



**A STUDY ON CONSUMERS PREFERENCES TOWARDS
BRAND OF PETROL IN MALAYSIA**

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**BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CITY CAMPUS MALACCA**

APRIL 2010

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UITM, CITY CAMPUS MALACCA**

APRIL 2010

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, NURUL AKMAL BT YUSOFF, (I/C Number: 861009-46-5168)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: APRIL 2010

LETTER OF SUBMISSION

April, 2010

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**A STUDY ON CONSUMERS PREFERENCES TOWARDS BRAND OF PETROL IN MALAYSIA**" to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely

.....

(NURUL AKMAL YUSOFF)

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Bachelor of Business Administration (Hons) International Business

ABSTRACT

For this year 2010, all oil and gas companies in Malaysia had plans on attracting more consumers to use their products. Due to this, the preference level of the consumers is put into consideration as one of the purposes of the strategies to retain the current customers and attract the new potential customers as well. Malaysia petrol brand which is PETRONAS has to compete with their foreign competitors like SHELL, EXXONMOBILE, BP, and CALTEX who nowadays have extremely developed their technologies to become as one of the main preferred brands of petrol by consumers in this region. Due to that, PETRONAS as well as other oil and gas sectors has to take a full consideration in providing and giving the best service to the customers in Malaysia in order to ensure the plans successfully and achieve the target.

This study is made for the purpose of to identify how far those key factors can have an influence on consumers' preferences towards brands of petrol in Malaysia. The first objective of this research is to study on the consumers' preferences towards brands of petrol in Malaysia and the researcher used frequency analysis in order to get the result. Secondly, the objective is to study the relationship between the dependent and independent variables and Pearson's correlation coefficient are used to know the relationship between the variables. Thirdly, to identify the most dominant factors that contribute to the consumers' preferences towards brands of petrol and the researcher used descriptive analysis. Lastly, the objective of this research is to propose some recommendations in order to help the management.

The result of this study shows the most dominant factors that influence consumers' preferences towards brands of petrol and also the recommendations in order to overcome this issue.