

CONSUMER PURCHASE INTENTION FOR FOREIGN BRAND CARS IN MALAYSIA

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ABSTRACT

Nowadays, with the development of science and technology and with the rapid development in the automotive industry in Malaysia, also with the increasing income of urban residents, branded cars have become a common item in many urban homes. Brand cars have already infiltrated into ordinary family. To buy a brand car is no longer a dream, people can take great enjoyment in high technology which make human life become much more convenient. Even some families want to buy a second car. And also with the development of social economy, consumer income and purchasing capacity, consumer purchase intention is becoming more and more important in the brand car's market. While many people would like to buy foreign brand cars rather than domestic brand cars. It is absolutely necessary to emphasis on research of consumer purchase intention and adopt appropriate marketing strategy in order to meet consumer needs and improve the company's economic performance. While after analyzing this social phenomenon, it not only helps the foreign brand car's company to understand its advantages, but also helps the domestic brand car's company to know its disadvantages so that it can improve its competitiveness and attract more consumers to buy its products. This paper will do the research about consumer purchase intention from consumer behavior by using empirical analysis and literature search to analysis consumer purchase intention and other relevant factors for foreign brand cars.

First of all, through the exposition of the background about foreign brand cars in Malaysia market to determine research motivation, research question and research objective. Secondly, through the review about the course of brand car's development

and the research results of consumer purchase intention and through analyzing relationship frame for consumer purchase intention to determine what kinds of factors could influence it. And these factors can be used for theoretical assumption. Thirdly, through the empirical investigation of the consumers who have foreign brand cars or who want to buy foreign brand cars in Malaysia to get the correlative data, and then use regression analysis method to analysis these data to verify the hypotheses in this paper. Finally, giving comments and suggestions about how to increase consumer purchase intention based on characteristic of the foreign brand cars in Malaysia and the research results in this paper.

Key words: Foreign brand cars; Consumer purchase intention; Brand heritage; Perceived quality; Prestige image; Consumer ethnocentrism; Perceived value; Perceived usefulness; Perceived driving safety; Perceived risk; Perceived price; Service quality intention; Interaction quality; Environment quality; Outcome quality; Exterior attributes