



**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 findings 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.

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## TABLE OF CONTENTS

<b>Executive Summary</b>	i
<b>Acknowledgement</b>	ii
<b>Table of Contents</b>	iii
<b>List of Abbreviations</b>	viii
<b>List of Appendices</b>	ix
<b>List of Figures</b>	x
<b>List of Tables</b>	xii
<b>1.INTRODUCTION</b>	
1.1 Brand	1
1.2. History of brand name	2
1.3. Background of the research3	
1.3.1. Perusahaan Otomobil Kedua Sdn.Bhd. (Perodua)	3 – 6
1.3.2. Sibu	6 – 8
1.4. Problem Statement	8 – 9
1.5. Objectives	9
1.5.1. General Objectives	9 – 10
1.5.2. Specific Objective	10
1.6. Significance of the Study	11
1.7. Limitation	12
1.7.1. Time Constraint	12
1.7.2. Availability of the sources of references	12
1.7.3. Financial Constraint	13
1.7.4. Cooperation	13
1.7.5. Commitment	14

# 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.