UNIVERSITI TEKNOLOGI MARA

FACTORS INFLUENCING
POST-PURCHASE
DISSONANCE OF PROTON OWNERS

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AUTHOR'S DECLARATION

We declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result of our own, unless otherwise indicated or acknowledged as reference work. This dissertation has not been submitted to any other academic institution or none academic institution for any degree or qualification.

We hereby acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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ABSTRACT

When the Asian Economic crisis hit most Asian countries including Malaysia, several industries were affected and struggling to remain sustainable in the market. Fighting for its survival, Proton has long been manoeuvring its strategic plan mainly to achieve its long term goals which brings benefit not just to the company but to the nation as a whole. Regardless new models introduced backed with rigorous marketing strategies, Proton's sales performance does not turns out to be on the positive side. Being 30 years in the industry, several plans has been layout thus far by Proton to remain relevant in the automobile industry. Strategic alliance with foreign partners and introduction of several new car models are some strategies that Proton has anticipated mainly to regain its market share and improve the image of the national pride of car maker. With recent business venture with Zhejiang Geely Holding Co Ltd marked as a stepping stone for Proton to start a fresh chapter to increase production capacity, invest in new technology and product innovation. Analysis has been made see how Proton can further improvise its business strategy using performance rating, SWOT and recommendations provided in Ansoff Matrix. Nonetheless, Proton needs to deal with people perception and regain market confidence besides improves brand positioning including quality of the products, especially to compete with its closest competitor, Perodua.

Key words – Proton, history, product quality, performance rating, SWOT, Ansoff Matrix, sales performance, brand association, pot purchase dissonance

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