



**FACTORS THAT INFLUENCE PURCHASE INTENTION
TOWARDS PROTON CARS**

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter consisting of seven sections serves as a preliminary introduction to the chosen area of study. Those sections discuss on the background of study, problem statements, research objectives, research questions, significant of study, limitations of the study and scope of the study.

1.2 Background Of Study

Perusahaan Otomobil Nasional Berhad (PROTON) is one of the Malaysian automobile organizations that were established in 1983. Basically, Proton activities are to manufacture, assemble and sell motor vehicles and related products. In 1985, Proton has produced its first Malaysia car which is Proton Saga model. Proton Saga model has launched by the Malaysian Prime Minister, Dato' Seri Mahathir Mohamed. Dato' Seri Mahathir Mohamed is the person who had come with the idea of national car. The establishment of national car in nearly 3 decades ago and many things needs to be re-examined in order to make sure Proton can compete with other car brand in market.

The main reason of this research is to investigate factors that influence customers purchase intention toward Proton cars. This is because, recently we can look from the report that released by Malaysian Automotive Association (MAA) shows that Proton ranks second best national car seller. There are four main factors that will be established in this research includes brand, price concern and value concern toward Proton products. Basically, these factors were believed to play a vital role in establishing overall perceptions of Malaysian customers toward the Proton car.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Literature review is a documentation of a comprehensive review of published and republished work from secondary sources of data in the area of specific interest. The purpose of literature review is to ensure that no important variable that has in past been found repeatedly to have an impact on the problem is ignored. There are various sources of literature that the researcher can take from secondary source data in the areas of specific interest to the researcher. It can be from the magazines, internets, journal, newspaper, textbook as well as the library and so on (Faizah and Noraini, 2008). Literature review section is where the researcher will list out all the terms from the journals that issued as the reference on conducting the study. Besides that, researcher also will use the term from the previous study to support the study that being discussed.

2.2 Customers Attitude

According to (*Lars Perner, 2010*) customer attitudes are a composite of a customer beliefs, feelings and behavioural intentions toward some object within the context of marketing usually a brand or retail store. Belief consists of positive belief or negative belief toward the products. The customers experience will lead toward customer belief toward the product. Next is feeling. Feeling is likely more about affect. What the customer feel the effect of the existence of the products towards several party. Lastly is behavioural intention. The behavioural intention is what the consumer plans to do with respect to the object. Basically, these three factors will relate or affect to customers attitude toward certain products or brand. With the customer attitudes that believe the brand can deliver the products features that promised surely it will create purchase intention toward the brand. So, if the brand can satisfied their customers surely the can create good customers attitude toward their brand.

H1: There are relationships between customers attitude and purchase intention

H0: There are no relationships between customers attitude and purchase intention

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, it will be discuss on how the data and information are obtained and collected in order to meet the objectives of this research. This chapter consists of eight sections which are research design, data collection method, research instrument, questionnaire design, population, sampling design, data analysis method and inferential analysis method.

3.2 Research Design

Research design is the overall plan or structure that is used to conduct the entire study. The purpose of this study is to identify Malaysian customer perceptions toward proton car at Selangor, Malaysia. Thus, the researcher found that quantitative research is more appropriate for this study as quantitative means the research is gathered through structured questions. Therefore, in order to perform quantitative research, the researcher collected data by distributing the questionnaires to Malaysian citizen. Furthermore, the questionnaires will distribute mostly to younger generation because they will need a car as their necessity good. The younger generation or known as Generation Y is identified by individual that born between 1980s until 1990s (*Focsht, Schloffter, Maloles, & Chia, 2009*). From this explanation, it shows that the age range for younger generation is between 25 – 35 years old as for 2015.

Other than that, the purpose of this research is a descriptive study. Descriptive study is undertaken in order to ascertain and be able to describe the characteristics of the variables of the interest in a situation (*Sekaran & Bougie, 2013*). The researcher used descriptive research because the data has been collected through detailed questionnaires, which it emphasizes to study an accurate profile of an individual to explain the relationship between the demographic factors and those four independent variables with dependent variable.

According to (*Saunders, Lewis and Thornhill, 2009*), it is necessary to have a clear picture of the phenomenon on which the researcher wishes to collect data prior to the collection of data. The nature and purpose of my study is hypotheses testing. Moreover, this study is conducted in the natural environment with minimum interference. Cross sectional research design has been used in this study which is a study based on accumulated data analysis provide insights to answering my research question. According to (*Neale J.Ed, 2009*), the cross sectional study can be described as measurements of variables within a sample population that are taken on