



**BRAND PREFERENCES OF PERODUA CARS :  
A CASE STUDY IN SIBU**

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## **EXECUTIVE SUMMARY**

The purpose of the study is to make a research on brand preferences for difference car models of Perodua brand in Sibul. The research include identifying the extent of brand preferences for one Perodua Brand namely Kancil, Kelisa, Rusa, Kembara, Kenari and Myvi. The focus of the subject is the Perodua car buyers in Sibul from whom the author has distributed questionnaires and gathered relevant information. In addition, a research is made on the number of car registered in Sibul based on the statistic obtained from the Road Transport Department Sibul for the year 2003 to 2005. To support the finding, the author has also gathered some data related to the number of various Perodua cars sold in Sibul throughout the same period from a Perodua car dealer in Sibul, Ngu Chung Beng And Sons Sendirian Berhad.

Another aspect of this research is to find out what are the factors or features that could have influenced the buyer to buy certain Perodua car and why they choose one particular brand and not another. In addition to that, data collected from both the findins are useful in identifying what are the strengths and what are the weaknesses of Perodua cars. Identifying these strengths are important especially for Perodua as the local car manufacturer to maintain the car market share with their competitors and the expectations of the buyers. Finally, identifying some of the weaknesses related to Perodua car is also important in order to make recommendations as to how to make Perodua car a better car.

## **ACKNOWLEDGEMENT**

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## **LIST OF ABBREVIATIONS**

<b>Perodua</b>	<b>Perusahaan Otomobil Kedua Sdn.Bhd.</b>
<b>PCSB</b>	<b>Perodua Auto Corporation Sdn.Bhd.</b>
<b>PSSB</b>	<b>Perodua Sales Sdn.Bhd.</b>
<b>PMSB</b>	<b>Perodua Manufacturing Sdn.Bhd.</b>
<b>PEMSB</b>	<b>Perodua Engine Manufacturing Sdn.Bhd</b>
<b>R &amp; D</b>	<b>Research and Development</b>
<b>PNB</b>	<b>Permodalan Nasional Berhad</b>
<b>UMW</b>	<b>United Motor Work</b>
<b>MPV</b>	<b>Multi Purpose Vehicle</b>
<b>SUV</b>	<b>Sport Utility Vehicle</b>
<b>CC</b>	<b>Cubic Capacity</b>
<b>MUV</b>	<b>Multi Utility Vehicle</b>
<b>DVVT</b>	<b>Dynamic Variable Value Training</b>
<b>Exi</b>	<b>Manual Car Model with Limited Accessories</b>
<b>Gxi</b>	<b>Manual Car Model with full Accessories</b>
<b>Ezi</b>	<b>Sign of Automatic Car Model</b>
<b>Kw</b>	<b>Kilowatt</b>
<b>Efi</b>	<b>Engine Fuel Injection</b>

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# 1. INTRODUCTION

## 1.1. Brand

A brand is by which a manufacturer uses a name, phrase, design, symbols or combination of these to identify its products and distinguish them from those of competitors. Therefore it is very important for someone to know what a brand is either as a manufacturer, retailers or ourselves as a consumer. For manufacturer or a retailer he needs to know which brand is most preferred by the consumer. For consumers, recognizing a product from its brand allows them to be more efficient shoppers. Consumers can easily recognize and avoid products with which they are dissatisfied, while becoming loyal to other, just by knowing the brand. Generally, the brand often facilitates the consumers in decision-making process.

It is the brand of certain products that gave the products the power and value they have in the market place. A powerful brand has high brand equity. Brands have higher brand equity to the extent that they have higher brand loyalty, name awareness, perceived quality, strong brand associations, and other assets such as patents, trademarks and channel relationships.

## **1.2 History of Brand name**

Branding the product was first introduced in the 19<sup>th</sup> century through the use of packaging materials in the factory. Today, the factories would literally brand their logo or insignia for their product.

Producers needed to sell their products to a wider market, to a customer base familiar only with local goods. It quickly becomes apparent that without branding, they will find it difficult to compete with familiar, local products. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non – local product.

Around 1900, James Walter Thompson published a house ad explaining trademark advertising. This was an early commercial explaining of what we know as branding.

Many brands of that era, such as Uncle Ben's rice and Kellogg's breakfast cereal as the familiar as the local farmers' produce. From there, with the help of advertising, manufacturers quickly learned to associate other kinds of brand values, such as youthfulness, fun or luxury with their products. This kick started the practise we know as branding.

## **1.3 Background of the Research**

### **1.3.1 Perusahaan Otomobil Kedua Sendirian Berhad (Perodua)**

The background of the research is on the local car producer, Perusahaan Otomobil Kedua Sdn. Bhd. Perusahaan Otomobil Kedua Sendirian Berhad (PERODUA) was established in 1993. The joint venture partners or shareholders of Perodua and their respective shareholding are United Motor Work Corporation Sendirian Berhad (38%), Daihatsu Motor Company Limited (20%), MBM Resources Berhad (20%), Permodalan Nasional Berhad Equity Resources Corporation Sendirian Berhad (10%), Mitsui & Company Limited (7%) and Daihatsu (Malaysia) Sendirian Berhad (5%).

The company's operation commenced early in 1994 and to date Perodua's has the following brand names that have rolled out of its plant;

- i. Kancil in 29 August 1994
- ii. Rusa in 6 March 1996
- iii. Kembara in 24 August 1998
- iv. Kenari in June 2000
- v. Kelisa in August 2001
- vi. Myvi in May 2005

To manage the manufacturing operation of the Perodua Group, Perodua Auto Corporation Sdn. Bhd. (PCSB) was established in the final quarter of 2000. There are three active entities within Perodua Group:

**i. Perodua Sales Sdn Bhd (PSSB)**

Perodua Sales Sdn. Bhd. is responsible for the sales, marketing, distribution of all Perodua vehicles and also to operate the nationwide after sales service and spare parts operations.

Perodua sales and service operations exist in all the states throughout Malaysia with its headquarters in Sungai Choh, Rawang, Selangor Darul Ehsan. Here, its 200 acres land houses amongst others the Perodua Corporate Building, the Research and Development testing labs and styling studio, the vehicle test track, the manufacturing plant, the engine plant, the pre delivery inspection area, the vehicle distribution stockyard and the parts warehouse.

Perodua Sales Sendirian Berhad has it's own vision and there are as follows;

- a. To sell and promote national car
- b. To compete the challenge of Asean FreeTrade Area 2005
- c. To be a top national car seller

Perodua Sales Sendirian Berhad has its corporate goal and there are;

- a. Professionalism in all operations
- b. Efficient in utilizing of technologies and available resources
- c. Resilance in meeting the challenge
- d. Optimising benefit to customers and stakeholders
- e. Dedication towards social responsibility to the community, the environment and development of competent workforce
- f. Uniqueness in our product
- g. Aspiration to glory the name of produce

## **ii. Perodua Manufacturing Sendirian Berhad**

Perodua Manufacturing Sendirian Berhad (PMSB) is responsible for the manufacturing of the Perodua vehicles and selected vehicle component parts.

## **iii. Perodua Engine Manufacturing Sendirian Berhad**

Perodua Engine Manufacturing Sendirian Berhad (PEMSB) has the task to assemble of the vehicle engines and also to manufacture selected engine component parts. Besides that, Perodua has established itself in term of the following number aspects;

### **a. Workforce**

At present, Perodua has approximately of 6,600 employees nationwide.

### **b. Production**

The plant currently has the capacity to produce 150,000 units of vehicles per annum in a 2-shift cycle.

### **c. Sales network**

Perodua Sales Sendirian Berhad has 32 sales branches and 142 sales outlets nationwide to serve its' customer efficiently.

### **d. Service network**

Perodua Sales Sendirian Berhad has 31 service branches and 99 service outlets throughout Malaysia. The network is very important in order to ensure the customer satisfaction in the country.

e. Overseas

Perodua vehicles are sold in 13 other countries including United Kingdom and Egypt.

f. Research and Development (R&D)

The research and development activities are mostly focused on the acquisition of core competencies in the automotible technology. The activities include styling, modeling, concept car development and the ability to undertake major facelifts. At present, Perodua has invested substantial amount in manpower training and extensive use of computer-aided softwares. The main activities of the research and development are localisation of car parts and components, styling and modeling of future models and facelifts of current product range. Other research and development facilities are the chamber, engine test lab and test course.

### **1.3.2 Sibiu**

Sibu town is located alongside the Rejang River of Sarawak, Malaysia with a distance of 100km from the South China Sea. Since 1957, Sibu town area has extended from 16 square miles to the present 50 square miles (129.5 square kilometers). The Chinese dominates 62% of Sibu population followed by the Ibans 19%, the Malays 10.5%, Melanaus 7.1%, the Bidayus 0.3% and others 0.8%. Sibu Division is the fourth largest division (2,229.8 square kilometers) after Kapit Division, Miri Division, and Bintulu Division. The population of Sibu Division (year 2000 census) was 257,300. Sibu Division consists of three districts and there are Sibu, Kanowit, and Selangau.



Air, water and land transportations are commonly used. Today there are good roads connecting Sibü with other major towns and cities in Sarawak. Perodua cars are becoming more and more common in Sibü as road transport are getting more reliable. More new roads are being constructed to provide better land transport. There is also a great number of express launches plying between Sibü, Kapit and Kuching. Besides, there are a number of daily air flights provided by Malaysia Airlines and Air Asia Airlines. The Sibü airport can accommodate Boeing Aircraft is located 23 kilometre from Sibü town centre. The airport connects with other major cities such as Kuala Lumpur, Kuching, Miri, Bintulu and Kota Kinabalu. (www.Thelecom.Sibü.com.cited 15 March 2006)

The economy is largely based on timber extraction from the extensive tropical rainforest. Timber is the main natural resource in the State followed by agricultural products and fresh sea produce. Over the years, the number of timber based factories and cottage industries has increased. Most of the factory products are exported. Processed wood products, rather than log export has been given priority by the government. Agriculture is relatively minor, with oil palm and peppers the main products. Tourism, particularly ecotourism, is a growing component of the economy. Also well known is its ship building industries. Today the economic activities of Sibü have been diversified to create more employment opportunities for the people. This has led to rural-urban migration as more young people left their villages in search for the employment in the urban areas.

There has been a marked increase in public buildings in recent years. Sibü now boasts the largest town square in Malaysia, and the tallest building in Sarawak - the Sanyan Tower ("Wisma Sanyan" in the official Malay language), a newly

refurbished waterfront, and a large number of public parks. SibU also has university-level courses offered by United College Sarawak, which has built a campus on the site of the old SibU airport. (www.answer.com/sibu, cited 15 March, 2006)

As per capita income increases, more and more people can afford to buy their own car. Therefore, there is no doubt there will be an ever increasing demand for cars in SibU in the coming years to come. Every categories of occupation like from middle-income group and even some of the lower group can now own a car especially the local made such as the Perodua car. On the other hand, Perodua car manufacturer will face an even greater competition from both local and foreign car manufacturer.

#### **1.4 Problem Statement**

Perodua has produced many models in the market and has contributed greatly to the development of local automative industry. This development is supported by the good respond from the buyers toward its car products. According to the statistics from Road Transport Department, in 2005 the number of Perodua cars accounted for 56 percent out of the total 3,792 units car registered in SibU. Meanwhile, Proton's and imported car has registered 35 percent and 9 percent respectively. (See appendix 2). This shows that Perodua car is leading the car market in SibU as compared to its competitors namely Proton and imported car.

The topic of project paper is aimed at finding out which Perodua brand is the most preferred one among the buyers in SibU. By May 2005 Perodua car has six models under its brand, namely Kancil, Kelisa, Kenari, Kembara, Rusa and Myvi.

Buyers have many choices because each model has its own unique features. Different buyers have difference taste, which will consequently affect their decision as to which car to buy. Of course the buyers purchasing power will be the limiting factor as the extent of their choice. In addition, fuel hike, government policy and purpose for buying could also be the factors that determined the number of preferred brand in Sibuh. Therefore, what the researcher is trying to find is what factors affect the brand preferences.

The researcher needs to know the reasons why Perodua car buyers choose one particular brand compared to another. There are many factors that determine their decision to choose a particular brand and this information is very useful to the manufacturer for future planning.

## **1.5 Objectives**

### **1.5.1 General Objective**

The study is important as it will offer an understanding to find out which brand of Perodua cars is popular and why the buyers choose the most preferred one among the brands in Sibuh. This information is useful in order more efforts could be done to add more attractive brand features effectively. On the other hand, certain weaknesses can be identified. Eventhough the quality is very important to the product, nevertheless fulfilling the customer's need is the basic requirement for the brand's success in the market. From the result indicated in the statistics, the researcher will know which brand of Perodua car is the most favourable to the buyers in Sibuh. It is important to note that whether the fluctuating numbers of

registered Perodua car are due to the introduction of new models (same manufacturer), competitors, government policies, current events within and outside the country or other factors. The finding and the analysis of this study can be used to identify the weaknesses and capitalized the strength and therefore to develop the marketing strategies needed to increase the number of Perodua car sale in Sibul. The sales figures for each Perodua car in Sibul obtained from one of the dealer, Ngu Chung Beng and Sons Corporation Sdn.Bhd are shown in appendix 3.

### **1.5.2. Specific Objective**

Current issues like fuel hike and the implementation of new tariff rate by the government on imported car have affected how car buyers make preference toward what type of car to buy. Consequently, this will affect the number of local car registered in Sibul. So from here, it is interesting to know the market development for the Perodua car in the city.

The topic of project paper is mainly seek to achieve the specific objectives and they are:

- i. To study the most preferred brand among Perodua cars in Sibul and
- ii. To determine the factors that influence the buyers for selecting the particular Perodua car.

## **1.6 Significance Of The Study**

The research is created toward contributing new ideas to help Perodua ensuring that Perodua brand cars are the most popular in Sibul. Hence, based on the findings, this research will also benefit the dealer and the manufacturer in general;

1.6.1 To make a comprehensive improvement on the weaknesses of any segment of Perodua cars so that the demand gap between different models can be substantially reduced. Hopefully from there, the demand for all Perodua cars will subsequently rise regardless what types of brand produced in the future.

1.6.2 Once the factor as to why the buyers choose the preferred brand have been identified, it might be possible for Perodua manufacturer to focus their attention towards developing the brand that cater their needs in the future. This information is important as a guideline whether it involves changing or creating the new policy of the company.

## **1.7 Limitation**

It is not an easy task to complete this Project Paper. There are some limitations and there are as follows;

### **1.7.1 Time Constraint**

Time constraint is one of the limitations that a researcher face to complete the project paper to meet the given time schedule. Gathering information from various sources needs a lot of times as part of the most important process in completing the project paper.

### **1.7.2 Availability of the Sources of Reference**

The availability of the sources of reference is the second limitation to complete the project paper. The Sibul Municipal Council's library does not have sufficient supply of reference books to support the researcher in doing the research. The researcher has to source the information through Internet from cyber café that are available in Sibul town in doing the research on the topic project.

### **1.7.3 Financial Constraint**

Financial is also a matter of limitation in order to make the research project completed successfully. The information that sourced through Internet from cyber café, binding of the book and transportation need monies and without them the project will not run smoothly.

### **1.7.4.Cooperation**

The cooperation from the target respondent in term of giving the information needed is very important to the researcher. Some of the respondent will not give a good respond from the questionnaire and interview relating to the research topic. Poor respond and inaccurate answer from respondent will not meet the research objective.

The data from the dealer of Perodua is also very important in providing relevant information to this project paper. Some of the data is confidential to the company, therefore the answer for the information needed is not very accurate to the research topic.

### **1.7.5 Commitment**

Working and family commitments are also the limitations of why the project paper cannot be completed according to the given time schedule. Some of the programs within the work place that need to be attended urgently and therefore the researcher has little time left to complete the project paper.



## **2. LITERATURE REVIEW**

### **2.1 Brand Definition**

The Dictionary of Business and Management defines a brand as:

“ A name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from goods of competitors.”

Walter Landor, one of the greats of the advertising industry, said :

“ Simply put, a brand is a promise. By identifying and authenticating a product or service it delivers a pledge of satisfaction and quality.”

### **2.2 Brand Concept**

Brand concept refers to the image of a particular brand, as consumers commonly understand it. While there are many possible types of brand concepts, two common brand concept categories are function-oriented brand concept and prestige-oriented brands. A function-oriented brand concept emphasizes those aspects of the brand, which are associated with sustained product performance, such as reliability and durability. A prestige-oriented brand concept, on the other hand, is associated with images of luxury and status (Park et al., 1991). A key question with regard to vertical brand extensions is whether the type of brand concept held by the core brand (e.g. prestige-oriented or function-oriented) has an impact on how consumers evaluate the vertical brand extension.

### **2.3 Brand Equity**

In his book 'Building Strong Brands' David Aaker suggests the brand is a 'mental box' and defines brand equity as:

“ A set of assets (liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service....”

A great deal of attention has been devoted to the concept of brand equity (e.g. Ambler, 1995; Baldinger and Robinson, 1997; Blackston, 1995; Cook, 1997; Johnson, 1995, 1996; Meer 1995; Upshaw, 1995). Shocker (1993) has contended that measuring a brand's value means identifying the sources of this value.

Brand equity measures the total value of the brand to the brand owner and reflects to the extent of brand franchise. The term brand name is often used interchangeably with "brand", although it is more correctly used to specifically denote written or spoken linguistic elements of a brand. In this context a "brand name" constitutes a type of trademark, if the brand name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect a proprietary rights in relation to a brand name through trademark registration.

In another aspect of brand, according to Philip Kotler, Swee Hoon Ang, Siew Meng Leong and Chin Tiong Tan (1996) the concept and measurement for brand equity that brand vary in the amount of power and value they have in the market

place. At one extreme are brands that are not known by most buyers in the market place. Then there are brands for which buyers have a fairly high degree of brand awareness (measured either by brand recall or recognition). Beyond this are brands that have a high degree of brand acceptability in that most customers would not resist buying them. Then there are brands, which enjoy a high degree of brand preferences. They would be selected over the others. Finally there are brands that command a high degree of brand loyalty. According to them high brand equity provides a number of competitive advantages to a company. Procter & Gamble for example can enjoy reduced advertising costs because of the high level of brand awareness and loyalty. Above all the brand offers the company some defense against fierce price competition.

#### **2.4 Matters Associated With Brand**

According to Farquhar et al. (1992) it is important to identify the core associations evoked by a brand in order to leverage it successfully. Brands may evoke many associations among consumers. A brand may be associated with the attributes of the product or benefits derived from it, celebrities or events that have been linked to it, its geographical location or classes of users. When stimuli are similar, individuals are more likely to make the connection between them and it may be easier to formulate associations between them. Therefore, the ability to pair images such as two brands in co-branding is likely to be more effective when the brands have something in common and related to each other in the mind of the consumer (Kim et al., 1996). In terms of timing the co-branding presentation, when the condition stimulus and the unconditioned stimulus occur within seconds of each

other, it facilitates the formation of associations with brands (Grossman and Till, 1996). However, it is recommended that more than pairings of the two brands carry the greatest appeal.

## **2.5 Brand Preferences**

Blackwell (2001, p.289) defines preferences as “attitudes toward one object in relation to another”. He further comments that consumers’ preference over one brand does not directly translate into buying intention. Hence, there are differences between consumers’ preference and buying intention. It seems that most business organizations are interested to the later one, neglecting the fact that consumers’ preferences play a role in purchase decision. Many researchers agree that sought benefits and consumer perception are the main antecedents of brand preferences, which is as follows:

$$BP = \sum PA + CP$$

Where;

BP - Brand Preferences

PA - Product attribute

CP - Consumer perception

(Adapted from Yang, 2002)

Product attributes can be related to product features that appeal to consumers as sometime positive such as quality, good price, modern design and so on. Where as consumer perception are what the consumers think of the products based on the products’ brand, advertisement and past experience.

## **2.6 Car Market in Sibiu**

Sibu town is progressing forward to achieve city status in the near future. The demand for cars in Sibiu will continue to increase with the rising number of population and continuous economic developments. Nevertheless, Perodua car will face stiff competition from Proton and imported car as there are more and more brands of motorcar coming to Sibiu market. People in Sibiu will look Perodua car as a symbol of Malaysian achievement and feel proud for it. Therefore, Perodua must continuously ensure that its brand features meet the needs of Sibiu buyers by maintaining high quality and reasonable price.

## **2.7 Perusahaan Otomobil Kedua Sdn. Bhd.**

Since the establishment of Perusahaan Otomobil Kedua Sdn Bhd (PERODUA) in 1993 as a joint venture project with UMW Corporation Sendirian Berhad, Daihatsu Motor Company Limited, MBM Resources Berhad, PNB Equity Resources Corporation Sendirian Berhad, Mitsui & Company Limited and Daihatsu (Malaysia) Sendirian Berhad, Perodua has successfully sold approximately 803,126 units of vehicles of various models both locally and abroad. Perodua Kancil was introduced to the Malaysian market in August 1994. Currently, Perodua has various models with different brand names such as Kancil, Rusa, Kembara, Kenari, Kelisa and Myvi.

The restructuring of Perodua, which saw Daihatsu taking a majority stake in the manufacturing operations saw the relationship changing to one where Perodua was

given a more substantial role. For its next all-new model, scheduled for introduction in 2005, Perodua was invited to be an active participant in the development of the model in that year. In the past, the two Japanese companies would have proceeded on their own and Perodua would only get the finished design with critical dimensions fixed and the only changes that could be made could be cosmetic.

In relation to this development, eighty engineers were sent to Japan to work on the new model and to provide their inputs right from the very start of the project, which was in early 2002. As the result, the new brand than introduced like Myvi of which model is the same design and quality with Japanese car like Daihatsu Boon. This new brand has Malaysian involvement in it as well and that is something Malaysians should be proud of.

Perodua car first made it way to the market came with the introduction of Perodua Kancil in 1994. From the look of this car, it seem that Perodua main focus then is on the small car market segment. This market segment is relatively new for local car producer as the other national car, Proton cars are made mainly for medium car market segment. Small car are generally cheaper and more economical in term of fuel consumption, something that suite most car buyers from the lower income group. With government's effort to protect local car manufacturer such as Perodua and Proton, its is expected that these local car manufacturers will continue to dominate the car market in their respective car market segments. The prospect for Perodua cars look bright as more people from the lower income group can nowadays afford to buy them. Problems such price hike of petroleum, road congestion and limited parking space is quite frequent especially during weekend

in Sibul. Perodua car can be quite distinct from other cars in term of size, shape and with engine capacity of only 659 cc for Kancil model to 989 cc for Kelisa and Kenari Model. Apart from that, Perodua also produce multi purpose vehicle (MPV) Rusa and Sport Utility Vehicle (SUV) Kembara with engine capacity ranging from 1596 cc to 1296 cc. Lately in 2005 Perodua produce Myvi with engine capacity ranging from 989 cc to 1298 cc. Perodua was also aware that many of its owners liked the brand and their ownership experience was good but eventually, they needed a bigger car. Surveys showed that 62% of customers were moving away from the Perodua brand because they wanted to upgrade and the existing product range did not offer them any options the full Perodua range of vehicles is produced at a state of the art manufacturing plant in Malaysia, using the very latest technology and assembly techniques. This production facility is a joint venture between Toyota, Daihatsu and Perodua and produces models for all three manufacturers. In the development of the new model, the Perodua team took with it the requirements that it wanted considered and included in the design.

## **2.8 Perodua Brand Cars**

### **2.8.1 Kancil**

Perodua Kancil is the first car produced by Perodua. It is a small four-door hatchback vehicle with five seats. It is very popular with beginner drivers, and is used frequently in Malaysian driving schools. It is also frequently bought for its fuel efficiency and surprising interior space, considering its size (3.36 m in length). In 1999, the Kancil was given a slight facelift consisting of body-colored side moldings and a new grille. In 2003, the Kancil received a more major facelift, with round headlights, modified taillights, and new front and rear fascias.

The Kancil is sold in three variants:

- i. Kancil 660EX-** 659cc three-cylinder carbureted, 31 hp (22.8 kW), five-speed manual transmission, black bumpers and door rub strips.
- ii. Kancil 850EX-** 847cc three-cylinder carbureted in-line engine, 37 hp (27.5 kW), five-speed manual transmission, body-color bumpers and rub strips.
- iii. Kancil 850Ezi-** 847cc three-cylinder fuel-injected in-line engine, 50 hp (36.7 kW), three-speed automatic transmission, body color bumpers and rub strips.



### **2.8.2 Kenari**

Perodua Kenari is designed to offer a practical solution to motorists by combining a spacious interior and with compact exterior dimensions. The latest generation Kenaris, however, takes this idea a step further by additionally providing modern styling and a higher level of standard specification than equivalently priced rivals. The mini MPV concept is ideally suited to the convenience of automatic transmission. Kenari is available with fully automatic transmission as the EZ model, which makes driving effortless in today's busy urban environment. The 5-door Kenari has a range of updated features, which include two-tone bumpers, protective side mouldings, a rear tailgate spoiler & new rear trim along with a more contemporary interior. The addition of the spoiler, together with the other revisions to the exterior, gives a more streamlined appearance. Kenari's equipment levels are extremely high for a car of its class: its standard specification includes power steering, central locking, electric front windows and a high grade radio CD or cassette. Standard safety and security features consist of driver and passenger airbags, seatbelt pretensioners, child safety locks and an advanced engine immobiliser.

### 2.8.3 Kelisa

Consumer preferences for Kelisa seem to be less popular compare to Kancil or Kenari. Kelisa car can be comparable to Kancil, when come to shape but much bigger, more expensive and a little bit cheaper then Kenari. Kelisa. The fact is that Kelisa brand has high specification and comfortable interior, with electric windows and central locking. In addition to these the 5-door Kelisa also features power steering, driver and passenger airbags, side impact protection, seat belt pretensioners and an advanced engine immobiliser as standard. Rising fuel prices may be having a major impact on motoring costs but Kelisa can provide an economic solution for motorists. Perodua has always represented unbeatable value for money and also provides excellent fuel consumption. Fuel consumption is only part of the story however, as the Perodua range is also inexpensive to own and run with both the Kelisa EX and GXi placed in the top five of the CAP lowest running costs league table. Kelisa is also available with power steering, dual airbags, seat belt pretensioners, rear door child safety locks and an advanced engine immobiliser. The Kelisa GXi also features metallic paint, colour matched bumpers, central locking, electric front windows and also automatic EZi version.

#### 2.8.4 Rusa

Another Perodua car is Perodua Rusa, which can be considered as a Multi-Utility Vehicle (MUV). According to the manufacturer, the design concept for the Rusa has its origins in an ASEAN model, which was developed by Daihatsu, Perodua's technical partner and shareholder. It is thus not based on any Daihatsu model but has specifications and features, which meet the requirements of customers in this region. Since being added to the Perodua range in 1996, the Rusa has undergone many cosmetic changes, its looks have been refreshed periodically.

There are three versions available ; CX, EX and GX - with the CX being intended for purely commercial purposes because it is a closed vehicle. It may be remembered that the Rusa was first launched with a 1.3-litre petrol engine but since then, a 1.6-litre variant has also been available for those who require more power. The engines are simple in design and construction, making them easy to service by any competent mechanic. Rusa typically carry heavy loads, be they luggage, goods or people, the chassis has been engineered to cope with such loads. A strong rigid axle is used at the rear with double-acting telescopic shock absorbers for all four wheels.

Rusa's handling is better balanced than many vehicles of this design because its engine is set a bit further back, behind the front axle line, giving better stability during cornering. As would be expected, the interior of the Rusa is spacious and three rows of seats can be installed to accommodate seven persons (GX version). The third row has two seats with an aisle between them and can be folded flat for extra cargo space. With the Rusa GX, there are also features such as central locking, power windows and a standard audio system. Access is fairly convenient

with four doors - two swing doors at the front cab and a sliding door on each side. Having two sliding doors is very convenient since the passengers can get in and out from either side.

#### **2.8.5.Kembara**

Another Perodua car in Sibul market is Perodua Kembara, which is the only 4-wheel drive SUV under Perodua. One important feature of kembara is its space and has great comfort. It has a comprehensive engine control system using DVVT (Dynamic Variable Valve Timing) which allows for constant alteration of the intake valve timing to suit driving conditions and demands, extending the powerband, improving low-end torque, increasing fuel economy and also lowering toxic exhausts emissions. You can overtake other cars faster and more safely. Perodua Kembara has an engine capacity of 1296cc and 1298 cc, which are either automatic or manual.

#### **2.8.6.Myvi**

In May 2005, a new model of Perodua car by the name of Myvi was introduced. One special feature about Myvi is its safety. Certain sections of the cabin have a rib structure that reduces the shock of impact when an occupant's head hits during a violent accident. The windscreen is of laminated glass, which doesn't break into a million sharp pieces when hit by a stone (a crack line will usually appear). Front occupants also have airbags to cushion them but these are only available in the more expensive premium. It's the first national car in this segment with such a

feature and it should certainly contribute to motoring safety in some way, as the signal lights will be more noticeable. Also giving the impression of a high-quality design are the door handles, which are the 'grip' type rather than the 'lift-up' type, which is more commonly found on low-cost models. It is quite likely that the design of the door handles will be found in some other models in the Toyota Group and so would be well proven in terms of durability and reliability.

Myvi has more space than the Proton Iswara and Wira. It's comparable to the Honda Jazz and Hyundai Getz, both of which are more 1.5 or 1.6 litre models. A lot of the space came from careful positioning of the seats as well as their design. The 2440 mm wheelbase, which is 76% of the overall length of the car, also helps and the cabin uses almost this entire wheelbase. The hip point is a crucial point in cabin design and it determines how comfortably people sit and get in and out of a car. For the Myvi, the hip point was positioned optimally so that the seat could be at just the right height for convenient movement in and out of the cabin. This would be particularly welcome by older folks who won't need to bend over so much.

What special for the Myvi is that its two engines come from entirely different families. The smaller engine is a 3-cylinder unit whereas the bigger one is a 4-cylinder unit, meaning mounting points are different. The smaller engine is the 989 cc EJ-VE engine which is a variant of the one found in the Kelisa or Kenari (EJ-DE). However, as the EJ-VE, it has the Dynamic Variable Valve Timing (DVVT) mechanism which allows for constant alteration of the intake valve timing to suit driving conditions and demands, extending the powerband, improving low-end torque, increasing fuel economy and also lowering toxic exhausts emissions. Power output from the twin cam EFI 12-valve engine is 43 kW/58.4 bhp at 6000

rpm with 88 Nm of torque at 3600 rpm. The 1298 cc K3-VE engine uses the same engine in the Avanza. This engine also has DVVT and can produce 64 kW/87 bhp of power at 6000 rpm with 116 Nm of torque at 3200 rpm. In order to enhance durability, the engine uses a. As for fuel consumption, figures achieved have been 15.2 kms/litre for the Myvi 1.0, which is better than the Kelisa and Kenari. The better power-to-weight ratio of the Myvi 1.3 manual achieves 17.1 kms/litre but the automatic does 13.5 kms/litre. Perodua Myvi is equipped with a security system which includes an engine immobiliser. The code to unlock the immobiliser is only in the key you carry and a transponder sends it to the receiver in the steering column. Therefore, even if someone can break in, they can't start the car by fiddling with the wires or using a copied key.

### **3.RESEARCH METHODOLOGY**

Methodology plays an important role in assisting researcher in deciding a suitable method use. It is a way to produce the best possible results and findings. There are two forms of sources available in order to conduct and accomplish the objectives. There are primary and secondary source. This is an exploratory research whereby its prime focus is to know about the number of most preferable brand name and to know the reason why the buyers select Perodua cars in Sibul .

#### **3.1. Primary Source**

Collection of primary data will be carefully selected on the respondent to ensure that the data provided are accurate, relevant and unbiased information.

### **3.1.1. Questionnaire**

The questionnaires are the main source for obtaining the data for this study. These questionnaires are prepared in simple English (translated in Bahasa Malaysia) that can be easily understood by every respondent. Questionnaire sample can be seen at appendix 1.

The questionnaire will be divided into four main sections namely:

Section A – Respondents' Profile

Section B – Brand Preferences

Section C – Comments on Brand Preferences

Section D – Respondents' Feedback

### **3.1.2. Personal Interview**

Personal interview are proposed to be conducted with the respondents who bought the Perodua cars in Sibul. The proposed interview will be guided by the set questionnaire even though their information may not be used for analysis but for means of discussion and recommendation purposes.

### **3.2. Secondary Source**

Secondary data are that have already been collected for purposes other than the problem at hand. Therefore, all available data will be gathered from internal and external sources like:



### **3.2.1. Internal Sources**

The internal data will be obtained from the Yearly Statistic Report from Registration unit of from Road Transport Department, exit interview form and from Portal of Road Transport Department “Salam” Intranet system.

### **3.2.2. External sources**

External data proposed can be obtained from Statistic Department, Perodua dealer “Ngu Chung Beng and Sons Corporation Sendirian Berhad” relevant journal and related websites on the internet.

### **3.3. Instrument Used**

The researcher would like propose to proceed with the used of questionnaire and personal interview with the target buyers. The questionnaire will be constructed in English language to extract data for determining the customer profile, brand preferences, comment on brand preferences and customer feedback. Structure questions will be used; the closed ended questions (Dichotomous, Multiple choice and rating scales) will be adapted for the questionnaire.

### **3.4. Sampling Technique**

The researcher proposes a convenient sampling technique to be used for the survey from the non-probability method, in which the researcher will select a convenient group as a sample.

#### **3.4.1. Sampling Size**

The sampling size for the study is determined by adapting the system recommended by Uma Sekaran in his book titled “Research Methods for Business and Skill Building approach”. According to the book, the appropriate for most research for sample size is that must be larger than 30 and less than 500. The physical area of this research research study is confined to Sibu area. Therefore the sample size for this study is 100 respondents.

### **3.5. Procedure Data Analysis**

The data collected was analyzed by manual calculation, as the researcher is rather unfamiliar with SPSS (Statistical Package for social Science). Therefore, Microsoft Excel was used to analyse data, in order to determine frequency of findings.

## 4. DATA ANALYSIS AND FINDINGS

### 4.1. Respondents' Background

The data gathered was the purpose of fulfilling the objectives of the study, through questionnaire to the buyers of Perodua cars where, out of 100 questionnaire distributed, only 87 questionnaires were collected. From here the buyer's preference towards Perodua cars, and the factors influenced their choice can be determined. The questionnaires were distributed randomly to the buyers of Perodua cars in Sibuluan town area. The questionnaire distributed only cover a portion of the population because of time constraint and work commitment. It is necessary to look into the respondents' background so as to help us understand their background and thus enable for us to analyze the information more accurately who are the buyers that prefer most of Perodua cars.

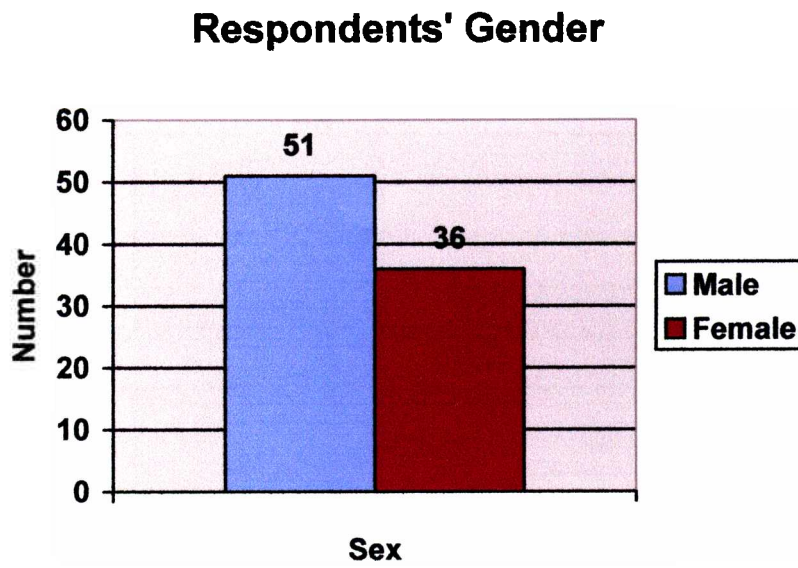
#### 4.1.1 Respondents' Gender

From the data analyzed as shown in table 4.1., it can be seen that 51 or 58.6% over 87 buyers are male and other 36 buyers or 41.4% are female.

Table 4.1 Respondents' Gender

Gender	Number of Buyers	Percentage (%)
Male	51	58.6
Female	36	41.4
Total	87	100

Figure 4.1



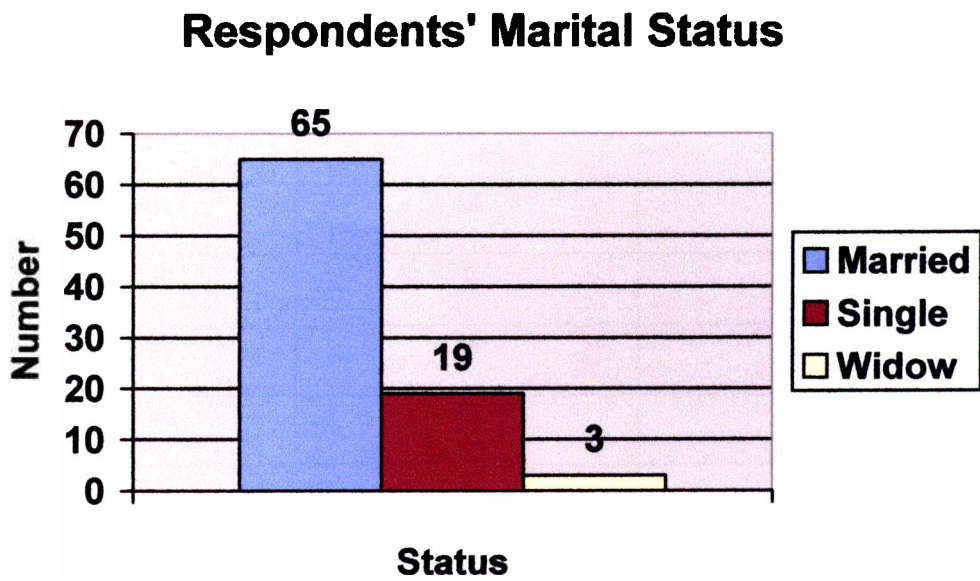
#### 4.1.2. Respondents' Marital Status

From the table and figure 4.2 shown that 65 or 74.7% of the buyers are married, 19 or 21.8 are single and the remaining 3 or 3.4% over 87 are widow buyers.

Table 4.2 Respondents' Marital Status

Marital Status	Number of Buyers	Percentage (%)
Married	65	74.7
Single	19	21.8
Widow	3	3.4
Total	87	100

Figure 4.2



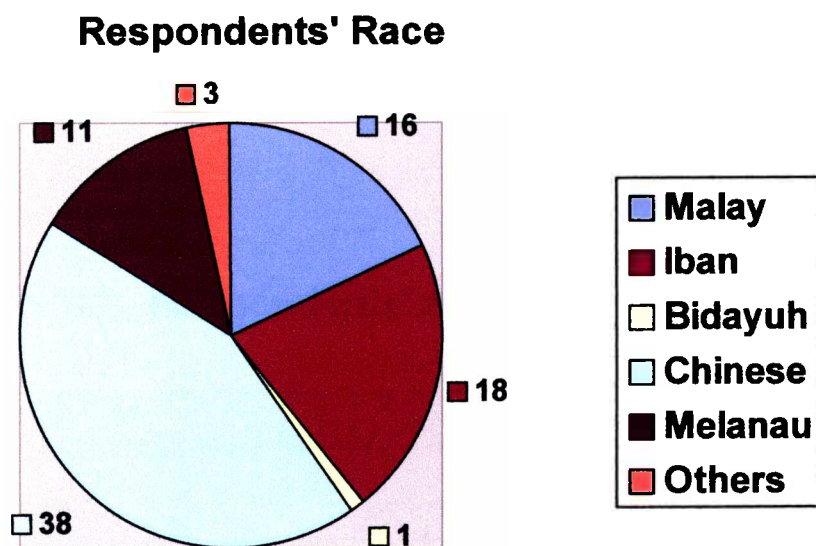
#### 4.1.3. Respondents' Race

From the table and figure as shown in 4.3., can be seen that 18.4% or 16 over 87 of the buyers are Malays, 20.7% or 18 buyers are Ibans, 1.2% or 1 of the buyer is Bidayuh, 43.7% or 38 are Chinese, 12.6% or 11 are Melanau and followed by 3.4% or 3 are other races that consist of Kayan buyers.

Table 4.3 Respondents' Race

Race	Number of Buyers	Percentage (%)
Malay	16	18.4
Iban	18	20.7
Bidayuh	1	1.2
Chinese	38	43.7
Melanau	11	12.6
Others	3	3.4
Total	87	100

Figure 4.3



#### 4.1.4. Respondents' Age

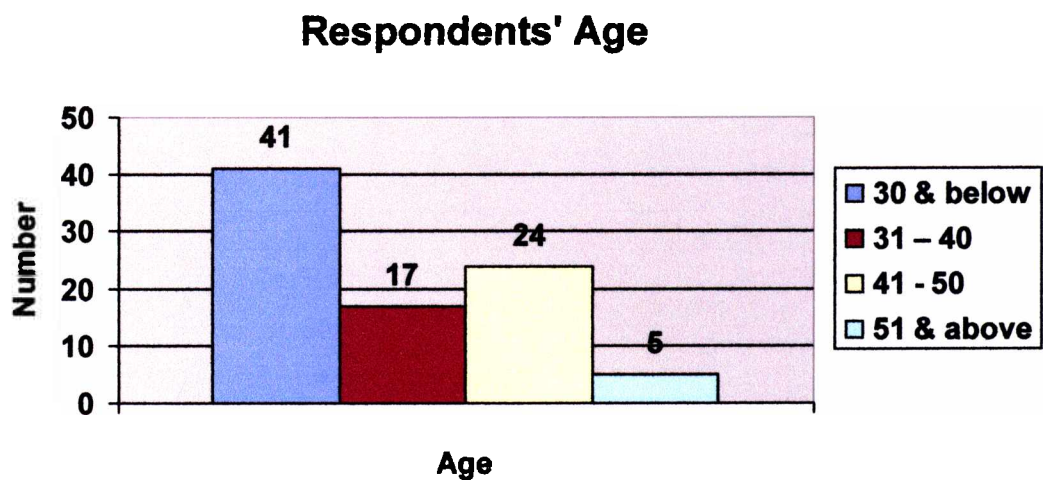
From table and figure 4.4 shown that 41 or 47.1% of the buyers are from 30 Years & below of age, 17 or 19.5% of buyers are from the age 31 to 40 years old. Buyers who in the category 41 to 50 of age are 24 or 27.6% and the remaining 5 or 5.8% are in the category of 51 and above of age.

Table 4.4 Respondents' Age

Age	Number of buyers	Percentage (%)
30 & Below	41	47.1
31 - 40	17	19.5
41 - 50	24	27.6
51 and above	5	5.8
Total	87	100

□

Figure 4.4



#### 4.1.5. Respondents' Occupation

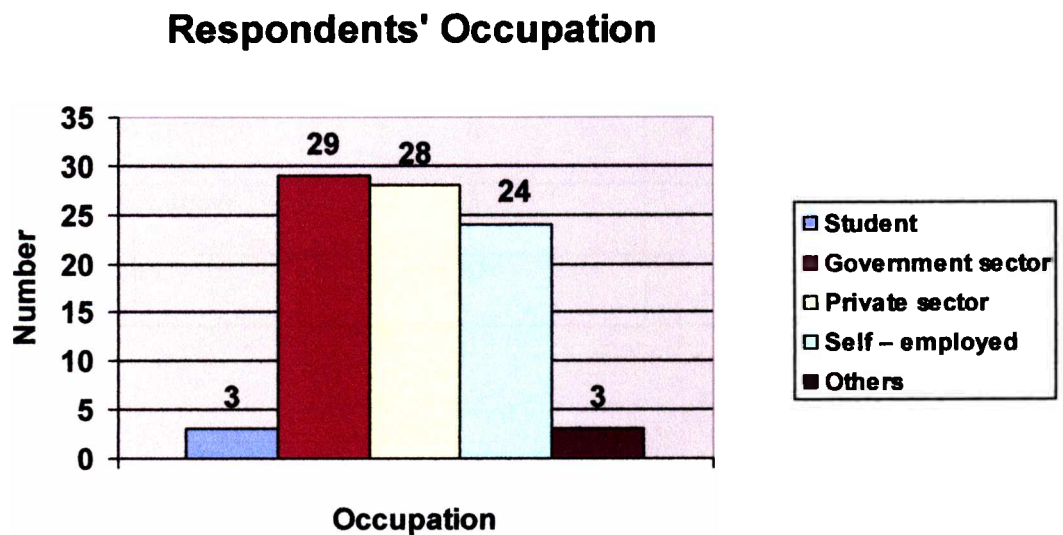
As shown in table and figure 4.5., buyers from the government servant accounted for 29 or 33.3% which makes up the majority of the buyers. Followed by 32.2% or 28 buyers from the private sector and 24 or 27.6% of the buyers coming from self-employed. The remaining 3 buyers (3.4%) are from student and from others like housewife respectively.

Table 4.5 Respondents' Occupation

<b>Occupation</b>	<b>Number of Buyers</b>	<b>Percentage (%)</b>
Student	3	3.4
Government Sector	29	33.3
Private sector	28	32.2
Self-Employed	24	27.6
Others	3	3.4
Total	87	100



Figure 4.5



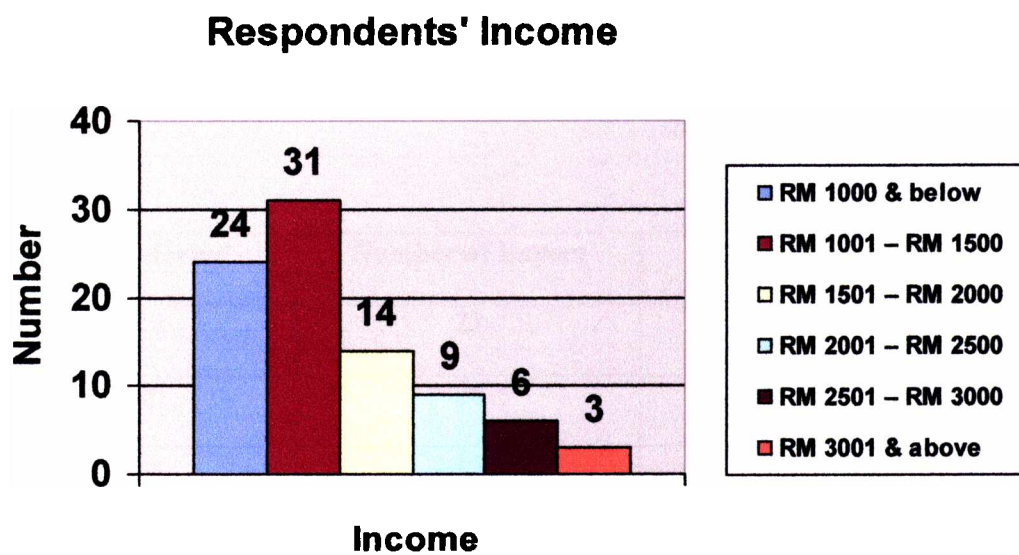
#### 4.1.6 Respondents' Monthly Income

From the table and figure 4.6., we can see that the buyers come from income of RM1,001 to RM1,500 is leading the other buyers that contribute 35.7% or 31 and followed by the buyers of RM1,000 and below 27.6% or 24. 14 or 16.1% comes from the buyers from income of RM2001 to RM2500. The remaining comes from the income of RM3001 and above and followed by RM2501 to RM3000 that contribute 6.9% or 6 and 3 (3.4%) buyers respectively.

Table 4.6. Monthly Income

Monthly Income	Number of Buyers	Percentage (%)
RM1000 & below	24	27.6
RM1001 – RM1500	31	35.7
RM1501 – RM2000	14	16.1
RM2001 – RM2500	9	10.3
RM2501 – RM3000	6	6.9
RM3001 & above	3	3.4
Total	87	100

Figure 4.6.



## 4.2.Brand Preferences and Factors Analysis

Brand preferences and factors analysis are also gathered from the buyers of Perodua cars. In this data, we may know what is the brand of Perodua cars most preferred by the buyers. In addition, to know what are the factors that influenced the buyers most for selecting the brand.

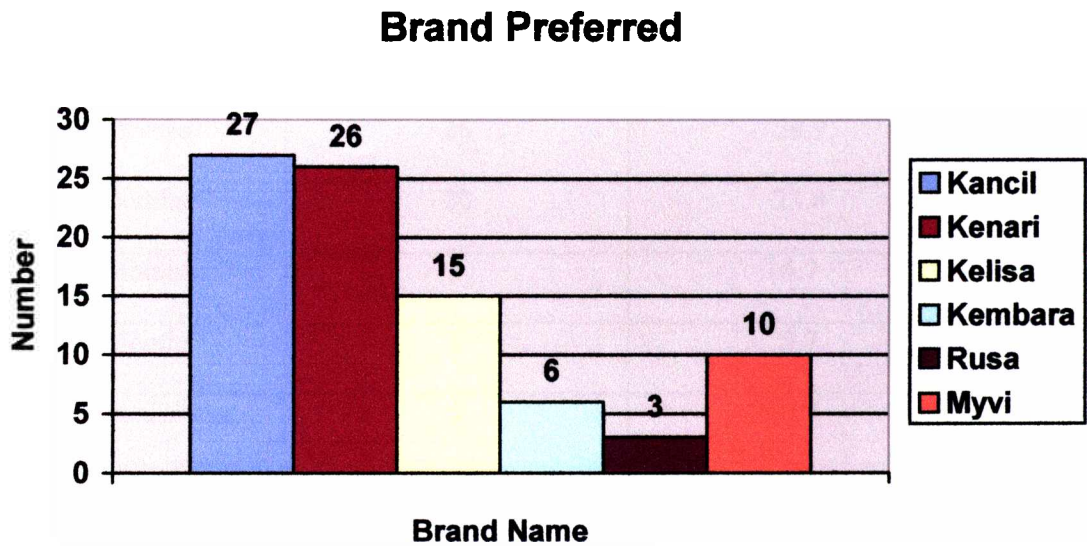
### 4.2.1. Brand Preferred

From the data analyzed as shown in table and figure 4.7, it can be seen that 31.0% or 27 of 87 prefer Kancil, 30% or 26 prefer Kenari, 15 or 17.2% prefer Kelisa. 6 respondents or 6.9% who prefer Kembara. Myvi is preferred 10 respondents while only 3 respondents preferred Rusa.

Table 4.7 Brand Preferred

Brand Preferred	Number of Buyers	Percentage (%)
Kancil	27	31.0
Kenari	26	30
Kelisa	15	17.2
Kembara	6	6.9
Rusa	3	3.4
Myvi	10	11.5
Total	87	100

Figure 4.7



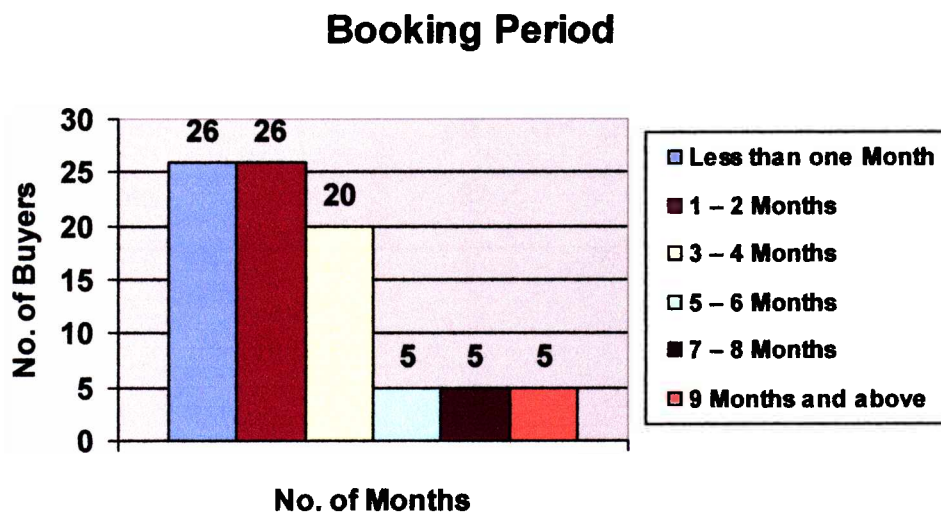
#### 4.2.2.Booking Period

From the table and figure 4.8., booking period below than one month and from 1 to 2 months shared the same number of 26 or 29.9% of buyers respectively. 20 or 23% of the buyers have to wait from 3 to 4 months and the remaining of booking period from 5 to 6 months, from 7 to 8 months and from 9 months and above shared the same number of 5 or 5.7% of buyers respectively.

Table 4.8 Booking Period

Booking Period	Number of Buyers	Percentage (%)
Less than one Month	26	29.9
1 – 2 Months	26	29.9
3 -4 Months	20	23.0
5 – 6 Months	5	5.7
7 – 8 Months	5	5.7
9 Months and above	5	5.7
Total	87	100

Figure 4.8.



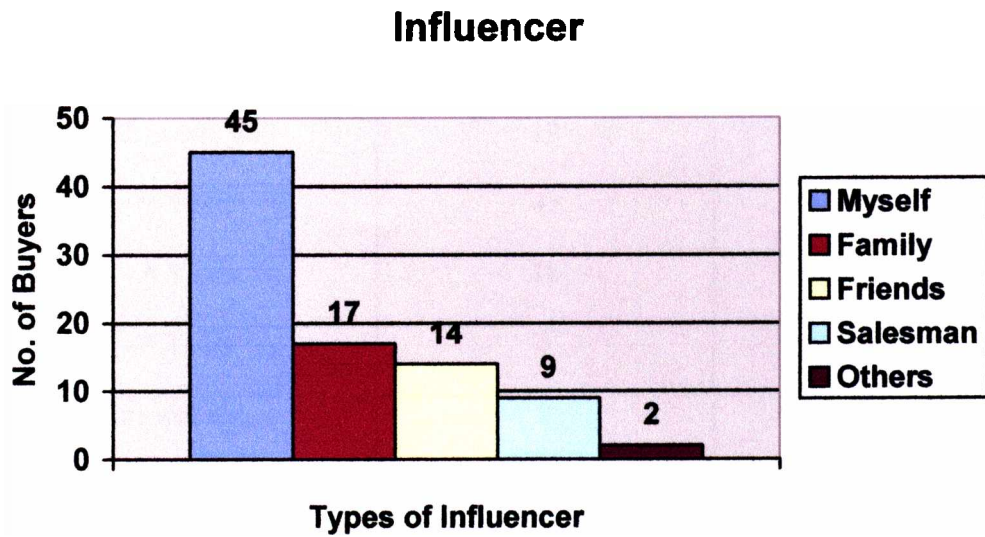
### 4.2.3. Influencer

From the table and figure 4.9., it can be seen that 45 or 51.7% of the buyers chose the brand by themselves. Meanwhile, 17 or 19.5% of the buyers influenced by their family and followed 14 or 16.1% of the buyers by their friends. The remaining 9 or 10.3% buyers and 2 (2.3%) because of friends and influenced by others (father and mother in law) respectively.

Table 4.9. Influencer

<b>Influencer</b>	<b>Number of Buyers</b>	<b>Percentage (%)</b>
Myself	45	51.7
Family	17	19.5
Friends	14	16.1
Salesman	9	10.3
Others	2	2.3
<b>Total</b>	<b>87</b>	<b>100</b>

Figure 4.9.



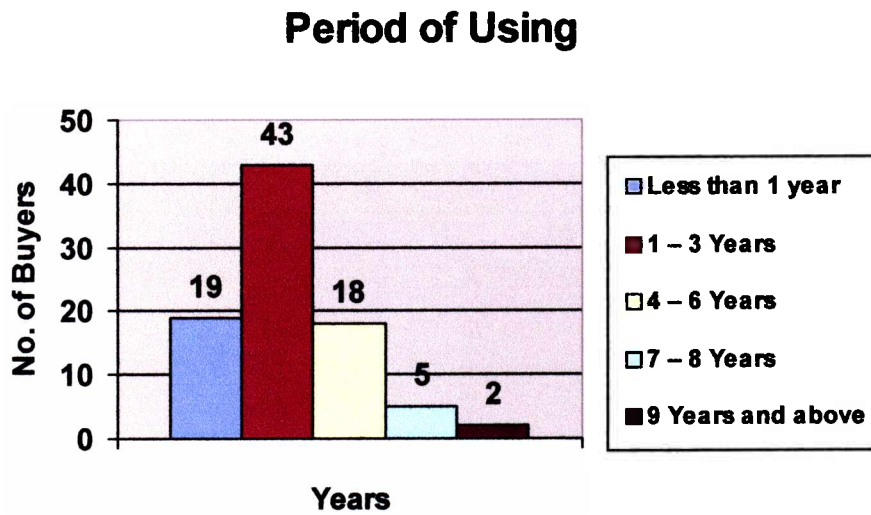
#### 4.2.4. Time period using the brand

From the table and figure 4.10., shown that 19 or 21.8% of the buyers have used the brand less than a year and 43 or 49.4% buyers have used from 1 to 3 years . Meanwhile, 18 or 20.7% of the buyers have used from 4 to 6 years and followed by 5 or 5.8% buyers have used the brand from 7 to 8 years. The remaining of 2 or 2.3% of the buyers have used more than 9 years.

Table 4.10. Time Period Using the brand

Time period using the brand	Number of Buyers	Percentage (%)
Less than one year	19	21.8
1 – 3 Years	43	49.4
4 – 6 Years	18	20.7
7 - * Years	5	5.8
9 Years and above	2	2.30
Total	87	100

Figure 4.10





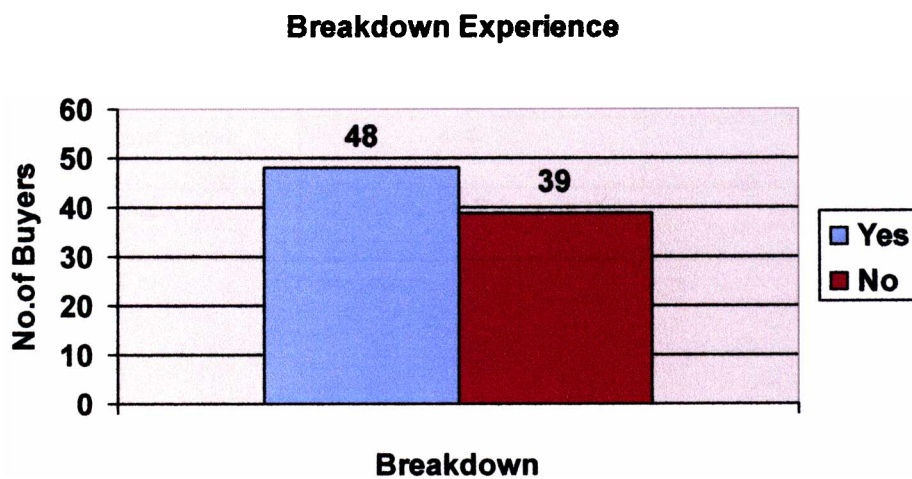
#### 4.2.5. Breakdown

From the table and figure 4.11.,it can be seen that 48 or 55.2% of the buyers have experienced breakdown after they bought the brands. Meanwhile, 39 or 44.8% buyers have experienced no breakdown after using the brand.

Table 4.11 Breakdown

Breakdown	Number of buyers	Percentage (%)
Yes	48	55.2
No	39	44.8
Total	87	100

Figure 4.11



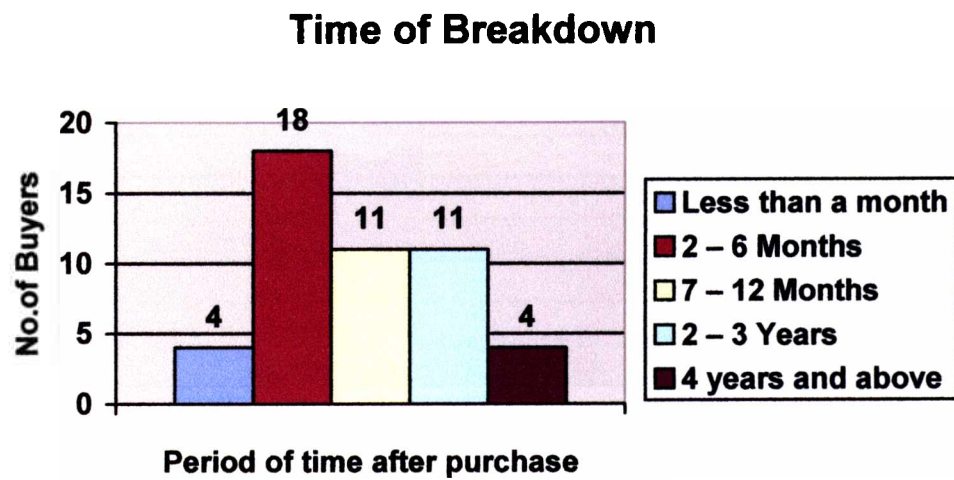
#### 4.2.6. Time of breakdown

From the table and figure, as shown in 4.12.,out of 48 buyers that experienced breakdown,18 buyers have used from 2 to 6 months, and 4 buyers have used below than a month. Meanwhile, the same number of 11 buyers, have experienced breakdown from 7 to 12 months and from 2 to 3 years respectively. The remaining 4 buyers have experienced breakdown after using more than 4 years.

Table 4.12 Time of Breakdown

<b>Time of Breakdown</b>	<b>Number of buyers</b>	<b>Percentage (%)</b>
Less than a month	4	8.3
2 – 6 Months	18	37.5
7 –12 Months	11	22.9
2 –3 Years	11	22.9
4 Years and above	4	8.3
Total	48	100

Figure 4.12



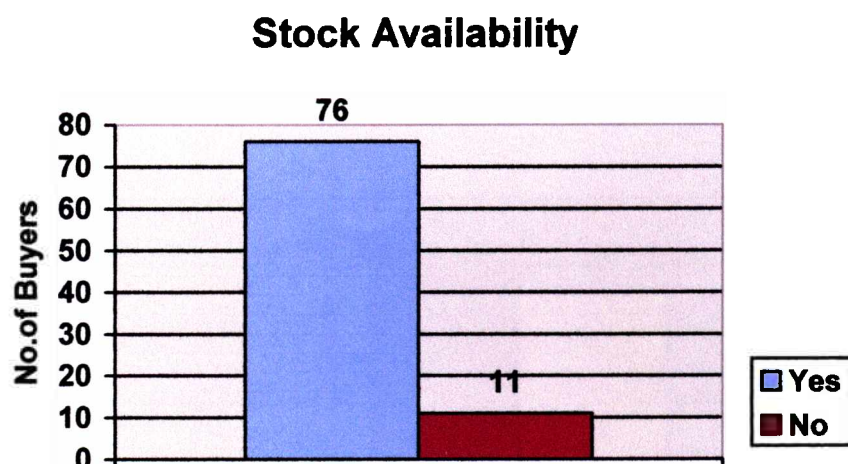
#### 4.2.7. Stock Availability

As shown in table and figure 4.13. , 76 or 87.4% of the respondents says that it is easy to get their car after they booked the preferred brand. While the other 11 or 12.6% say that it is very hard to get the preferred brand after booking has been made.

Table 4.13. Stock Availability

Stock Availability	Number of buyers	Percentage (%)
Yes	76	87.4
No	11	12.6
Total	87	100

Figure 4.13



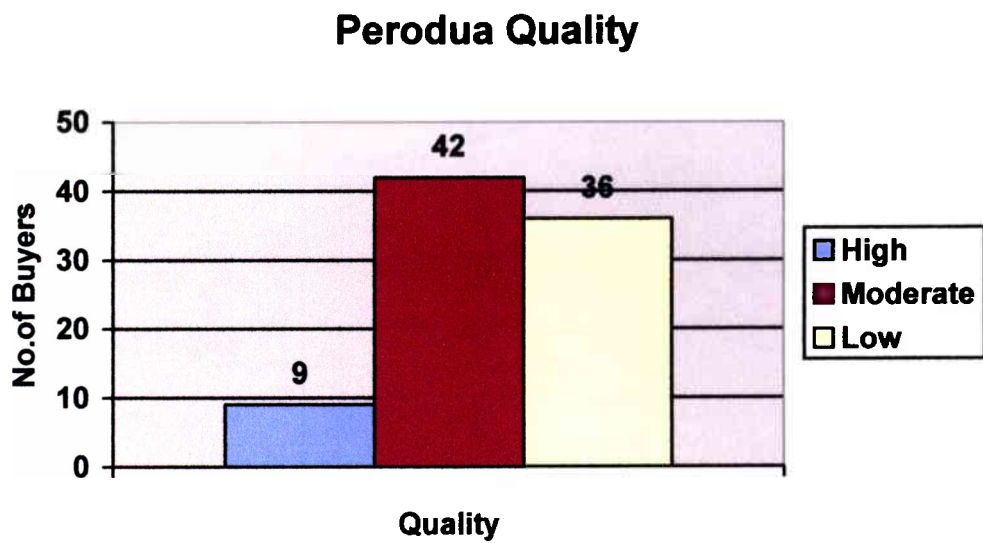
#### 4.2.8. Quality

From the table and figure 4.14., shown that 48.3% or 42 of the buyers have responded that the quality of the brand was moderate. Meanwhile, 9 or 10.3% of the buyers have quoted high quality products and the remaining 36 or 41.4% of the buyers have marked low brand quality.

Table 4.14 Quality

Quality	Number of buyers	Percentage (%)
High	9	10.3
Moderate	42	48.3
Low	36	41.4
Total	87	100

Figure 4.14.



### 4.3. Degree of Comments on Brand Preferences

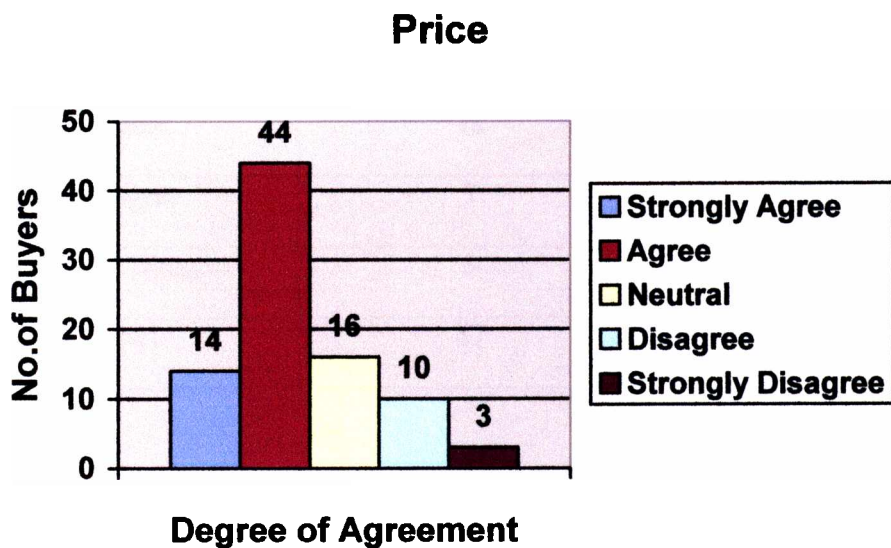
#### 4.3.1. Price

The data from table and figure 4.15., show that most of the buyers which is 44 or 50.6% said that the price of the brand is affordable. Meanwhile, 18.4% or 16 of the buyers at the neutral side and 14 or 16.1% of the buyers strongly agree with the price is affordable. The remaining 10 or 11.5% of the buyers not agree with the price and followed by 3.4% or 3 buyers strongly not agree with the price that is affordable.

Table 4.15.Price

Degree of agreement	Number of buyers	Percentage (%)
Strongly Agree	14	16.1
Agree	44	50.6
Neutral	16	18.4
Disagree	10	11.5
Strongly Disagree	3	3.4
Total	3	3.4

Figure 4.15



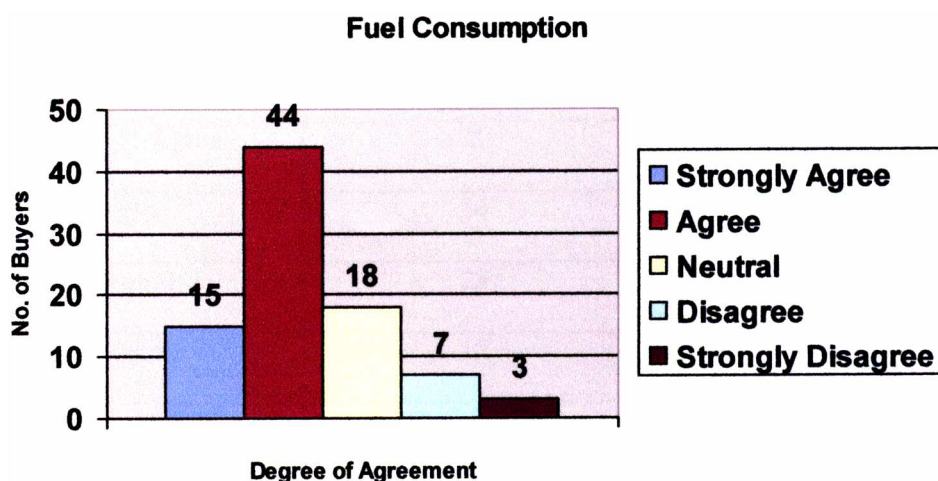
### 4.3.2. Fuel Consumption

From the table and figure 4.16.below, almost half of the buyers, 50.6% agree that the fuel consumption of the brand is economical and 15 or 17.2% of the buyers strongly agree with the economical fuel consumption. Meanwhile, 18 or 20.7% buyers stay at neutral side. Followed by 7 or 8.1% buyers not agree and the remaining 3.4% or 3 buyers strongly not agree with the fuel consumption of the brand is economical.

Table 4.16 Fuel Consumption

<b>Degree of Agreement</b>	<b>Number of buyers</b>	<b>Percentage (%)</b>
Strongly Agree	15	17.2
Agree	44	50.6
Neutral	18	20.7
Disagree	7	8.1
Strongly Disagree	3	3.4
Total	87	100

Figure 4.1.6



### 4.3.3. Modern Design

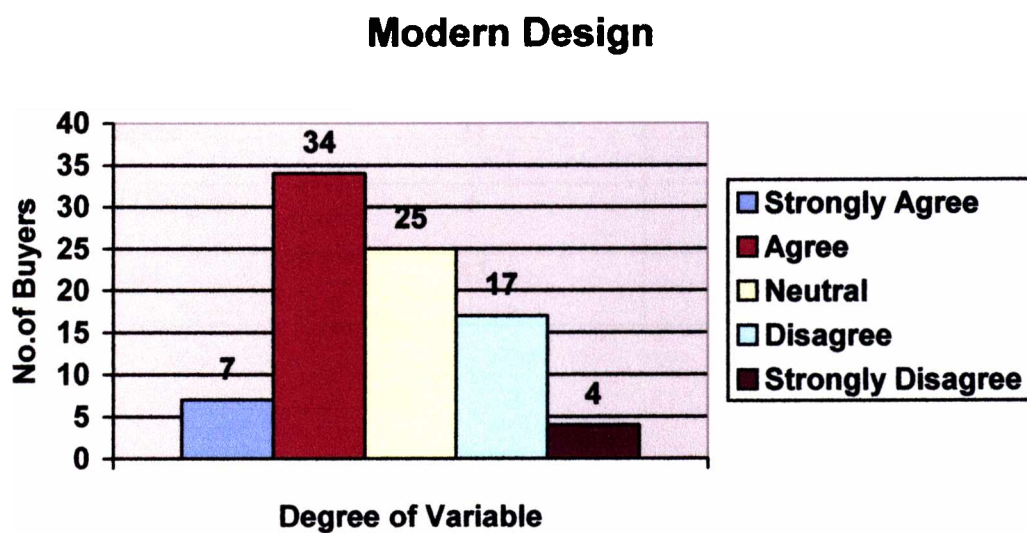
As shown from the table and figure 4.17., 4 or 39.1% of the buyers agree that the design of the brand is modern, while 7 or 8.1% buyers strongly agree. 25 or 28.7% of the buyers stay on neutral side and 17 or 19.5% buyers not agree that the brand is a modern design. The remaining 4.6% or 4 buyers strongly not agree with the brand is said to be a modern design.



Table 4.17.Modern Design

Degree of Agreement	Number of buyers	Percentage (%)
Strongly Agree	7	8.1
Agree	34	39.1
Neutral	25	28.7
Disagree	17	19.5
Strongly Disagree	4	4.6
Total	87	100

Figure 4.17



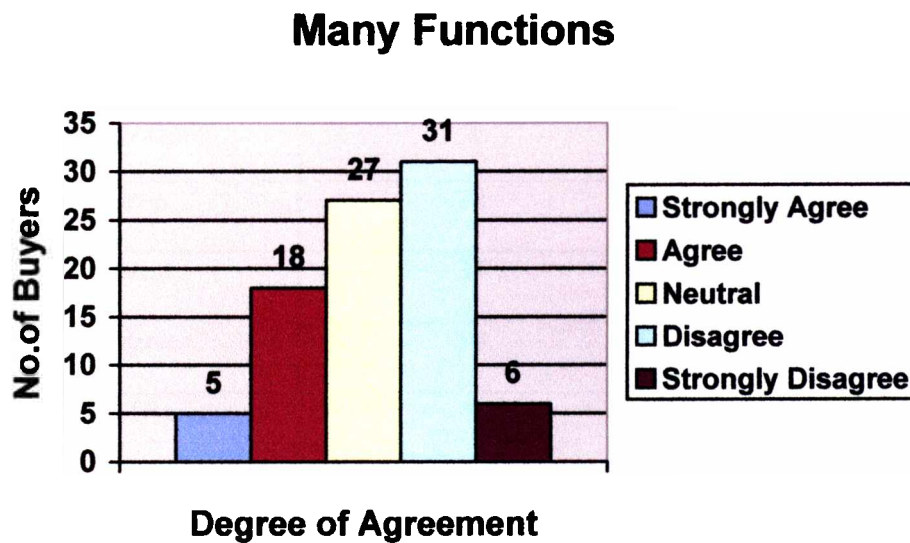
#### 4.3.4. Many Functions

From the table and figure 4.18, it can be seen that 31 or 35.6% of the buyers not agree and 6.9% or 6 buyers strongly not agree that the brand has many function. Meanwhile, 27 or 31.0% buyers stay neutral and followed by 18 (20.7%) buyers agree that the brand has many function. The remaining 5.8% or 5 buyers strongly agree that the brand has many functions.

Table 4.18.Many Functions

<b>Degree of Agreement</b>	<b>Number of Buyers</b>	<b>Percentage (%)</b>
Strongly Agree	5	5.8
Agree	18	20.7
Neutral	27	31.0
Disagree	31	35.6
Strongly Disagree	6	6.9
Total	87	100

Figure 4.18



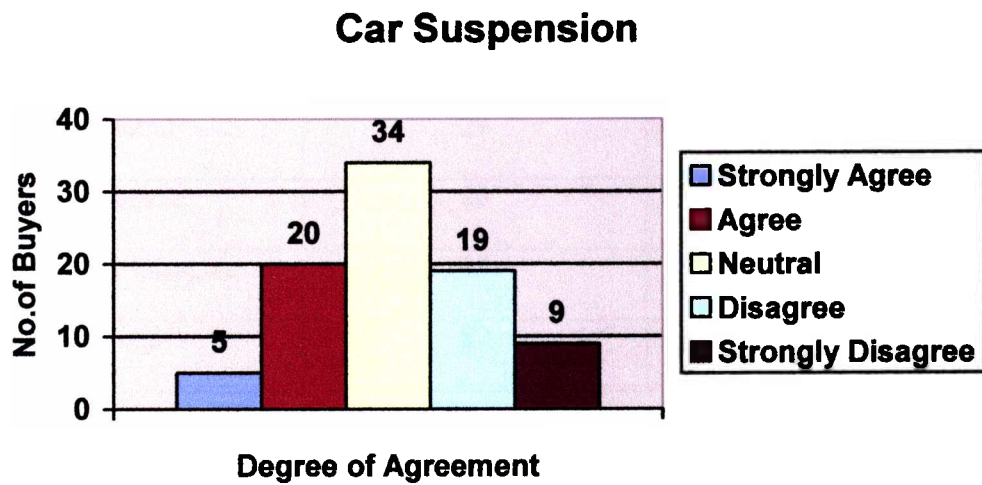
#### 4.3.5. Car Suspension

As shown in table and figure 4.19., we can see that 34 or 39.1% of the buyers on neutral side about the car suspension is very good. Meanwhile, 19 or 21.8% of the buyers do not agree and followed by 9 or 10.3% buyers strongly not agree that the car suspension is very good. In contrary, 20 or 23.0% of the buyers agree that the car suspension is very good and the remaining 5 or 5.8% buyers strongly support that the car suspension is very good.

Table 4.19 Car Suspension

Degree of Agreement	Number of buyers	Percentage (%)
Strongly Agree	5	5.8
Agree	20	23.0
Neutral	34	39.1
Disagree	19	21.8
Strongly Disagree	9	10.3
Total	87	100

Figure 4.19



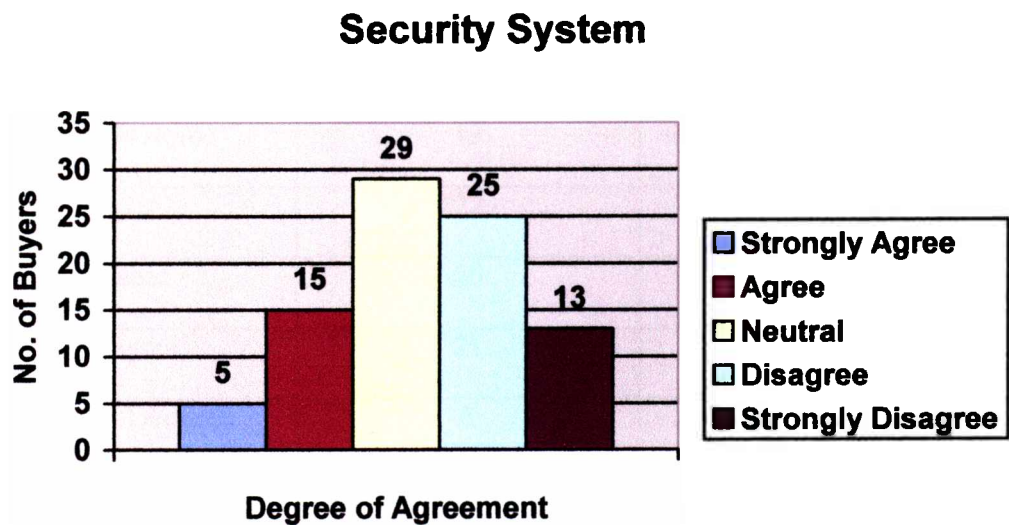
#### 4.3.6. Security System

From the table and figure 4.20., show to us that 29 or 33.3% of the buyers have no comment about the good security system offers by the brand that they have used. 25 or 28.8% of the buyers do not agree and followed by 14.9% (13) buyers strongly not agree that the brand offers a good security system. On the contrary, 15 or 17.2% of the buyers agree and followed by 5.8% or 5 buyers strongly agree that the brand offers a good security system.

Table 4.20. Security System

<b>Degree of Agreement</b>	<b>Number of buyers</b>	<b>Percentage (%)</b>
Strongly Agree	5	5.8
Agree	15	17.2
Neutral	29	33.3
Disagree	25	28.8
Strongly Disagree	13	14.9
Total	87	100

Figure 4.20.



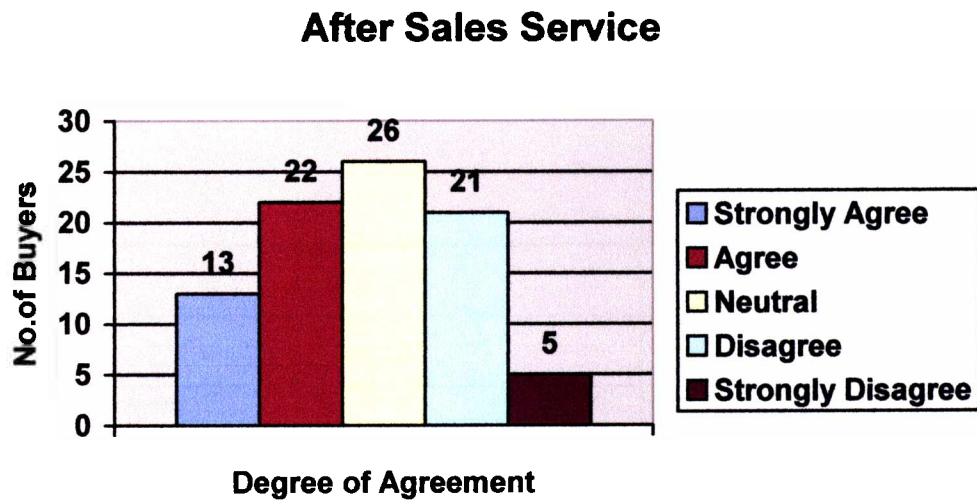
#### 4.3.7. After Sales Service

The data from table and figure 4.21., show to us that 22 or 25.3% of the buyers agree, while 14.9% or 13 of the buyers strongly agree that the dealer offers a good after sales service. On the contrary 21 or 24.1% not agree and furthermore, 5 or 5.8% buyers strongly do not agree about the good sales after service, offers by the dealer. Meanwhile, 29.9% or 26 of the buyers stay neutral about the good after service offers by the dealer in Sibuluhur .

Table 4.21 After Sales Service

Degree of Agreement	Number of buyers	Percentage (%)
Strongly Agree	13	14.9
Agree	22	25.3
Neutral	26	29.9
Disagree	21	24.1
Strongly Disagree	5	5.8
Total	87	100

Figure 4.21



#### 4.3.8. Spare Parts

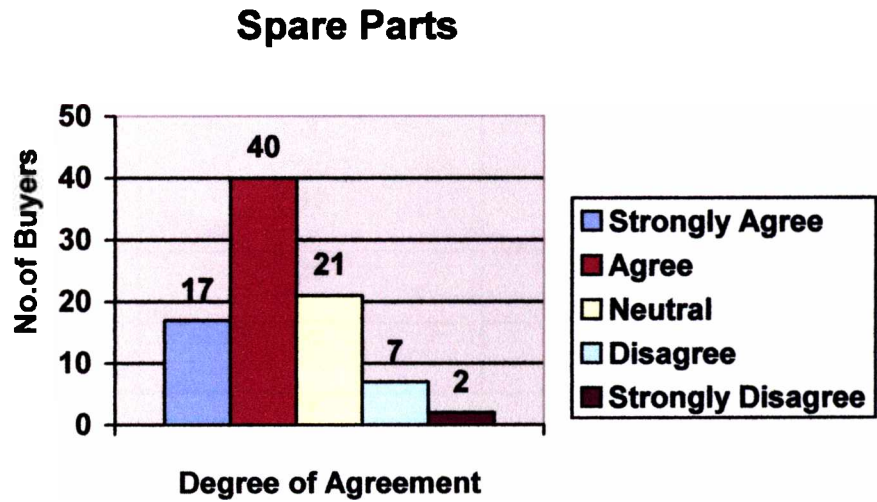
From the table and figure 4.22., shown that 17 or 19.5% of the buyers are strongly agree that the spare parts of the brands they bought are available in Sibuh. Meanwhile, 40 or 46.0% over 87 of the buyers (almost half of total respondents) agreed that they are easy to get the spare parts. On the contrary, 7 or 8.1% of the buyers do not agree and followed by 2 or 2.3% buyers said that they are very hard to get their spare parts. The remaining 21 or 24.1% buyers stay neutral about the availability of the spare parts for their brands in Sibuh.

Table 4.22 Spare Parts

<b>Degree of Agreement</b>	<b>Number of buyers</b>	<b>Percentage (%)</b>
Strongly Agree	17	19.5
Agree	40	46.0
Neutral	21	24.1
Disagree	7	8.1
Strongly Disagree	2	2.3
Total	87	100



Figure 4.22



#### 4.3.9. Engine Less Noisy

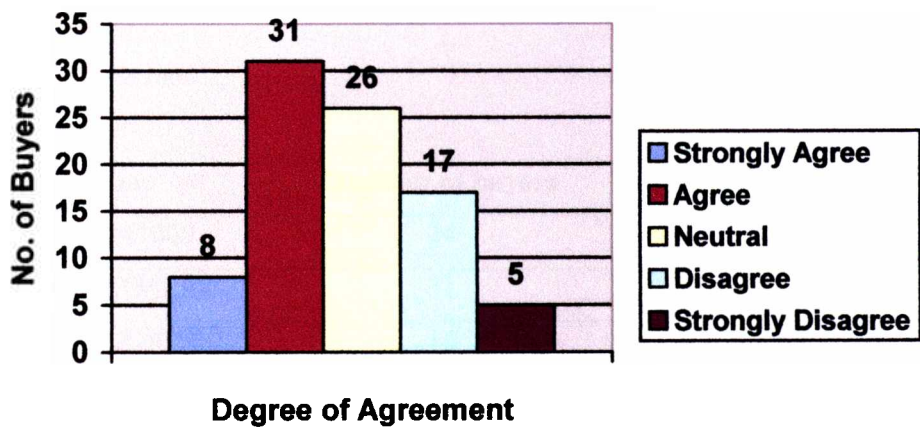
The data from the table and figure 4.23., stated that 31 or 35.6% of the buyers quoted that they agree that the engine of the brands are less noisy and followed by 8 or 9.2% of the buyers are strongly agree that the engines are less noisy. On the contrary, 17 or 19.5% of the buyers are not agree and followed by 5 or 5.8% are strongly do not agree that the engines of Perodua brands are less noisy. Meanwhile, the remaining 26 or 29.9% of he buyers stay neutral.

Table 4.23 Engine Less Noisy

Degree of Agreement	Number of buyers	Percentage (%)
Strongly Agree	8	9.2
Agree	31	35.6
Neutral	26	29.9
Disagree	17	19.5
Strongly Disagree	5	5.8
Total	87	100

Figure 4.23

### Engine Less Noisy



#### 4.4. Cross Tabulation Analysis

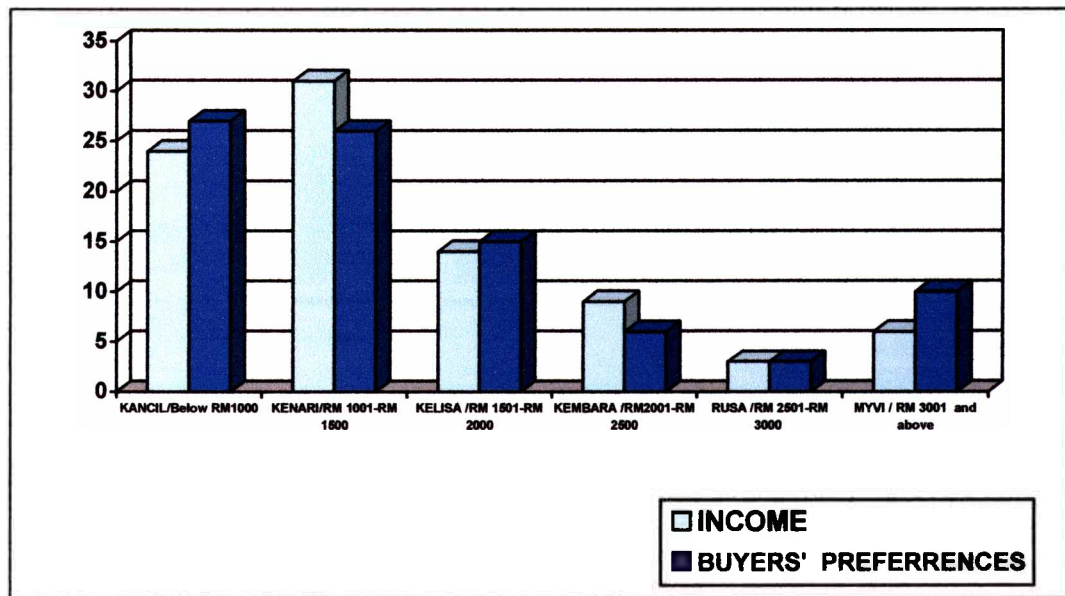
##### 4.4.1. Cross Tabulation between Buyers Preferences and Income

From the table and figure 4.1.3.1., we can see the cross tabulation between the buyers preferences and their level of income. The buyers who earn the income from RM1001 to RM1500 contribute the highest percentage, that is 35.6% or 31 buyers. Followed by the buyers who have income below RM1000, 24 or 27.6% buyers, 14 buyers (16.1%) earn from RM1501 to RM2000 and 10.3% or 9 buyers earn from RM2001 to RM2500 per month. The buyers who earn RM3001 and above contribute 7.0% or 6 and the minimum is from the buyers from income RM2501 to RM3000 that is 3 or 3.4% of the total 87 buyers.

Table 4.1.3.1 Income

<b>Income</b>	<b>Number of buyers</b>	<b>Percentage</b>
Below RM1000	24	27.6
RM1001 - RM1500	31	35.6
RM1501 – RM2000	14	16.1
RM2001 – RM2500	9	10.3
RM2501 – RM3000	3	3.4
RM3001 and above	6	7.0
Total	87	100

**Figure 4.1.3.1 Cross Tabulation of Brand Preferences and Income**



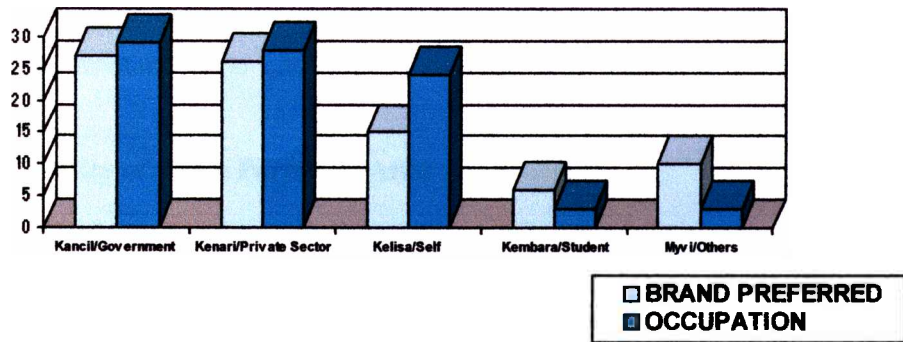
#### 4.4.2. Cross Tabulation of Brand Preferences and Occupation

The table 4.1.3.2., which show the cross tabulation between the buyers who buy the Perodua cars and their occupation. The buyers who work in the government sector are the highest percentage that is 33.3% or 29 buyers over 87. Followed by the private sector, 32.2% or 28 buyers. Meanwhile, self-employed contribute 24 or 27.6% buyers and followed by the student and others like housewife, that is 3 or 3.4% each.

Table 4.1.3.2 Occupation

Occupation	Number of buyers	Percentage
Student	3	3.4
Government Sector	29	33.3
Private Sector	28	32.2
Self Employed	24	27.6
Others	3	3.4
Total	87	100

**Figure 4.1.3.2 Cross Tabulation between Brands Preferred with Occupation.**



#### **4.5. Respondents' Feedback**

Respondents' feedbacks about the Perodua cars are also gathered in this study. In this section, the respondents feel free to comments as the questions are set for an open answer. It is important to note that, answers collected will be concluded as acceptable if at least 80% of the respondents give the same answer.

##### **4.5.1 The reasons to choose Perodua cars**

From the data analyzed, 80 % of the respondents choose Perodua cars because of the following reasons;

###### **4.5.1.1. The Price**

The price is very important, as the buyers have to pay until seven to nine years of hire purchase agreement in order to own the car. Perodua cars are generally cheap and affordable to most of the buyers.

#### **4.5.1.2. Fuel Consumption**

The second reason why they choose Perodua cars is because of less fuel consumption compared to most other cars. Most Perodua cars have small engine capacity ranging from 660 cc to 1,300 cc.

#### **4.5.1.3. Availability of Spare Parts and After Sales Service**

The availability of spare parts and after sales service is the reason why the buyers choose Perodua car. In addition, the reasonable price of Perodua spare parts and excellence after sales service by their dealers are some of the attractive package being offered to attract buyers to buy this car.

#### **4.5.2. Benefit for choosing Perodua car**

The benefit for choosing according to the respondents is that the car is economy to use because of less fuel consumption and better price. Apart from that, the buyers say that they feel proud for choosing the brand because it is a Malaysian car.

Majority of the respondents say that the price offered for second hand Perodua will be another benefit to them when they sell or trade in their car in future. Perodua cars have good second hand market value. Furthermore, reloan facility from the financial institutions is always available even if the cars have been used after seven to eight years.

### **4.5.3. Five Strengths of Perodua Cars**

From the findings, most perodua buyers did not answer completely to list out the five strengths. However, most of the buyers give the answer that Perodua cars have the following strengths:

- 4.5.3.1. Affordable Price**
- 4.5.3.2. Less Fuel Consumption**
- 4.5.3.3. Availability of Spare Parts and After Sales Service**
- 4.5.3.4. High Second Hand Value and**
- 4.5.3.5. National Pride**

### **4.5.4. Five Weaknesses of Perodua Cars that need Improvement**

From the answer and data analyzed, the five weaknesses of Perodua cars are as follows;

#### **4.5.4.1. Safety**

From the data analyzed, almost all of the respondents say that Perdua car has less safety. This is due to its weak body has, they called “tin sardin” and the risk of injury is high even if minor accident happened. The areas that need improvement are to upgrade some safety features in the cars and the contents of its body materials.

#### **4.5.4.2. Quality**

The second weaknesses almost all of the respondents answer is quality. The areas that the respondent highlights are car suspension, engine and security system. From the survey, some of the respondents say that they have to change the absorber for Kancil tree times a year after one-year of purchase. The same goes to the engine and security system as some comment that its need improvement in order to make more smooth engine with less noisy and comfortable to the buyers.

#### **4.5.4.3. Booking Period and Availability of Stock**

From the data gathered, some buyers of Myvi car have to wait for six months to get their booking car. The availability of stock is important, as the buyers will switch to other brand if waiting period is too long.

#### **4.5.5. Why the buyers prefer Perodua cars**

From the data gathered, the answers are almost the same as above and majority of the respondents stated that there are because of the following factors;

##### **4.5.5.1. Affordable and Cheap Price**

##### **4.5.5.2. Fuel Consumption or Economical**

##### **4.5.5.3. The Availability of Spare Parts and Excellence After Sales Service**

##### **4.5.5.4. Second Hand Market Value**



## **5.CONCLUSION AND RECOMMENDATION**

### **5.1 Conclusion**

#### **5.1.1 Sex**

After collecting and interpreting all the data gathered from questionnaires, now I have come to the conclusion. Out of 87 buyers that responded to the questionnaires, 58.6% are and 41.4% are females. It can be concluded that Perodua cars are not only built for men but instead these cars are for both male and female.

#### **5.1.2 Occupation**

In term of occupation, the highest percentage of the Perodua cars buyers come from the government sector which is 33.3% overall. Then followed by buyers from private sector that accounts for 32.2% of the total 87 buyers. Meanwhile, from self employed buyer's come in the third place which is 27.6% and follow up by the student and housewife that contribute 3.4% each.

#### **5.1.3 Income**

In term of income, the highest percentage are those earning RM1001 to RM1500 monthly that is 35.7% or 31 out of 87 respondents. Those earning below RM1000 with 24 buyers or 27.6% follow this. Therefore it can be concluded that, the majority of Perodua car buyers are those from moderate or lower income. On the contrary, the number of those buyers earning income RM1500 and above are much less than those buyers who earn RM1500 and below that is 63.3% and 36.7% respectively.

#### **5.1.4 Brand Preferred**

Regarding the most preferred brand as seen from the questionnaire, Kancil leads the others that has 27 buyers or 31% and followed by Kenari that has 26 buyers from the total of 87 buyers overall. Kelisa comes in the third most preferred brand that has 17.2% or 15 buyers then followed by Myvi that got 10 buyers of which the brand is less than a year in the market. Meanwhile, Kembara comes in the forth rank and have 6 buyers and the remaining 3 buyers select Rusa. Mostly, the selection of the brand is came from themselves and that is 51.7% and followed by their family that influenced 19.5% and 16.1% from their friends. The above statements are complimentary with the Road Transport Department statistic for the number of Perodua cars registered in Sibul for the period between the year 2003 and 2005. (See Table 5.1.4). Further details related to brand preferences for Perodua cars based the number registered can be concluded as follows;

##### **5.1.4.1 Kancil**

Statistic from the Road Transport Department Sibul, shows that Perodua Kancil is the most popular Perodua car in Sibul for the past three years from 2003 to 2005. As a conclusion Kancil was the leading car in term of number registered for the past three years. Their performance however have dropped in favour of a new model, Perodua Myvi in 2005 where its percentage had dropped from 53% in 2003 to 41% in 2005 out of the total Perodua cars of 1655 and 2136 respectively. (See Table 5.1.4).

##### **5.1.4.2 Kenari**

From the data, Perodua Kenari is the second most preferred Perodua car in term of number registered in Sibul after Kancil. This can be seen from the statistic through out the three year periods from 2003 until 2005 where 29 % of the total 1,655 units in 2003, 39% of the total 2,041 units in 2004 and 29% of the total 2,136 units in 2005.

#### **5.1.4.3 Kelisa**

A survey shows that Kelisa is the third most preferred brand in Sibul in 2003 and 2004. But in 2005, Kelisa became the fourth most preferred Perodua car in Sibul when Myvi was introduced. This is supported by the number of Kelisa registered cars at the Road Transport Department Sibul for the previous three years. In 2003, there were 137 new buyers, 140 buyers in 2004 and 123 buyers in 2005 out of the total 1,655, 2,041 and 2,136 units respectively. (See table 5.1.4).

#### **5.1.4.4 Kembara**

Kembara is the fourth most preferred Perodua car for two years from 2003 to 2004. Based on the number of Kembara registered in Sibul, there were 117 Perodua Kembara registered in 2003. In 2004, there were 64 units registered and then dropped to 40 units in 2005. In 2005, Kembara was the fifth most preferred Perodua car.

#### **5.1.4.5 Rusa**

In Sibul Perodua Rusa was the fifth most preferred Perodua car based on the number registered in Sibul for 2003 and 2004. However Rusa became the sixth most preferred car in 2005 as seen in the table 5.1.4.

#### **5.1.4.6 Myvi.**

Myvi received an overwhelming response from Sibul car buyers when it was first introduced in the market in the year 2005. Based on Sibul Road Transport Department's statistic, the number of registered Perodua Myvi registered were at 440 units in 2005 to make it the third most preferred Perodua car in Sibul. This can be seen from the table 5.1.

**Table 5.1.4**

**Data From Road Transport Department Sibul**

<b>Brand</b>	<b>Year 2003 (Units)</b>	<b>%</b>	<b>Year 2004 (Units)</b>	<b>%</b>	<b>Year 2005 (Units)</b>	<b>%</b>
Kancil	873	53	1006	49	882	41
Kelisa	137	8	140	7	123	6
Kembara	117	7	64	3	40	2
Kenari	482	29	800	39	621	29
Rusa	46	3	31	2	30	1
Myvi	0	0	0	0	440	21
<b>Total</b>	<b>1655</b>	<b>100</b>	<b>2041</b>	<b>100</b>	<b>2136</b>	<b>100</b>

**5.1.5 Factors influencing the buyers' decision to select Perodua cars**

Why the buyers choose this brand most among the brands of Perodua cars? There are factors that influenced them to select or buy the brand. Refer to the data gathered, there are many reasons that the buyers state, why they come for Perodua cars.

**5.1.5.1 Price**

Logically, the price plays an important role in influencing people to buy the product. As from the survey, 66.7% of the buyers agreed that the price of Perodua cars are affordable. Even though 48.3% of buyers have chosen moderate quality for Perodua brands, they still select them for their means of transportation .If we are the good consumer, we may think twice either to buy the affordable price or the expensive one if the function and quality are exactly the same. Currently, we have to pay until seven to nine years of hire purchase agreement in order to own a car.

The price list of Perodua cars obtained from Perodua car dealer, Ngu Chung Beng and Sons Corporation Sdn. Bhd. are shown in the appendix 3.

#### **5.1.5.2 Fuel Consumption**

The second reason influence car buyers are fuel consumption. Currently, the buyers have to consider about the fuel consumption first before they made decision to buy the cars and this can save their money for other necessary goods. Lately, the price hike for fuel announced by the government recently this year, have an impact on our expenses and therefore, we are advised to spend the money wisely. From the survey, 67.8% out of the total 87 buyers agreed that Perodua cars are more economical in term of fuel consumption than other cars, which contributed to the reason why they buy the car.

#### **5.1.5.3 Stock Availability and Booking Period**

Besides that, the number of stock available is an important factor that influenced the buyers to buy Perodua cars especially Kenari and Kancil. This is because more than half or 87.4% of Perodua buyers said that it is easy to get their booked cars.

Besides that, booking period is also the major factor that contributes the buyer's decision to buy Kenari or Kancil. This is supported by the 52 or 59.8% of the buyers that have to wait less than two months for their booking car. Sometimes, the reason of waiting period for more than six months after booking made the sales of the other related brand slow, eventhough the customer likes the brand.

#### **5.1.5.4 Spare Parts and After Sales Service**

The availability of the spare parts with the reasonable price is also the factors that contribute why the buyers prefer Perodua cars. About 46% agree and 19.5% of the buyers strongly agree that the spare parts are available in Sibul. In addition, the good after sales service that offered by the nearest dealer to the current buyers is also the major contributor why they select or buy Perodua cars. This can be seen from the survey whereby 22 of the buyers agreed and 13 out of 87 of the buyers strongly agree that they have received a good service after sales for their cars.

#### **5.1.5.5 Design**

Perodua cars have their own unique design and this can be seen in Kancil and Kelisa. Even though, some of the buyers said that Kenari is klon from Atos but is still the second most preferred car among Perodua brands according to this survey. The design of Perodua cars are for Malaysian taste whereby 47.2% over 87 of the buyers surveyed, agreed that Perodua cars have modern design.

#### **5.1.5.6 Other factors**

According to the survey, most buyers for Perodua cars find that the cars have good engine features. Accordingly, 44.8 % of Perodua car buyers who responded to the questionnaire agreed that Perodua cars do not make much engine noise as it has small engine capacity.

Another factor is the second hand value for the Perodua cars. Perodua Second hand car has good market and therefore these cars have good value whenever they want to sell them in future or trade-in with new car. (This is based from the findings of respondents' feedback).

The other reason is that Perodua car is a local car, which to them is a national pride. The reason for buying this car to some buyers is also because they feel that there is a need to support the local car manufacturer.

## **5.2 Recommendations**

As for recommendations, there are some matters that should be considered by Perodua manufacturer in order to attract more car buyers. Nowadays, local cars producers such as Perodua are facing even greater competition from other car producers especially from Proton and foreign car producers. There are certain areas that Perodua needs to look at and do some improvement for their cars. This is to ensure that their product meets the need and expectation of the car buyers.

### **5.2.1 Quality**

The quality of the car needs to be improved. From the finding, only 10.3% or 9 out of total 87 buyers claimed that Perodua cars have high quality where as 48.3% or 42 buyers claimed that the cars are of moderate quality. On the other hand, 41.4% claimed that Perodua cars have low quality.

Firstly, it is recommended that Perodua make an improvement toward the engine quality. The survey found that 68.7% of the buyers experienced certain breakdown during the first year of purchase, which is quite high.

Secondly, the quality of the car suspension system needs to be improved. To make it lasting longer and give more comfort to the user. Some buyers especially for Kancil and Kenari commented that they have to change the absorber regularly after one year of usage. From the survey, 32.1% does not agree with the quality of Perodua car suspension system.

Thirdly, improvement should be made to Perodua car security system.. This is to ensure that the car buyers will feel safe when they park the car at home or elsewhere. This recommendation is based on the survey that 38 or 43.7 %. Out of 87 overall buyers do not agree to the quality of Perodua car security system.

### **5.2.2 Function**

Perodua should improve the car function so that they can use the car when ever and wherever they go. Kancil for example, is only suitable for short distance and where there are good roads like in town area. According to the survey, almost 42.5 % of the respondents do not agree that Perodua cars have many functions.

### **5.2.3 Safety**

It is recommended that Perodua should also improve the safety features of the cars they produce. Some comment that Perodua body material is like 'tin sardin' especially Kancil , Kenari and Rusa. Also, these cars are not very stable when driven more than 80 km per hour. The car user has less protection when accident occurs as the body can be easily tempered.

### **5.2.4 Booking Period and Availability of Stock**

Some buyers have to wait more than six months from the booking date to get their car especially for Myvi. Some Perodua car buyers prefer to buy Kancil or Kenari where the booking period is short and the stock is always available. So it is recommended that Perodua should increase production to create more stock and hence shorten the waiting period.

### **5.2.5 Design**

Perodua should always come up with new design, as there are many competitors such as Proton and foreign car producers. It is because people always ask for the new and the latest design. Even though the company cannot satisfy all the needs of the car buyers, at least it makes some changes to the existing car or just innovate it. Perodua Myvi for example is will received by Perodua car buyers in Sibul because of its modern design.

It is important for Perodua to keep up with latest design to compete with foreign made car such as those from Korea and Japan. Effort by Perodua recently to keep



up with the latest design with the introduction of Myvi has shown positive respond from the local car buyers. Perodua Myvi is quite similar to Honda Jazz and Hyundai Getz in term of design. However most people find that the price of these two Korean and Japanese cars too expensive. Therefore, for those who cannot afford to own those imported car, they can alternatively buy Myvi

#### **5.2.6 Road Show**

In order to capture the market, Perodua should organize a series of road show. This road show can be done at shopping complex and other places where there are many people. Through this effort, Perodua can show their cars to the public closely and enable them to get in touch with the latest model.

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**MARA UNIVERSITY OF TECHNOLOGY SARAWAK**

**KOTA SAMARAHAN CAMPUS**

**SURVEY QUESTIONNAIRE**

Brand Preferences of Perodua cars: A Case study in Sibü

Dear Respondents,

The aim of this research is to collect information from the buyers of Perodua cars about their preferences towards its brand name in Sibü. In addition, to know which factors that influenced the buyers most of why they select the brand. The findings of this study are strictly used for academic purposes.

*Kajian ini adalah bagi mendapatkan maklumbalas dikalangan pembeli kereta Perodua mengenai pilihan mereka terhadap jenama ini di Sibü. Tambahan daripada itu juga ingin mengetahui beberapa faktor yang mempengaruhi pengguna mengapa mereka memilih jenama Perodua ini. Hasil soal selidik ini adalah untuk tujuan akademik semata – mata.*

All the information contributed will be regarded with the highest esteem and confidentiality is assured.

*Semua maklumat adalah diterima dengan penuh hormat dan dijamin sulit.*

Your participation and cooperation in the survey is deeply appreciated.

*Penglibatan dan kerjasama tuan/puan di dalam kajian ini adalah sangat dihargai.*

Thank you very much for your time and cooperation.

*Terima kasih di atas penglibatan dan kerjasama tuan/puan semua.*

Yours Sincerely,  
*Yang benar,*

Saadon bin Hj. Zamhari

## Appendix 2

### Comparison between Perodua cars with Proton and Foreign cars registered in Sibu (Sources from Road Transport Department)

<b>Brand</b>	<b>Year 2003</b>	<b>%</b>	<b>Year 2004</b>	<b>%</b>	<b>Year 2005</b>	<b>%</b>
Perodua	1655	51	2041	58	2136	56
Proton	1233	38	1162	33	1326	35
Imported	358	11	339	9	330	9
<b>Total</b>	<b>3246</b>	<b>100</b>	<b>3542</b>	<b>100</b>	<b>3792</b>	<b>100</b>

### Appendix 3

#### Sales Data From Perodua Dealer; Ngu Chung Beng And Sons Corporation

Sdn. Bhd., SibU

<b>Brand</b>	<b>Year 2003</b>	<b>%</b>	<b>Year 2004</b>	<b>%</b>	<b>Year 2005</b>	<b>%</b>
Kancil	559	59.91	990	50.00	1051	44.97
Kelisa	93	9.97	297	15.00	201	8.60
Kembara	27	2.89	39	1.97	26	1.11
Kenari	243	26.05	635	32.07	461	19.73
Rusa	11	1.18	19	0.96	14	0.60
Myvi	0	0.00	0	0.00	584	24.99
<b>Total</b>	<b>933</b>	<b>100.00</b>	<b>1980</b>	<b>100.00</b>	<b>2337</b>	<b>100.00</b>

## Perodua cars Price List

Source: Ngu Chung Beng &amp; Sons Corporation Sdn. Bhd., Date: 5 April 2006

Model		Colour	On the road Price (RM)
<b>Kancil 660 &amp; 850</b>	Basic 660 Basic Manual	Solid	24,227.50
	660 Manual	Solid	24,147.50
		Metallic	26,506.60
	850 Manual	Solid	29,995.20
		Metallic	30,400.90
	850 Auto	Solid	35,427.80
		Metallic	35,903.00
	850 S/E Manual	Metallic	31,833.60
<b>Kelisa 850 &amp; 1.0</b>	850 Manual	Solid	32,566.10
		Metallic	33,113.60
	1.0 Manual	Solid	36,733.40
		Metallic	37,301.80
	1.0 Auto	Solid	40,167.40
		Metallic	40,864.30
	1.0 S/E Manual	Metallic	39,473.30
	1.0 S/E Auto	Metallic	41,734.10
	1.0 Imago Manual	Metallic	39,693.10
	1.0 Imago Auto	Metallic	41,978.90
<b>Kenari 1.0</b>	Normal Manual	Solid	40,979.50
		Metallic	41,528.60
	Normal Auto	Metallic	44,447.00
	Aero Manual	Solid	43,197.10
		Metallic	43,745.30
	Aero Auto	Solid	46,143.40
Metallic		46,629.20	



**Continue from Appendix 4**

<b>Myvi 1.0 &amp; 1.3</b>	<b>1.0 Manual</b>	<b>Solid</b>	<b>40,847.00</b>
		<b>Metallic</b>	<b>41,365.40</b>
	<b>1.3 Manual</b>	<b>Solid</b>	<b>45,199.40</b>
		<b>Metallic</b>	<b>45,697.60</b>
	<b>1.3 Auto</b>	<b>Solid</b>	<b>48,079.40</b>
		<b>Metallic</b>	<b>48,577.60</b>
	<b>1.3 Manual Premium</b>	<b>Solid</b>	<b>48,079.40</b>
		<b>Metallic</b>	<b>48,577.60</b>
<b>1.3 Auto Premium</b>	<b>Solid</b>	<b>50,959.40</b>	
	<b>Metallic</b>	<b>51,457.60</b>	

<b>Kembara 1.3</b>	<b>CT Basic Manual</b>	<b>Solid</b>	<b>50,257.70</b>
		<b>Metallic</b>	<b>50,805.70</b>
	<b>CT Manual</b>	<b>Metallic</b>	<b>55,593.70</b>
	<b>CT Auto</b>	<b>Metallic</b>	<b>58,385.70</b>
	<b>CT Aero Manual</b>	<b>Metallic</b>	<b>57,593.70</b>
	<b>CT Aero Auto</b>	<b>Metallic</b>	<b>60,385.70</b>
	<b>CT Elegance Auto</b>	<b>Metallic</b>	<b>62,245.70</b>

<b>Rusa 1.3.Manual 1.6 Manual</b>	<b>1.3. Manual</b>	<b>Solid</b>	<b>40,243.24</b>
	<b>1.6 Manual</b>	<b>Metallic</b>	<b>51,913.25</b>

## Survey Questionnaire

**For Section A and B please tick ( v ) in the bracket for your answer .  
Sila tandakan (v) dalam petak yang disediakan bagi jawapan anda .**

### SECTION A : Buyers' Profile / Profail Pembeli

**A.1 Gender / Jantina**

- (a) Male / Laki-laki
- (b) Female / Perempuan


**A.2 Marital Status / Status**

- (a) Married / Kahwin
- (b) Single / Bujang
- (c) Widow / Janda


**A.3 Race / Bangsa**

- (a) Malay / Melayu
- (b) Iban / Iban
- (c) Bidayuh / Bidayuh
- (d) Chinese / Cina
- (e) Melanau / Melanau
- (f) Others / Lain-lain :  
(Please Specify / Sila nyatakan) :


**A.5 Age / Umur**

- (a) 30 Years & below /  
30 Tahun & ke bawah
- (b) 31 - 40 Years / Tahun
- (c) 41 - 50 Years / Tahun
- (d) 51 Years & above /  
51 Tahun & ke atas


**A.6 Occupation / Pekerjaan**

- (a) Student / Pelajar
- (b) Government Servant /  
Kakitangan Kerajaan
- (c) Private Sector /  
Kakitangan Swasta
- (d) Self Employed / Kerja Sendiri
- (e) Others / Lain-lain  
(Please Specify / Sila Nyatakan) :


For Researcher / Office use  
Kegunaan Pejabat

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A7 Age / Umur

- (a) Below 18 Years /  
*Bawah 18 Tahun*
- (b) 19 - 30 Years / *Tahun*
- (c) 31 - 40 Years / *Tahun*
- (d) 41 - 50 Years / *Tahun*
- (e) 51 and above / *50 Tahun ke atas*


For Researcher / Office use  
*Kegunaan Pejabat*

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A8 Monthly Income / Pendapatan Bulanan

- (a) Below RM1000 / *Bawah RM1000*
- (b) RM1001 - RM1500
- (c) RM1501 - RM2000
- (d) RM2001 - RM2500
- (e) RM2501 - RM3000
- (f) RM3000 and above / *RM3000 & ke atas*


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**SECTION B :Brand Preferences / Pilihan Jenama**

B1 Which brand of Perodua cars did you buy ?/  
*Apakah jenama Perodua yang kamu beli ?*

- (a) Kancil
- (b) Kenari
- (c) Kelisa
- (d) Kembara
- (e) Rusa
- (f) Myvi


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B2 How long did you wait after booking the brand before you get the car ?  
*Berapa lamakah masa menunggu bagi mendapatkan jenama ini selepas kamu menempahnya ?*

- (a) Less than a month /  
*Kurang dari satu bulan*
- (b) 1 - 2 Month / *Bulan*
- (c) 3 - 4 Month / *Bulan*
- (d) 5 - 6 Month / *Bulan*
- (e) 7 - 8 Month / *Bulan*
- (e) 9 Month & above /  
*9 Bulan & ke atas*


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B3 Who influenced you to choose this particular brand ? /  
*Siapakah yang mempengaruhi kamu untuk memilih jenama ini ?*

- (a) Myself / *Sendiri*
- (b) Family / *Ahli Keluarga*
- (c) Friends / *Kawan - kawan*
- (d) Salesman / *Jurujual*
- (e) Other / *Lain - lain*  
Please Specify / *Sila nyatakan :*


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B4 How long have you used the brand ? /  
 Berapa lamakah kamu telah menggunakan  
 jenama ini ?

- (a) Less than a year /  
Kurang dari 1 Tahun
- (b) 1 - 3 Years / Tahun
- (c) 4 - 5 Years / Tahun
- (d) 6 - 8 Years / Tahun
- (e) Nine years and above /  
9 Tahun ke atas


For Reseacher / Office Use  
 Kegunaan Pejabat

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B5 Have you experienced any breakdowns after  
 buying the brand ? /  
 Pernahkah jenama ini mengalami kerosakan  
 selepas kamu membelinya ?

- (a) Yes / Ya
- (b) No / Tidak


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B6 If yes,how long after you bought the brand ? /  
 Jika ya, berapa lamakah selepas kamu membelinya ?

- (a) Less than a month /  
Kurang dari satu bulan
- (b) 2 - 6 Months / Bulan
- © 7 - 12 Months / Bulan
- (d) 2 - 3 Years / Tahun
- (e) More than 4 years /  
Lebih dari 4 Tahun


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B7 Is it easy to get the preferred brand in Sibul ? /  
 Adakah mudah untuk mendapatkan jenama yang  
 hendak dipilih di Sibul ?

- (a) Yes / Ya
- (b) No / Tidak  
 (If No,Please Specify your answer : /  
 Jika tidak,Sila nyatakan jawapan :)



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B8 What is the quality of the product ? /  
 Apakah kualiti jenama ini ?

- (a) High / Tinggi
- (b) Moderate / Sederhana
- © Low / Rendah

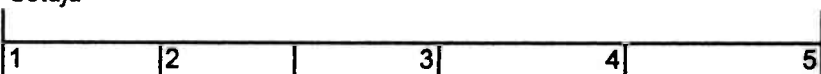

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**SECTION C : Comment on Brand Preferences**

Please use the scale below to rate the following factors that influenced you to buy Perodua car by circling in your answer / choice.

*(Sila gunakan skala di bawah untuk memastikan keutamaan bagi faktor yang mempengaruhi pemilihan kepada jenama Perodua dengan membulatkan jawapan / pilihan anda )*

Strongly Agree / Sangat Setuju      Agree / Setuju      Neutral / Tidak pasti      Disagree / Tidak Setuju      Strongly Disagree / Sangat tidak Setuju



C1 The price is affordable / *Harga adalah mampu bayar*      1 2 3 4 5

C2 The fuel consumption is economical / *Jimat penggunaan minyak*      1 2 3 4 5

C3 It is a modern design / *la adalah bentuk termoden*      1 2 3 4 5

C4 The brand has many function / *Jenama ini mempunyai banyak fungsi*      1 2 3 4 5

C5 The car suspension is very good / *Kenderaan ini mempunyai suspensi yang sangat baik*      1 2 3 4 5

C6 It offers a very good security systems / *la menawarkan sistem keselamatan yang sangat baik*      1 2 3 4 5

C7 The dealer offers a good after sales service / *Wakil penjual menawarkan perkhidmatan yang memuaskan selepas jualan*      1 2 3 4 5

C8 It is easy to get the spare parts from the dealer in Sibul / *Adalah amat mudah untuk mendapatkan alat - ganti dari wakil penjual di Sibul*      1 2 3 4 5

C9 The engine is less noisy / *Bunyi enjin yang tidak nyaring*      1 2 3 4 5

For Reseacher / Office Use  
*Kegunaan Pejabat*

**SECTION D : Buyers' Feed back / Maklumbalas Pembeli**

**D1** What are the main reasons you chose this brand ? /  
*Apakah yang menyebabkan anda memilih jenama ini ?*

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**D2** What are the benefits you get from choosing the brand ?  
*Apakah kebaikan yang kamu perolehi daripada memilih jenama ini ?*

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**D3** List out five strengths of the preferred brand have ? /  
*Senaraikan lima kekuatan yang ada pada jenama yang kamu pilih ?*

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**D4** List out five weaknesses of the brand have that need improvement ? /  
*Senaraikan lima kelemahan yang ada pada jenama ini yang perlukan perubahan ?*

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**D3** What do you think that made the brand is preferred most by the buyers ?  
*Apakah yang menyebabkan jenama Perodua in dipilih oleh pembeli ?*

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For Reseacher / Office Use  
*Kegunaan Pejabat*

Thank you for completing the survey  
*Terima kasih kerana telah melengkapkan kajian ini.*

## **Sample Photo of Perodua Cars**

The latest Kancil has never looked so good. It doesn't just look good with the cosmetic changes – the price looks just as good.

It is now smarter – complete with cool cosmetic enhancements that'll drive anyone wild.



The price? It'll drive the competition crazy. The new Kancil 660cc EXb starts from RM23,472 – way more economical than the most economical car in Malaysia.

So, choose a Kancil. It's smarter, better and more affordable.

**SMARTER**

## NEW CHANGES FOR A SMARTER LOOK.

Step into the Kancil and you'll see the difference. The changes will make you feel different!

The interior colours are darker and more stylish – especially those on the steering wheel and door trims.

The seat fabric has been changed too – it's now plusher and more comfortable.

2 new cool colours have also been introduced for our 850cc models – Mocca Silver and Maritime Blue. Perfect to colour your life with!



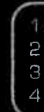
1



2



3



4

## SPECTACULAR COLOURS TO PAINT THE TOWN WITH!



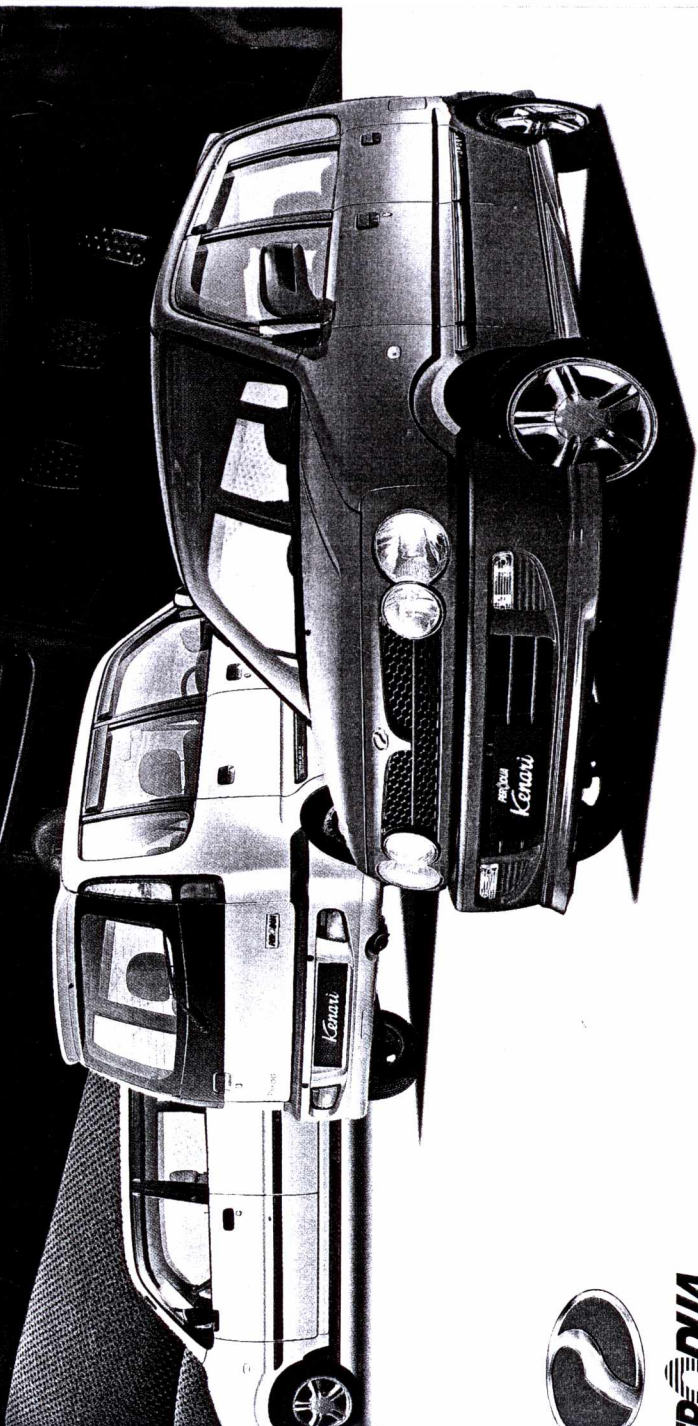
	Kristal White	Sparkling Silver	Millennium Gold
660cc EXb	✓	-	-
660cc EX	✓	✓	-
850cc EX	✓	✓	✓
850cc EZi	✓	✓	✓



*Kenari*

A DIFFERENT  
POINT OF VIEW



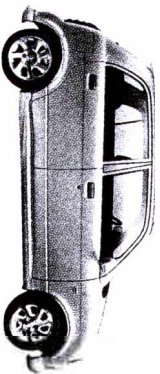


**TRDUA**

# Kelisa Imago



\* Skirting



\* This optional skirting can be ordered at extra cost.

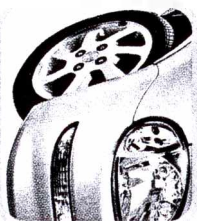
Fun in all its "funtastic" hues.

The Kelisa Imago is a "funtastic" car whichever way you look at it. Its cool exterior has a pearly sheen that takes on different hues under different light! Sometimes it's silver. Sometimes it's green. But it's definitely fun all the time.

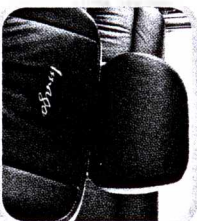
Then, there's its powerful 12-valve DOHC engine with Electronic Fuel Injection - and MacPherson Strut absorbers for a more stable and smoother ride. Giving you more fun on the road! Kelisa Imago. Built to make life more fun.



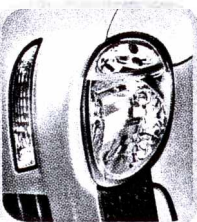
Silver-painted centre cluster (incl. astray)



Stylish alloy rims



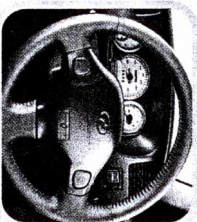
Leather seats with "Imago" embroidery



Clear side and front turn signals



Sporty spoiler



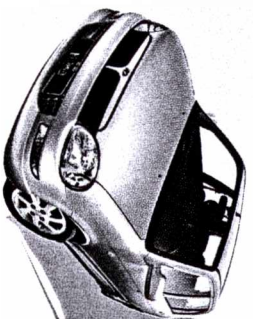
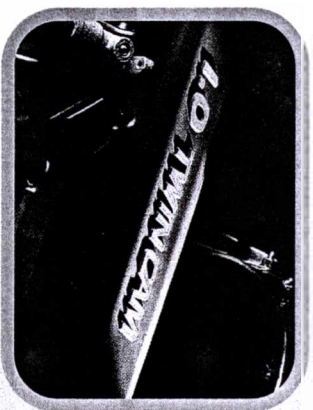
Leather-wrapped steering wheel



Chrome door handles & door lock

# Powerful and Economical

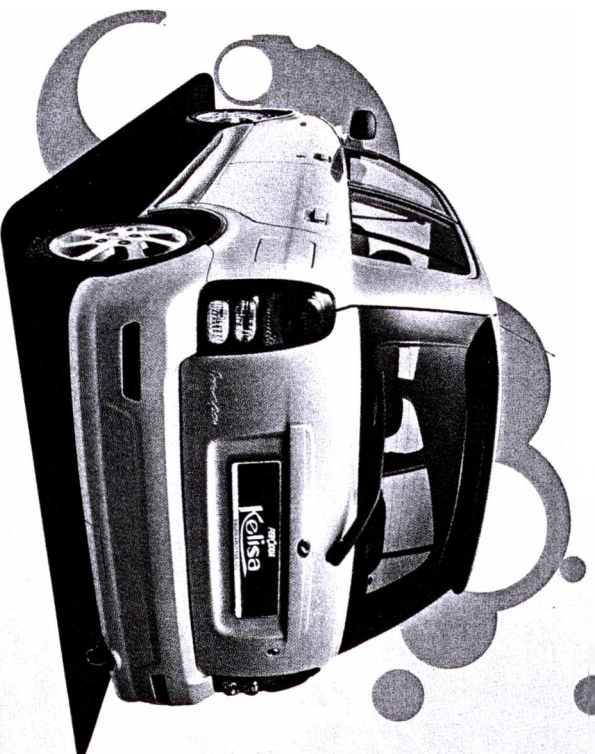
DOHC engine with EFI - rivals even bigger cars.



More Stylish, More Awesome  
Special enhancements.

More Awards,  
More Affordable

"Compact Car of the Year" for three consecutive years.



**THE KELISA. A FUN CAR THAT KEEPS YOUR POCKET HAPPY TOO!**

The Kelisa is specially engineered to delight you and your pocket. Exciting features that make driving enjoyable at a price that's within your reach. Test drive one today. Dare we say, it'll be the most fun you'll have all day.



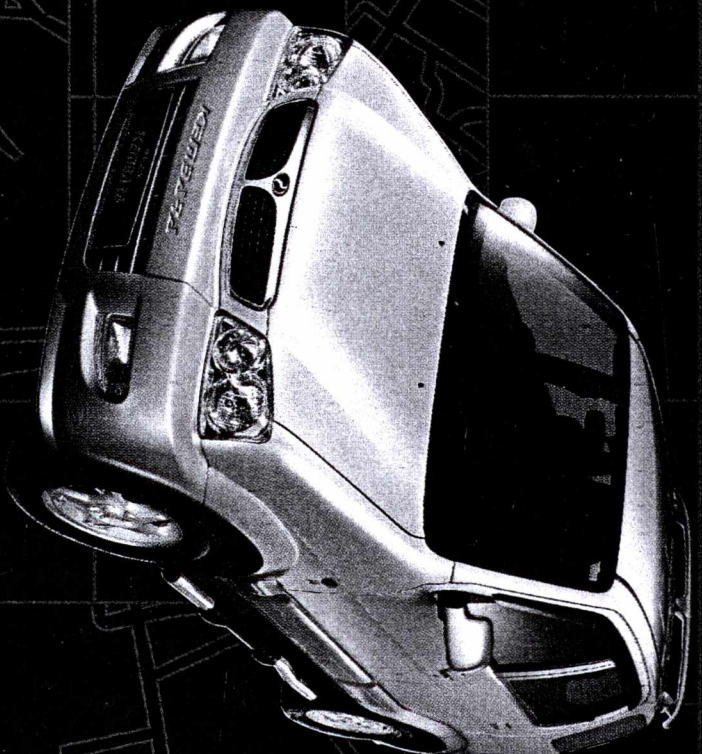


**PERODUA**

[www.perodua.com.my](http://www.perodua.com.my)

# THE KEMBARA CT

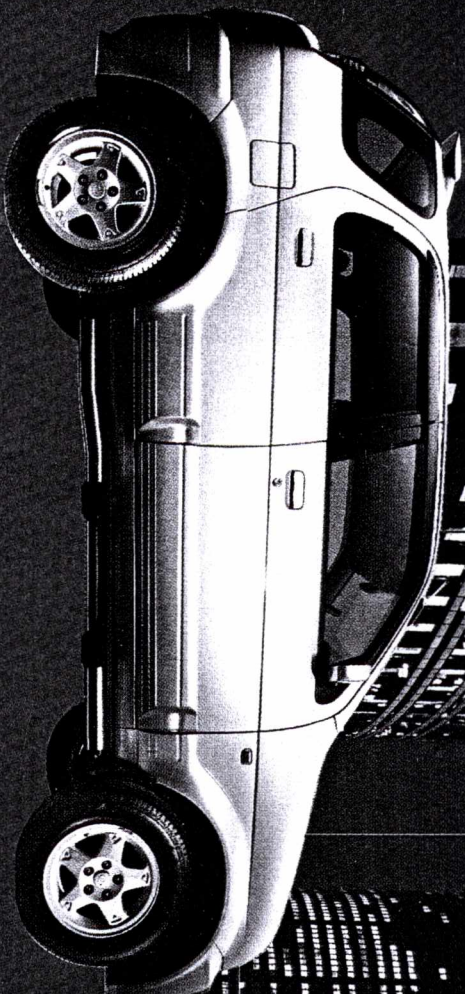
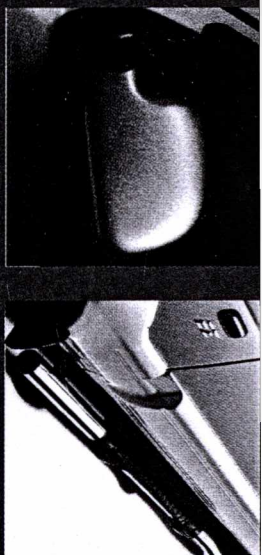
Looks great. Performs even better.



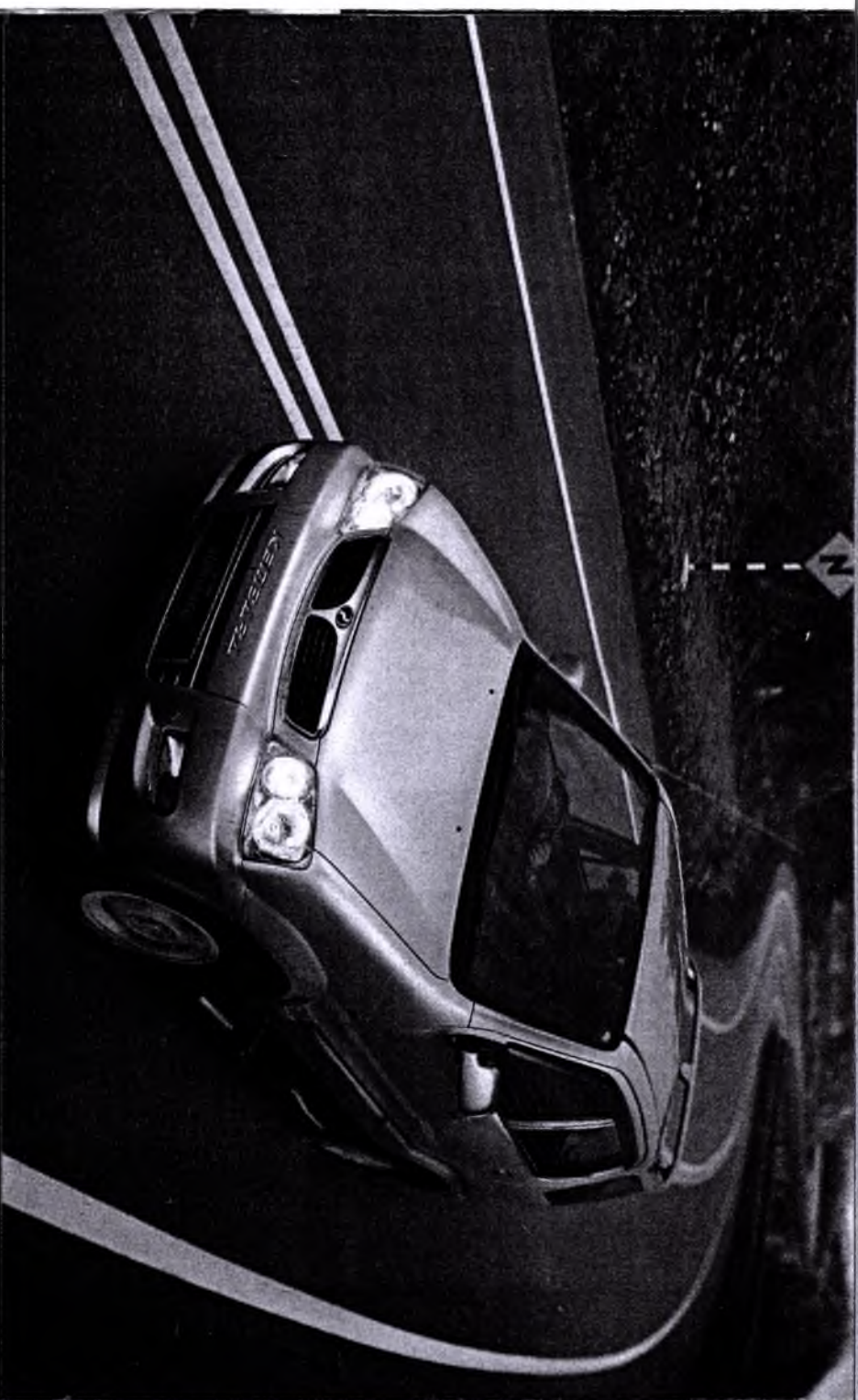
Because you can.

# THE KEMBARA CT

isn't just technologically smart.  
With the 10 new features, it is  
stylish and elegant too.



- 1 New side bar (bar or round type)
- 2 Monotone bumper colour
- 3 Chrome headlamp
- 4 Spoiler with third brake light
- 5 Clear lens RR light
- 6 New seat fabric
- 7 Body colour side mirror
- 8 Body colour door outer mirror
- 9 Radio, CD and cassette player
- 10 Chrome rim spare wheel cover (outer ring)



## HOW DVVT WORKS

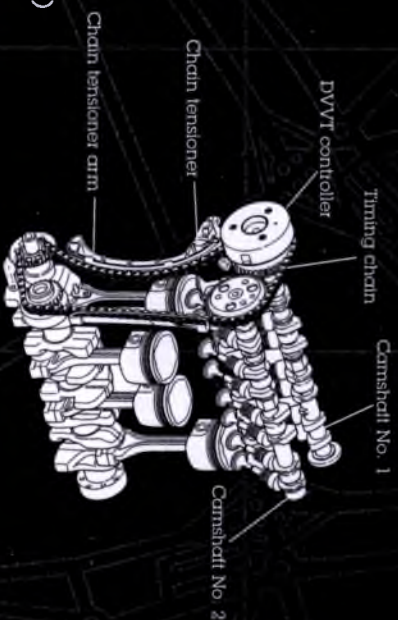
The Kembra performs as remarkably as it looks - with DVVT (Dynamic

Variable Valve Timing), a comprehensive engine control system that allows you to do things a lot better.

You can overtake other cars faster and more safely. Climbing hills is an effortless

task. And you get to see fewer petrol stations with its better fuel economy.

But that's not all. By driving around with DVVT, you're helping to make the air we breathe cleaner and healthier. (Something to please those in Greenpeace.)







**PERODUA**

EXCELLENCE ASSURED

**Myvi**  
IT'S A PASSION



EKTBRCDDUM MYV 05-03 MAY2005-A

[WWW.PERODUA.COM.MY](http://WWW.PERODUA.COM.MY)

CONTENTS

"Never underestimate the power of passion."

## PASSION FOR

DESIGN

SPACE

PERFORMANCE

QUALITY

SAFETY



# MYVI

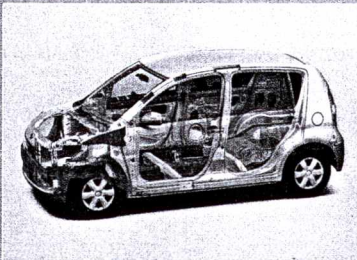
- My Vehicle, My Vision, Malaysian Vision
- A new generation car
- A car born out of passion



PASSION FOR SAFETY



Myvi has achieved top safety level in its class having undergone countless stringent collision tests. From seat belt lights to ventilated disc system for safe braking performances and child-proof lock lever system to head impact protection devices. Safety will never be an issue with Myvi.



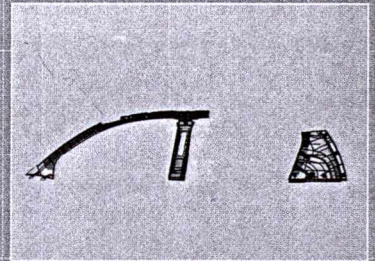
#### BODY STRUCTURE

New developed structure that absorbs impact more effectively from the front, rear and side to protect occupants from serious injury during an accident.



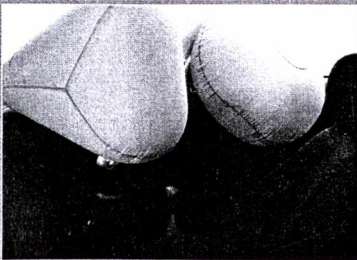
#### FRONT COLLISION TEST

Crumple zones are designed into the front and rear to effectively absorb the impact of a collision.



#### HEAD IMPACT PROTECTION

Absorbs shock from impact to help reduce possible head injury during a collision.



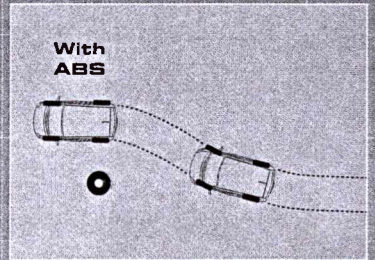
#### DUAL SRS AIRBAGS

Adds to the protection offered by seat belts by decreasing the impact on the occupants' head and chest. (1.3ℓ premium variants only)



#### CENTRAL LOCKING SYSTEM WITH ALARM AND IMMOBILISER

A security device that is built into the car key. The engine can only be activated when the car detects the security device.



#### ABS (1.3ℓ PREMIUM VARIANTS ONLY)

Anti-lock braking system is a device to prevent the wheel from locking during emergency braking or when braking on slippery roads. It also enables obstacles on the road to be avoided safely.