



**STUDY OF CUSTOMER PURCHASE INTENTION TOWARDS GREEN CARS
IN MALAYSIA**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI
TEKNOLOGI MARA MELAKA**

JANUARY 2019

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**Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business
Administration with Honours (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TECHNOLOGY
MARA MALACCA CITY CAMPUS**

JANUARY 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Muhammad Yusaid Bin Mohd Sazali, (I/C Number : 961215-10-6009)

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

Faculty of Business Management
Universiti Teknologi MARA Malacca City Campus
110 Off Jalan Hang Tuah,
75350 Melaka.
January 2019
Mdm Nur Syuhada Binti Muhammad
Advisor,
Faculty of Business Management
Universiti Teknologi MARA Malacca City Campus
110 Off Jalan Hang Tuah,
75350 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Hereby is the attached of project paper titled “STUDY OF CUSTOMER PURCHASE INTENTION TOWARDS GREEN CARS IN MALAYSIA”. I am required to do a project paper on the above topic. Here I submitted the full report and I really hope that this will fulfil the requirement for the Bachelor of Business Administration (Hons) Marketing.

Thank you.

Yours sincerely,

MUHAMMAD YUSAID BIN MOHD SAZALI
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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Green cars seems to be not so popular and having high demand in Malaysia. However, Malaysian often overlooked the important and benefits by supporting green cars as it is helping towards preserving the environmental pollution and preserving the greenhouse effect. The purpose of this study was to determine the significance factor that will influence the customer purchase intention towards green cars in Malaysia. Hence, This study shows the use of the independent variables that will effecting the customer purchase intention towards green cars in Malaysia that consist of the dimension of Theory of Consumption Value(TCV) which are Funtional Value(FV), Social Value(SV) and Emotional Value(EV) that have significantly affects towards the dependent variable. The respondents were 107 respondents who were between 21 - 60 years old. In this study conducted, the finding showed that automotive industries should pay attention to Emotional Value and Social Value as it have the significance result in this study while Functional Value show no significant as it need to be more specific in term of the quality and price based on the past researchers suggestion that they had conducted. This study can be used as a study to be carrying by future research on study of customer purchase intention towards green cars in Malaysia.

Keyword: Customer Purchase Intention, green cars, Functional Value, Social Value, Emotional Value.