



FACTORS THAT INFLUENCE CUSTOMERS' INTENTION TO  
PURCHASE HYBRID CARS IN MALAYSIA

NUR ERIEANA BINTI SHARIL

2016448004

BACHELOR IN BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
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Submitted in Partial Fulfilment  
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“DECLARATION OF ORIGINAL WORK”

I, NUR ERIEANA BINTI SHARIL,  
(I/C Number: 951010-10-5660)

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**

DECEMBER 2018

The Head of Program  
Bachelor in Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
73500 Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title 'FACTORS THAT INFLUENCE CUSTOMERS' INTENTION TO PURCHASE HYBRID CARS IN MALAYSIA' to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely,

**NUR ERIANA BINTI SHARIL**

2016448004

**BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING**

## **ABSTRACT**

The purpose of this research paper is to study the factors that influence customers' intention to purchase hybrid cars in Malaysia. There are three factors that influence customers' intention to purchase hybrid cars in Malaysia which is cost, environmental concern and brand. These three factors are independent variables for this research while the dependent variable is customers' intention to purchase hybrid cars in Malaysia.

Literature reviews have been used to support all the independent and dependent variables. Data is collected through a questionnaire distributed to 150 respondents located at Setia Alam. The sampling technique used was the non-probability sampling which is convenience sampling. Result of this research shows that there is significant relationship between cost, environmental concern and brand and customers' intention to purchase hybrid cars in Malaysia. Meanwhile, brand factor is the most influence toward customers' intention to purchase hybrid cars in Malaysia. Lastly, recommendations are made based on the results and suggestion in order to improve sales of hybrid cars.

(Keywords: Hybrid car, Cost, Environmental concern, Brand, Purchase Intention, Eco-friendly car)