



**A STUDY ON FACTORS INFLUENCING POTENTIAL CONSUMERS PURCHASE
DECISION OF AUTOMOBILE IN MALAYSIA**

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS**

DECEMBER 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, MUHAMMAD ARIF AZIM BIN MAZRIDZUAN, (I/C Number: 951006-14-5571)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

Madam Geetha A/P Muthusamy
Lecturer of UiTM Malacca City Campus,
Faculty of Business Management,
Universiti Teknologi MARA,
Jalan Hang Tuah,
78000 Melaka.

Dear Madam Geetha A/P Muthusamy,

SUBMISSION OF PROJECT PAPER (MKT 672)

Enclosed here is the project paper entitled “**A Study on Factors Influencing Potential Consumers Purchase Decision of Automobile in Malaysia**” to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

MUHAMMAD ARIF AZIM BIN MAZRIDZUAN
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ABSTRACT

This thesis report the findings of a study issues concerning the factors influencing potential consumers purchase decision of automobile in Malaysia. There are too many car manufacturer and they compete with each other to improve their products. This study investigated the factors influencing purchase decision of automobile in Malaysia and research framework adapted from (Rajput, 2011), (Brown & Carpenter, 2000), (Austin and Dinan, 2005), (Glowa, 2001).

This study was developed to investigate the factors influencing purchase decision of automobile in Malaysia. Price, ergonomic features and fuel efficiency are the factors that used to influence potential consumers purchase decision of automobile in Malaysia. Survey was conducted to gather the data and 130 respondents has been answered the questionnaire using online survey. Data analysis was then based on the 130 valid responses. Results show that ergonomic features and fuel efficiency significantly influence the purchase decision while there is no significant relationship with price. The findings would be useful to help manufactures or car makers to improve and upgrade their products.

Keywords: Price, Ergonomic Features, Fuel Efficiency and Purchase Decision