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3.1 Hypotheses Of The Study	14
3.2 Research Design	14
3.3 Sampling Design	15
3.4 Reliability Test	15
3.5 Validity Test	16
3.6 Multiple Regression	16

CHAPTER 4: FINDINGS AND ANALYSIS

4.1 Size And Price	17-18
4.2 Automobile Behavior	
4.2.1 Cross-section Alpha	19
4.2.2 Respondents Profile	20
4.2.3 Respondents' Opinion On Should Salespeople Keep Their Promises	21
4.2.4 Respondents' Opinions On Should Salespeople Inform About Any Price Discount	22
4.2.5 Respondents' Opinions On Should Salespeople Inform About Car Mechanical Problem (If Any)	23

TABLE OF CONTENT

DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF DEFINITION TERMS	vii - viii
ABSTARCT	ix
CHAPTER 1 :INTRODUCTION	
1.1 Background	1 - 2
1.2 Problem Statement	3 - 4
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Significance Of The Study	6
1.6 Scope Of Study	7
CHAPTER 2: LITERATURE REVIEW	
2.1 REVIEW OF THE LITERATURE	
2.1.1 Perodua Sdn. Bhd.	8 - 9
2.1.2 Price	10
2.1.3 Size Of The Car	11
2.1.4 Auto salespeople ethical behaviour	12
2.2 THEORETICAL FRAMEWORK	13
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Hypotheses Of The Study	14
3.2 Research Design	14
3.3 Sampling Design	15
3.4 Reliability Test	15
3.5 Validity Test	16
3.6 Multipleregression	16
CHAPTER 4: FINDINGS AND ANALYSIS	
4.1 Size And Price	17 - 18
4.2 Auto Salespeople Behaviour	
4.2.1 Cronbach Alpha	19
4.2.2 Respondents Profile	20
4.2.3 Respondents' Opinion On Should Salespeole Keep Their Promises	21
4.2.4 Respondents' Opinions On Should Salespeople Inform About Any Price Discount	22
4.2.5 Respondents' Opinions On Should Salespeople Inform About Car Mechanical Problem (If Any)	23

TABLE OF CONTENT

DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF DEFINITION TERMS	vii - viii
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CHAPTER 1 :INTRODUCTION	
1.1 Background	1 – 2
1.2 Problem Statement	3 - 4
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Significance Of The Study	6
1.6 Scope Of Study	7
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2.1 REVIEW OF THE LITERATURE	
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3.1 Hypotheses Of The Study	14
3.2 Research Design	14
3.3 Sampling Design	15
3.4 Reliability Test	15
3.5 Validity Test	16
3.6 Multipleregression	16
CHAPTER 4: FINDINGS AND ANALYSIS	
4.1 Size And Price	17 – 18
4.2 Auto Salespeople Behaviour	
4.2.1 Cronbach Alpha	19
4.2.2 Respondents Profile	20
4.2.3 Respondents' Opinion On Should Salespeole Keep Their Promises	21
4.2.4 Respondents' Opinions On Should Salespeople Inform About Any Price Discount	22
4.2.5 Respondents' Opinions On Should Salespeople Inform About Car Mechanical Problem (If Any)	23

ABSTRACT

This research studied the effect of prices, sizes and auto salespeople behaviour towards the sale of Perodua. Both primary and secondary have been used in this study. Primary data was obtained from the responses from 200 questionnaires while secondary data gathered were the prices and sizes of Perodua current model, Viva, Myvi and Alza. This research also used Perodua sales figures of 5 years. The findings suggest that prices, sizes and auto salespeople behaviour do have significant effect on the sales of Perodua. Also, price is identified as the best and salient predictor of the sale of Perodua's products. These factors are found to be significant in Perodua's sales.