

**A STUDY ON CONSUMER PURCHASE INTENTION TOWARDS
HYBRID CARS**

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Table:

ACKNOWLEDGEMENT

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Table 1 Number of Questionnaire distributed, returned

First of all, I am grateful to The Almighty God for establish me to complete this research.

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Toward Hybrid Car

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FIGURE:

Figure 1 Gender

Figure 2 Age

Figure 3 Profession

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ABSTRACT

The paper looks into the consumer purchase intention towards hybrid cars. A questionnaire was designed with a sample of 115 in area of Kota Kinabalu city. The objectives of this research is to determine factor influence consumer purchase intention for hybrid car, this is to ascertain the right factor contribute consumer purchase intention toward hybrid car. The analysis was done by keep Gender, Age, and Profession. This research reveal the important fact, which could be used by Hybrid Car manufacturer to identify the most influential factor among consumer in Kota Kinabalu city. Most of the respondent agree that social influence would be the factor contribute purchase intention among them. Age of 25- 29 years old, felt that, it is important to get their family and friends to present or give some ideas when purchase a Hybrid Cars.

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