

Title of Thesis	A Study on Consumer Behaviour on Using Grab Car among IBS College Student Miri
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### **ABSTRACT**

The purpose of this study is to examine customer behavior especially those young adult where IBS College Student is the main target and as representative for the research. The problem that the researcher can see is even tho got new mode of transportation but still low consumption especially in miri. Their application sometimes not function due to their maintenance or the communication service is no coverage at the certain area, this make some people feel not comfortable when using grab car. The seniors citizen feel like hard for them to use the application because it is complicated for them to use also some of them cannot read at all or they cannot read the smaller word because of their age factor. Researcher generally chooses one of two research methods to collect evidence for their projects that are qualitative or quantitative methods. Quantitative method usually involves collecting data through very structured research instruments, such as distribute surveys to large numbers of participants to represent an entire population. researcher can see that the customer really like to use the grab car service since it is convenience to use, also the customer want the grab car company to make sure all the grab car that are being using are well maintain before taking any customer where the company must strongly say in the term and condition before someone to become the grab car driver they must maintain their car properly and the grab driver also must go through some training so that they can be more efficient.