

**FACTORS THAT AFFECTING CUSTOMER-BASED BRAND EQUITY AMONG  
PROTON CAR USERS.**

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**Submitted in Partial Fulfilment of the  
Requirement of the  
Bachelor of Business Administration with Honours (Marketing Management)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TEKNOLOGY MARA**

**PULAU PINANG**

**JAN 2017**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING MANAGEMENT)  
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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, 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:

## ACKNOWLEDGEMENT

Alhamdulillah, all thanks and praise to Allah S.W.T. The Creator, the most Gracious, the Most Merciful; peace and blessing of Allah S.W.T. upon His beloved Muhammad, the Seal of prophets, my supervisor, lecturers, family and friends who helped me and gave me the strengths in completing this research report since I started my study on September 2016.

Firstly, my sincere gratitude to Puan Nurul Hayani binti Abd Rahman, the main advisor, second advisor Dr. Baderisang bin Mohamed, for their supervisions, thoughts, tolerance and supports. They were spent incalculable hours giving useful criticism and comforting me when necessary. Not only did they educate me but they also assisted and supported me emotionally and spiritually through all these five months duration. They made a huge difference for my research works.

Besides that, thanks to my parents, who always encouraged me in whatever I pursue during the good and bad times. All those lessons were helpful and useful. Other than that, the staff from my department also gives me encouragement and supports to learn something new.

Once more, thanks to all of them who helped me in directly or indirectly, and motivated me in completing this study. Without of the guideline and attention from them, this study could not have been completed.

## **ABSTRACT**

In the era of globalization, many countries around the world have put huge emphasis on preserving their own national brand. As we can see today the competition between national brand and international brand has become fierce. This situation has become worse as there is a tremendous increase of international brands that penetrate too many countries especially in our country Malaysia in recent years.

Thus, in order to keep surviving in the market it is crucial for Proton Holding Sdn. Bhd. to build a strong brand as it will give many benefits such as enabling firms to lower their marketing costs and develop the ability to charge a premium price for their products since Proton needs to face many competitors with different identities and company backgrounds.

The respondents are from different genders, ages, occupations and other demographic characteristics. The selection of the samples will be based on convenience sampling and these customers were randomly picked. The data for this study were collected through self-administered questionnaires distributed by the researcher. The research approach is based on quantitative research which is why I have used questionnaires as the way to get feedback from the respondents at the selected companies. The respondents' groups are well-focused because the questionnaires have been distributed to Proton users randomly in Pulau Pinang or Penang Island.

A total of 210 sets of questionnaires were distributed to the respondents, and only 205 were returned, with the balance of 5 questionnaires not being answered by the respondents due to unwillingness. After the data has been collected and analyzed by using Statistical Package for Social Science 24.0 (SPSS 24.0). From the findings and analysis that had been done by the researcher, all the independent variables had a significant relationship with the brand equity among Proton car users.

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