



**BUYING BEHAVIOR OF WORKING ADULT TOWARDS CAR**

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## CHAPTER 1 BACKGROUND

### 1.1 Background of study

#### ABSTRACT

The primary conduct upon formulating this research is related to the statistic of increasing in demand of car. This research is basically focusing on how to determine the scale of buying behavior among the working adult whose aged between 24 until 32 years old upon making decision to buy a car and the factors that influences

The purpose of this study is to determine the relationship between the variables of perceived value and the perceived quality towards working adult behavior on buying a car. This study is more focusing on their respondent behavior inclusive of buying behavior of the working adults towards their car preferences. In essence, the data collection had given an insight that working adult's preference on buying a car are based on the quality and perceived value. Furthermore, this study would be an another scope of consumer buying behavior had been explore in marketing research

towards car, there is limited information focusing on the factors on buying behavior towards car among the working young adults especially in Malaysia.

The key indicators identified through these articles that are associated to buy a car among consumers generally can be related to the factors on buying behavior among working young adults nowadays which are comprised of the information on both of perceived value and quality. From statistical view, demand is increasing as a result of the globalization and information age that has been developed rapidly. This scenario happened when the country starts to open mobile trading markets to foreigners such as Japan and Korea. These foreigners have come out with many of strategies to attract local to buy their car.

In conclusion, the strategies to attract must of consumer working adult aged around 24 until 32 years upon perceived quality and perceived value of car. The indicated Strategy manufacture focus two type of variable of that because has been support by respondent towards buying behavior among working adult.

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The problem statement is the heart bit of this research and the progress of this research is started with studying on the factors of working young adults behavior towards buying a car in order to helps them doing their daily activities. From my own readings through various articles which focusing on the behavior of consumers towards car, there is limited information focusing on the factors on buying behavior towards car among the working young adults especially in Malaysia.

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