

Title of Thesis	A Study of Factors Influencing the Purchase of Foreign Cars among IBS College Students
Name	Kho Kwang Huang
Program	BA (Hons) Business Administration (In collaborations with UCSI)
Date of Submission	August 2021
Student Thesis Code	2021/AUG/UCSI/BABA/03

ABSTRACT

This research aims to investigate the factors which influence the purchasing of foreign cars by students of IBS College, which represents a generation in the '90s. Serious issues face by Malaysia are that the national cars owned by locals have reduced with time. Malaysians believe that imported cars are usually built with high and good quality standards. Thus, this research applied to take the consumption value theory as the basic framework and propose brand image as a new value dimension to investigate the determinants of consumption value such as conditional value, emotional value, functional value, and social value, as well as the brand image, will affect IBS College students purchase for foreign cars.