



WORKING ADULT BUYING BEHAVIOUR TOWARD CAR

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DECLARATION OF ORIGINAL WORK



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'DECLARATION OF ORIGINAL WORK'

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Hereby, declare that:

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

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CHAPTER 1

1.1 Background of study

The primary conduct upon formulating this research is related to the statistic of increasing in demand of car. This research is basically focusing on how to determine the scale of buying behavior among the working adults whose aged between 24 until 32 years old upon making decision to buy a car and the factors that influences them in making their decision process buying a car.

The problem statement is the heart bit of this research and the progress of this research is started with studying on the factors of working young adults behavior towards buying a car in order to helps them doing their daily activities. From my own readings through various articles which focusing on the behavior of consumers towards car, there is limited information focusing on the factors on buying behavior towards car among the working young adults especially in Malaysia.

The key indicators identified through those articles that are associated to buy a car among consumers generally can be related to the factors on buying behavior among working young adults nowadays which are comprised of the information on both of perceived value and quality. From statistical view, demand is increasing as a result of the globalization and information age that has been developed rapidly. This scenario happened when the country starts to open mobile trading markets to foreign

such as Japan and Korea. These foreigners have come out with many of strategies to attract local to buy their car.

In conclusion, the manufacturers has come out with many strategies that enable them to attract most of consumers including the working adult aged around 24 until 32 years upon the perceived quality and the perceived value of a car. The indicated strategies which manufacturers are focusing on are based on the two types of variables because both variables have been supported by the respondents of this research towards the buying behavior among working adult.

1.2 Scope of Study

The scope of this study is for my Research (MKT 669) subject. This study will include the types of car and the decision making process upon buying the car among working young adult in Kota Kinabalu. It is focus on the factors that affecting the working young adult as the subject for this study.

1.3 Problem statement

The recent report by Malaysia Automotive Association (MAA) in 2013 has been concluded that the production and demand of car has been increase significantly from 2007 until 2012. The sentiment of buying a car was bashed by emerging market as well as government policy to support the automobile industry. As of 2012 it was reported that there is an increase by 627 758 units of sales compared to 487 176 units of sales in 2007. US stated