysis and correlation were applied to this study. The main target for this research is to investigate whether the TPB variable which is attitude subjective norm and perceived behavioural control have effect on Gen Y purchase intention toward Proton X70 and to identify the most influential factor that affecting Gen Y purchase intention toward Proton X70. It is suggested that future research can be done in fast growing cities and the result that we get will be more comparable and provide workable direction in Proton X70.

Keywords: Gen Y, attitude, subjective norm, perceived behavioural control