

Title of Thesis	Study of Customer Expectations of Purchasing Car in Miri
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### **Abstract**

In a competitive market, businesses stay ahead by offering products that are different in many ways that matter to customer. Firm should always understand their competitors well in order to always stay ahead of them. This research can help young adults to make up their mind more easily in terms of knowing oneself preference and how should they choose. For this research, the researcher adopted quantitative method and the collection was through self-designed questionnaire to get the research data. There are 50 questionnaires distributed to the respondents in Miri. This research is to study the consumer behaviour of car in Miri and to find out the preference of Miri car buyers in choosing the car. In this research, the researcher is using data collection method and quantitative method by using questionnaires. These questionnaires were given to the car buyers in Miri.

Based on the research findings, it shows that most of the buyers like Toyota car. The second finding shows that the majority of buyer they looking at average car price which is from RM50, 000 to RM100, 000. The third major finding show that most of the respondents prefer fuel saving and safety compare to other features. The last major finding results show that most of the car buyers prefer to do test drive compare to other method before purchase the car.

Besides that, the researchers also suggest recommendation for the major findings. The first recommendation is the car seller can promote Toyota brand with road show or in the shopping mall in order to let people know more about the car in Miri. The second recommendation is the seller can focus on selling the car price between RM50, 000 and RM100, 000 in Miri. Furthermore, it is also to avoid selling the expensive car such as Lexus, Mercedes, BMW and other brands in

Miri because the price is over RM200, 000. The third recommendation is the car seller to promote fuel saving car as we can see most of the buyers like fuel saving and also safety. For the last recommendation, the researcher suggests the seller in Miri can organise an event or car exhibition for the person who is interested to do test drive in order to let them experience the feeling and car performance.

For future research, the researcher can target at other city and other brand of car such as BMW at West Malaysia. Researcher also can find out more results among the car performance not only in Miri but other places in Malaysia or other country. These can show out the results are different such as the expectation or needs of the car buyers in other countries.