



**THE DETERMINANT OF BRAND HERITAGE:
FACTORS THAT INFLUENCING PROTON USER TO REPURCHASE OF PROTON'S
CAR IN
MALAYSIA**

FATIN AYUNI BT FAIZUL

2011222562

NURUL SHAHADAH BT SAMSULARIP

2011430136

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
MELAKA CITY CAMPUS**

JULY 2014

ACKNOWLEDGEMENT

Assalamualaikum w.b.t

Alhamdulillah, Praised be to Allah S.W.T that we have managed to complete this project paper successfully. First and foremost, we like to wish to express our highest appreciation and thankfulness to our advisor, Madam Farrah Othman for being a very supportive and helpful adviser in guiding and consulting us as well as encouragement to do well in this research.

Besides that, we also would like to also appreciate all the staffs and key persons in Royal Custom WPKL whom had contributed their valuable time to answer our questionnaire and the commitment that they have given. To all our classmates, thanks for being our colleagues and gave us good co-operation when we need it.

We also like to thank the lecture who taught us many things about research. From there we learn valuable lesson about research in action.

We would like to express our deepest gratitude to all friends and beloved family members, for their continuous support and help during the duration of our study.

Last but not least, deepest appreciation and gratitude to everyone that involved with this study, whether it is minimal, or huge, in completing this project paper. May Allah S.W.T place peace and bless upon you and hope this report will meet the requirements and expectation of the faculty and the university.

Thank you.

TABLE OF CONTENTS

<u>CONTENT</u>	<u>PAGE</u>
TITLE PAGE	i
DECLARATION OF WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
ABSTRACT	viii
CHAPTER 1: INTRODUCTION	
1.1 Chapter Overview	1
1.2 Background of Study	2
1.3 Problem Statement	3-4
1.4 Research Question	5
1.5 Research Objectives	5
1.6 Significance of Study	5
1.7 Limitations	6

ABSTRACT

This research is conducted to carry out **“THE DETERMINANT OF BRAND HERITAGE: FACTORS THAT INFLUENCING PROTON USER TO REPURCHASE OF PROTON’S CAR IN MALAYSIA”**. The main objective is to determine the factor that affects the PROTON existing customers to repurchase of PROTON automobile while the additional objective to determine the factor that has the most significant influence that makes PROTON existing customer to repurchase of Proton automobile. Besides, it consists of three factors that are brand heritage, perceived product quality and brand loyalty. The data for this research was obtained from survey through questionnaire done to 150 of randomly respondents selected and was analysed statistical Packages analysed all data collected through question systematically for Social Science (SPSS). The conclusion for this study was the outcome from the data analysis and findings. Through the research, it shows based on correlation and descriptive statistic, a clear finding and result observed. The finding in this research hopefully will be of interest to Proton user of Malaysia especially from Royal Custom WPKL workers more willing to repurchase in Proton car.

CHAPTER 1

INTRODUCTION

1.1 Overview of the study

Centrally located in the ASEAN region with a population of more than 500 million people. Malaysia offers vast opportunities for global automotive and component manufactures to set up manufacturing and distribution operations in the country (MAI 2010). Malaysia becomes the largest passenger car market in ASEAN because of the rapid growth of economic and high purchasing power of the population itself. With the establishment of two national cars; Proton and Perodua, Malaysia from a mere motor car assembler into a car manufacturer. These two local manufacturers have been protected by government a past ago.

In this research, we focus on the determinant of brand heritage of PROTON and its factors influencing PROTON existing customers intention to repurchase of PROTON automobile. A brand is a heritage brand when it becomes iconic brand in that country. Other than that, the heritage in a brand can be determining factor that strengthens the brand's future identity but the history brand cannot because it only grounded in the past. As a first Malaysian automotive brand, we consider PROTON as a heritage brand identity. Until now PROTON remain the logos, symbols, and emblems of Malaysia such as the moon, the star and the tiger even though no matter how many logos PROTON have changed from year to year.

After reviewing the brand heritage of PROTON, it provides more understanding on how PROTON can integrate heritage into its branding strategy to strengthen its identity in future. Since that PROTON is facing the impending challenge of market liberalization in future, appraising the brand heritage of PROTON will allows the PROTON to be more competitive advantages with unique marketing, positioning and differentiation.

The main objective of this research is to determine the indirect effects of brand heritage on repurchase intention of PROTON's existing in Royal Malaysian Customs in Kelana Jaya. The result of this research conveys understanding on the relationship among 3 variables that including brand heritage, perceived product quality, repurchases intention and brand loyalty