

THE FAIR AREAS IN BUYING PROTON CARS  
AN EMPIRICAL STUDY ON CUSTOMER'S EXPERIENCES

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**DECLARATION**

I hereby declare that the project is based on my original work except for quotations and citation which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at USM or any other institutions.

  
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## TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT.....</b>	<b>i</b>
<b>TABLE OF CONTENTS.....</b>	<b>ii</b>
<b>LIST OF TABLES.....</b>	<b>vi</b>
<b>LIST OF FIGURES.....</b>	<b>vii</b>
<b>ABSTRAK.....</b>	<b>viii</b>
<b>ABSTRACT.....</b>	<b>ix</b>

### CHAPTER 1

<b>1.1 Introduction.....</b>	<b>1</b>
<b>1.2 Background.....</b>	<b>1</b>
<b>1.3 Problem statement.....</b>	<b>4</b>
<b>1.4 Motivation of Study.....</b>	<b>7</b>
<b>1.5 Research questions.....</b>	<b>9</b>
<b>1.6 Objectives of the Study.....</b>	<b>9</b>
<b>1.7 Scope of the Study.....</b>	<b>10</b>
<b>1.8 Significance of the study.....</b>	<b>10</b>
<b>1.9 Definition of Key Terms.....</b>	<b>12</b>
<b>1.10 Organization of remaining Chapters.....</b>	<b>13</b>

### CHAPTER 2

<b>2.0 Introduction.....</b>	<b>15</b>
<b>2.1 Current Automobile Development.....</b>	<b>15</b>
<b>2.2 Theoretical Concepts.....</b>	<b>18</b>
<b>2.3 Pricing in customers satisfaction.....</b>	<b>19</b>
<b>2.4 Level of quality in satisfactions.....</b>	<b>20</b>
<b>2.5 After sales service towards satisfaction.....</b>	<b>21</b>
<b>2.6 Brand image.....</b>	<b>22</b>
<b>2.7 Types of cars in purchasing judgment.....</b>	<b>23</b>
<b>2.8 pain areas in Customers view.....</b>	<b>24</b>

2.9	Macro –model of customers' satisfactions.....	28
3.0	Conceptual Framework .....	31
3.1	Development of Hypothesis.....	32

### **CHAPTER 3**

3.0	Introduction.....	35
3.1	Research Design.....	35
3.2	Methods of Variable measurement.....	36
3.3	Sampling Design.....	36
3.4	Questionnaire Design.....	37
3.5	Data Collection Method.....	38
3.6	Data Analysis (Statistical Analysis).....	40
	3.6.1 Descriptive Analysis .....	40
	3.6.2 Categorical Principal Component Analysis.....	40
	3.6.3 Exploratory Factor Analysis.....	41
	3.6.4 Reliability Analysis.....	41
	3.6.5 Correlation Analysis.....	42
	3.6.6 Regression analysis.....	43

### **CHAPTER 4**

4.1	Introduction.....	44
4.2	Profile of the respondents.....	44
	4.2.1 Demographic profile of Saga and Exora user.....	44
	4.2.2 Customers Profile – Maintenance.....	45
	4.2.3 Customers Profile – Age of the car in years.....	45
	4.2.4 Customers Profile – Spare parts use.....	47
	4.2.5 Customers Profile – Service place.....	47
	4.2.6 StatisticAnalysis.....	48
4.3	The problems encountered by the Proton Car users.....	49
4.4	Categorical Principle Component Analysis (CPCA).....	52
	4.4.1 CPCA for Exora.....	53

4.4.2 CPCA for Saga.....	55
4.5 Exploratory Factor analysis.....	58
4.6 Reliability analysis.....	59
4.7 Descriptive Analysis.....	60
4.8 Correlation Analysis.....	61
4.9 Multiple Regression Analysis.....	61
 <b>CHAPTER 5</b>	
5.1 Introduction.....	67
5.2 Recapitulation of the study findings.....	67
5.3 Discussions .....	69
5.4 Implications.....	72
5.5 Limitations.....	73
5.6 Scope for future study.....	74
5.7 Conclusions.....	75
5.8 Recommendations.....	78
REFERENCES.....	82
APPENDIX A: QUESTIONNAIRE .....	88
APPENDIX B: FREQUENCY TABLES.....	97
 <b>APPENDIX C: CATEGORICAL PRINCIPLE COMPONENT ANALYSIS (CPCA).....</b>	
	120
 <b>APPENDIX D: FACTOR ANALYSIS.....</b>	 125
<b>APPENDIX E: RELIABILITY ANALYSIS.....</b>	<b>128</b>

**APPENDIX F: DESCRIPTIVE ANALYSIS.....130**  
**APPENDIX G: CORRELATION ANALYSIS.....131**  
**APPENDIX H: MULTIPLE REGRESSION MODEL.....132**

## LIST OF TABLES

Table 1.1 Monthly sales for Saga and Exora Model (in units) from January to December 2010.....	7
Table 2.1 Malaysia Key Facts 2009.....	16
Table 2.2 Sales Report 2009 – 2010.....	17
Table 4.1 Demographic profile of Saga and Exora user.....	46
Table 4.2 Maintenance.....	46
Table 4.3 Age of the car .....	47
Table 4.4 Types of spare part.....	47
Table 4.5 Customers Service Place .....	48
Table 4.6 Statistic result.....	48
Table 4.7 Types of Pain areas in driving Proton cars.....	51
Table 4.8.1 Total Cronbach's Alpha is based on the total Eigenvalue – Exora.....	53
Table 4.8.2 Component loadings Exora Model.....	54
Table 4.9.0 Total Cronbach's Alpha is based on the I Eigenvalue – Saga.....	55
Table 4.9.1 Component loadings for Saga Model.....	57
Table 4.10 Factor Loadings.....	59
Table 4.11 Summary of Reliability Analysis.....	60
Table 4.12 Descriptive Statistics for I Independent variables and Moderating variable.....	61
Table 4.13 Pearson correlation coefficient matrix and its significance using t-test.....	62
Table 4.14 Multiple Regression Analysis.....	65



## LIST OF FIGURES

<i>Figure 1: Traditional Macro-Model of Customer Satisfaction (adapted from Woodruff &amp; Gardial, 1996)</i> .....	29
<i>Figure 2 Conceptual Framework</i> .....	31
<i>Figure 4.0 Biplot for Exora model</i> .....	55
<i>Figure 4.1 Biplot for Saga model</i> .....	57
<i>Figure 4.2 Outcomes Multiple Regression Model</i> .....	66

## Abstrak

Dalam ekonomi yang makin berkembang maju, cara hidup individu yang telah berubah mengikut peredaran ini. Kenderaan adalah suatu keperluan utama dalam kehidupan mereka seharian dan ini membantu sektor automotif telah menjadi industri yang penting dalam pembangunan ekonomi di Malaysia. Kajian ini difokuskan pada pembolehubah yang menyumbang pada masalah yang dihadapi oleh pelanggan semasa memandu kereta Proton untuk dua model terbaru iaitu MPV Exora dan Saga sehingga terdapat stigma yang kurang memberangsangkan terhadap kereta jenama ini.

Selain itu, kajian ini amat berguna untuk banyak pihak termasuk pihak Proton untuk mendapatkan pandangan tentang persepsi pelanggan terhadap dan produk dan servis dalam rangka mempertahankan dan meningkatkan jualan. Tujuan utamanya adalah untuk mengetahui hubungan antara pembolehubah dalam kontek (i) Harga, (ii) Tahap Kualiti, (iii) Khidmat selepas Jualan dan (iv) Imej produk dengan dalam pemanduan kereta Proton. Tujuan kedua adalah untuk menentukan adakah jenis kereta proton (Exora dan SAGA) berkait dalam memberi kesan antara pembolehubah bebas dan dependen hubungan pemboleh ubah.

Sebanyak 140 borang soal selidik telah diterima dari 5 pusat servis Proton di seluruh Pulau Pinang Penang dan dianalisa. Faktor yang hanya memberi impak ketara adalah khidmat selepas jualan. Faktor-faktor lain seperti harga, tingkat kualiti dan imej barangan dianggap normal oleh pengguna kerana mereka amat berpuas hati dengan harga yang ditawarkan oleh Proton untuk kedua-dua jenis kereta tersebut. Disamping itu jenis kereta juga memberi kesan dalam hubungan dua pemboleh ubah.

## **ABSTRACT**

In the current economy and way of life of individuals who have changed, the vehicle is a major need in their life today so it makes the automobile sector has been an important industry in the economic development in Malaysia. This research focus on the variables that contribute to the customer pains while driving the Proton cars in terms of two latest model which the new MPV Exora and Saga.

Furthermore, it will be useful for the management team to get some views about customer perceptions and stigma toward the and product, in order to retain and increase their sales, position itself strongly in the industry and at the same time to gain the high profit. The main objective is to investigate the correlation between among independents variables in terms of (i) Pricing, (i) Level of Quality, (iii) After Sales Services and (iv) Brand Image with the pain areas in driving Proton's car. The second objective is to determine whether the types of proton cars (EXORA and SAGA) moderate between independent variables and dependent variables relationship .Lastly this study is to find which independent variables are most significant to the customers' pains areas in using proton's cars.

A total of 140 questionnaires that send to Proton Service Center in Penang area were received and analyzed. The factor that only a contributing significant impact on the customer pain area is the after sales service. Other factors such as price, level of quality and brand image have been considered normal by the user as most users are really satisfied.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

This chapter provides introduction to the management project which has several sections. The opening section is all about the background of the study which includes the industrial background and views of concern. The rest of the sections explain the purpose of this study, research questions, research objectives and the significance of this research.

#### **1.2 Background**

Currently, many Malaysians whose standard of living has improved considerably lead a modern lifestyle and modernization has greatly influenced their way of life including their growing dependency on cars as the main mode of transportation. Cars become highly indispensable for performing their daily activities and this made the automobile sector one of the most important industry in the country's economic development. Other factors namely the arrival of new and latest models, the availability of financial assistance at relatively low rate of interest and price discounts offered by the car dealers have increased the demand for passenger cars.

Proton cars have become a household name in Malaysia and the company responsible for their popularity is Perusahaan Otomobil Nasional Berhad or

PROTON. The establishment of Proton (more than two decades) ago has always been as one of the government strategies to protect and promote the growth of the Bumiputras' economic interest and capital by making it their proxy (Richard Doner, 1992). As part of the country's economic development, it is in fact another step taken by the authorities towards building an integrated motor industry in Malaysia. Proton not only focuses on providing excellent and good quality products and services, but also on retaining loyal customers who are the core asset to the organization (Rosli, 2006).

As the automobile industry grows, competitors continue to introduce new models and variants, and this has further intensified. The ability of the players to reduce costs and focus on exports is two most crucial issues that Proton has to deal with to compete in the industry. Apart from that, there is still stigma attached to the quality of the Proton has yet to overcome despite winning several international awards for its MPV Exora and The new Saga models. The awards received reflect the success of Proton as an automobile company and that it is recognized by motor industry all over the world. The latest awards won by Proton are Best Passenger Model Car of the Year (2009) for the Saga Model, and Best Automotive Debut Model of the Year (2010), for the Proton Exora model, conferred by Frost and Sullivan, an organization which provides in-depth research coverage all over the world on various industries (Proton 2009).

With the goal to achieve the sustainability in this industry, Proton is forced to look beyond the consumers' pain areas or in the other words, specific problems that are faced by customers when driving Proton cars. It is important to create a good competitive advantage to the company in transforming Proton into an excellent automobile manufacturer. In today's business, addressing customers' pains areas has become the alternative means for organizations to build a strong, on going and sustainable relationship with their customers in ensuring customers' satisfaction and loyalty.

The good relationship with the customers seeks to acquire and retain customers by providing a good product quality and services (Nelson, 2007). It will help to reduce pain areas experienced by customers and is indeed the major key factor of successful in acquiring strong competitiveness in the present passenger car market. The current marketplace nowadays becomes more competitive with the increase in the number and quality of imported cars (Richard Doner, 1992) and consumers tend to become more and more demanding and these have it will be turned to be major challenges to Proton.

This management project also focuses on identifying the factors that mostly influences customers' pain areas most in fuel consumption, maintenance, spare part replacement and the ability of the car. These factors affect the Proton cars sales performance and any adverse effect will lead to a potential threat to its market dominance as competition intensifies (Business Times, 7th October 2005)

and in long terms, is to achieve a sustainable competitive advantage and therefore Proton can maintain or increase its excellent business performance.

Furthermore, it will be useful for the management team to get some views on customers' perception toward their company and product, in order to retain and increase their sales, position itself strongly in the industry and at the same time to gain the high profit. Based on Janet (2006), customers' emotion plays an important role in the real business. It is because their feedback about the product will influence their satisfaction, repeat purchase, switching, negative word of mouth, complaint to third parties and their loyalty.

Data that have been used in this research are primary and secondary. The primary data have been collected to gather information in order to complete the research. A standardized questionnaire has been used in gathering the required data to make sure the research can be completed on time. All the related information collected from annual reports form the secondary data. These sources provide the researcher with the information that needed to complete this management project.

### **1.3 Problem Statement**

Proton Malaysia has gone through tremendous changes in last few years (Proton, 2009). Its involvement in international business has created more competitive market it can learn and benefit, as part of its effort in implementing strategies that will satisfy customers' needs and wants. Proton needs to find

ways to create the special emotional relationship with customers in order to "WOW" them. Based on Ike-Elechi et al., (2009) product differentiation from other competitors can create consumer perceptions that the product is worth purchasing.

In this competitive industry, Proton can be under serious pressure whenever there complaints from the customers. One complaint resulted from the announcing a voluntary recall of its model Gen2 and Satria Neo cars which were made between 2004 and 2008. The recall was due to a common problem related to a clock spring malfunction that had increased the possibility of safety concern. That voluntary recall programmed, affected 15,911(2%) of 660,000 cars produced and sold over the four-year period (The Star, 2010). Although it is the first time, the accident has it will influenced customers' perception towards other models of Proton product.

The pain areas that are regularly faced by a car user are in terms of fuel consumption, maintenance cost, spare part replacement and ability of the car (Ghassan M et. al., 2010). In some situations, they can make a significant impact on the company as potential customers will pay extra attention to and judge the quality of the product based on the pain areas since they (the customers) are aware of the product ( Wang and Hwang, 2001). According to Shiffman



and Kanuk (2000), physical characteristics of the product itself will affect customers' loyalty towards a certain product that they choose to consume.

Whilst all the negative perceptions spread widely, it will lead to bad reputation towards the national car, and it will create serious problems, if it is not resolved at the early stage. Later on the company, it can encounter huge brand name problems and it will be difficult to cope with the increasing awareness of consumer rights. In addition, the wide variety of new imported car models that have drastically entered the Malaysian market is a major challenge to Proton. On this note, the international manufacturers have not only focused on their excellent, quality, after sales services, but have also strived to care about their loyal customers which will contribute to a long-term relationship between them. In a way, Proton must be aware of the strength and weaknesses of its product in order to compete with imported cars which boast higher quality of manufacture, even though they are highly priced compared to Proton cars.

In Malaysia, the mentality of certain groups of people is largely influenced by the belief that imported are having better quality compared to Proton cars. Gao and Knight (2007), state that the attitude of customers towards the product origin affect and influences their preference as shown by previous study which has found that product originating from developed countries are more favored by customers (Mehmet et al., 2009). In the current situation, the high level of quality of the product gives customers positive reinforcement for having made the correct decision, thus creating emotional bonds.

According to Kotler (2000), consumers are always inspired by external factors, which are the level of product quality, brand retailer, timing and quantity before proceeding with the purchasing process.

Under this management project, the dependent variable is the pain areas in driving Proton cars. While independent variables are pricing, level of quality, after sales service and brand image. The study seeks to identify variables that have significant effect on to the problems faced by Proton consumers or users. After fully addressing the issues, Proton will be able to have a good customer relationship, which is important to build a positive and excellent reputation in this challenging industry.

#### **1.4 Motivation of Study**

Automobile users in Malaysia are generally under impression that locally produced cars are inferior in quality and performance compared to foreign made car (Rosli.2006). Their perception is only based on nasty rumors which are widely circulated among the consumers on the internet or in motor magazines. However, the sales of two types of model namely the Exora and the new Saga models are very successful and have shown a steady monthly sales increase in 2010. In fact the new Saga model received the second Best Model of the Year 2009 award (Proton, 2009).

Based on Malaysian Automotive Association (MAA) report 2010 record a significant as shown in Table 1.1, on the whole the sales of these two models from January till December 2010 record a significant monthly increase and are expected to achieve Proton's target of selling 6500 units of each model by May 2011. Recently, Proton was selected by the Reader's Digest as the Most Trustee Brand for six consecutive time based on the evaluation of the car quality, credibility, value, the understanding of consumer need, innovation and social responsibility (Proton 2009).

Table 1.1 Monthly sales for Exora and Saga Model (in units) from January to December 2010

Months	Exora	Saga
January	2430	6910
February	2128	4994
March	2772	7715
April	1815	5204
May	2522	6008
June	2132	5180
July	1850	6754
August	2769	4528
September	2673	6076
October	1867	5192
November	2658	4663
December	2453	4379

The search for one of the most prestigious title covers 8 markets within Asia area (China, Malaysia, Hong Kong, India, Philippines, Singapore Taiwan and

Thailand), and yet the negative image plaguing the Proton models is still affecting the local automobile industry.

The biased public perceptions of the national cars remain unchanged despite the fact that Proton has gained prestige and recognition both locally and internationally. This unfortunate reality has become the motivational factor for conducting this management project with the aim to unravel the myths surrounding the national cars and investigate the major problems influencing customers' pain areas.

#### **1.4 Research Questions**

- 1. What are the pain areas while driving proton cars?**
- 2. What are the most significant factors influencing the pain areas while driving Proton cars?**
- 3. Does the type of Proton cars (Exora and Saga) moderate the relationship?**

#### **1.5 Objectives of the study**

- 1. To identify the pain areas while driving Proton cars.**
- 2. To study the factors influencing the pain areas while driving Proton cars.**

3. To find out whether the type of Proton cars moderates the relationship.

### **1.7 Scope of the study**

This research focuses on the variables that contribute to the customer pains while driving Proton cars. According to ( Sekaran, 2006), data collected from sample groups may be more effectively validated than methods that review individuals' opinions in a moderately a social setting, given that language errors are social events involving the interaction of participants and the interplay and modification of ideas. The respondents are to be randomly picked are among customers driving the MPV Exora model and the new SAGA model which are the latest and most popular model in Malaysia. The researcher will distribute questionnaires to 140 respondents from 3 Proton service centre in Penang ,Saga Club and Exora Club. The reason for choosing this method is that it is easier to handle and the data will be more accurate and precise.

### **1.8 Significance of study**

This research is important because it can help the local manufacturer especially Proton Berhad to determine the factors that influence customers' pain areas when using their product. Besides that, the researcher's experiences when dealing with the respondents' (customers) feedback and the new knowledge gained on of how the customer pain areas influence the business will immensely benefits to the company which will lead to sustainability in future.

### **1.8.1 The Researcher**

This study benefits the researcher by promoting better understanding in sources of the factors that affect customers' pains areas in using Proton car. It provides practice for the researcher as well as knowledge and skills in preparation for a career in related field in the future. The scope of study can be widened by the researcher on the importance of understanding the customers' perceptions towards products in sustaining the business operations.

### **1.8.2 Proton Bhd**

The future outcomes of this research can be used by the company to evaluate the factors that are affecting customers' pain areas while driving Proton cars. It may help them to understand the customers' perceptions towards the product, which can motivate Proton to improve the total quality of the product and to boost their own strength to compete with competitors more efficiently, thus maintaining a strong relationship with customers.

### **1.8.3 Customers**

This research gives a chance to customers to evaluate Proton cars by themselves in order to increase their satisfaction thus resulting in customer loyalty. Customers can also contribute their ideas and comments to improve the services provided by Proton Bhd which will encourage them to make future purchases.

#### **1.8.4 Academicians**

This paper seeks to give better understanding regarding the challenges encountered in using the Proton car. It may be useful as a reference for future researchers. The scope of study can be thoroughly investigated and explored. It is hope the findings of the study will provide useful guidelines for future improvement and business sustainability in various industries.

#### **1.9 Definition of Key Terms**

This section provides a definition of the key terms which are used in this study to further describe their sources and provide clarity to the readers.

##### **Customers Pain Areas**

The pain areas refer to a level of difficulty to motivate someone to seek a solution or an alternative; a problem or difficulty or in other words something displeasurable about a product consumed (Nanda,Verma 2007), including the automobile product.

##### **Pricing**

According to Armstrong and Kotler (1999) price can be defined as the amount of money charged by the seller for a product or service, or the amount of the values that consumers exchange for the benefits of having or using the product or service.

### **Level of quality**

Level of quality refers to inputs from the products purchased to gain satisfactions among consumer (Oliver, 2006).

### **After sales service**

After sales service is the activity that is developed to solve the problems that may arise and to face dissatisfied customers after the purchase of the product and to help retain the existing customers (Miller 2000).

### **Brand image**

It includes name, term, symbol and design of a product and it is used by the producer to distinguish their products or services from their competitors (Kotler, 2000).

## **1.10 Organization of remaining chapter**

### **Chapter 1**

Under this chapter, aspects regarding the purpose of this study, research question and research objectives along with the significance of the research are thoroughly discussed.



## **Chapter 2**

Chapter 2 contains applicable theories and the literature from past researches to support the framework of this study.

## **Chapter 3**

This chapter explains the research methodology and design that are used. The most important part in this chapter is about the research design.

## **Chapter 4**

This chapter is discusses the statistical analysis and the result of the research. It starts with the profile of the respondents followed by spss tests for independent variables and dependent variables.

## **Chapter 5**

This chapter consists of recapitulation of the study and the discussion on the findings based on the data analysis using SPSS method. It also discusses the implications and limitations in completing this study on customers' pain areas in driving the Proton cars.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Literature Review**

This chapter consists of a literature for this study. The earliest start with the description on the current automobile industry development in Malaysia and followed by theoretical concept of this study. The next session will be the review about literature which related to the research framework and the hypothesis.

#### **2.1 Current Automobile Development**

The historic times of the Malaysian automotive industry was early on started at back to 1960s, it is when the Malaysian government urbanized a course of action to promote an incorporated automotive industry to help Malaysia involved in industrial base and try to trim down its reliance on the agricultural sector(Rosli, 2006).

Now days the automobile industry in Malaysia is a blueprint to achieve the development country during 2020 parallel through the mission 2020. It is also represent the national pride of Malaysian and Malaysia now is the largest automobile customers market in South East Asia based on the Malaysian Key facts 2009 where the Malaysian vehicle parc/population is 1:5 and it will increase year by year base on good current economy (MAA, 2010).

**Table 2.1 Malaysia Key Facts 2009**

Population	27.73 million
GDP:	RM 612,4 billion
GDP Growth:	-3,0%
Inflation Rate:	1.3%
Per Capita Income:	RM 24,447 (US\$ 7,246 )
Vehicle Parc/Population	1:5
Vehicle Parc:	17.42 million units (Passenger cars: 7.7 mil)

*Source: Malaysian Automotive Association (MAA)*

The major objective of development Malaysia national car project is help to limit the total imported car entering the local market, cutback the foreign exchange and create employment in industrial sectors. The National Automotive Policy (NAP) develop by government in 1996 is to protect national car, distribute a high benefits to the local manufacturer including Proton and Perodua. The policy was revised in 2006 and it is to persuade new investment and to sustain the development of the local automobile industry. It is also to sustain the service safety and quality of the product.

Table 2.2 Malaysian Automobile Association Sales report 2010

Manufacturer	(Sales in Units)	(Sales in Units)	Market	Market
	Jan – Dec 2009	Jan–Dec 2010	share Jan– Dec 2009	share Jan – June 2010
Perodua	94 936	77 045	34.9	33.7
Proton	80 051	67 770	29.4	29.87
Toyota	34 943	30 147	12.9	13.2
Honda	22 144	20 476	8.1	9.0
Nissan	13 406	11 220	4.9	4.9
Naza	5 409	64 776	2	2.8
Suzuki	3 367	2 136	1.2	0.9
Mercedes	2 436	1 881	0.9	0.8
Hyundai	2356	2 404	0.9	1.1
Mitsubishi	1942	655	0.7	0.3

Based on the Malaysian Automobile Association in report for January to December 2010, Proton and Perodua is still dominated the Malaysian market for 29% and 34 % respectively and for the non - national car, Toyota is still the admired with 12.9%, Honda 8.1% and Nissan 49 %.

Even facing with negative perception, Proton Holdings Bhd which is national car maker still maintained its second place in the total passenger car demand in Malaysia with its 2010 half-year sales improving 18% to 80,051 from 67,770 units previously.

In this management project it will analyze further, to find which factors that significant in customers' pain areas which are can create the negative perception about Proton cars.

## **2.2 Theoretical concepts**

The model for this study has been founded on the concept of customers' satisfactions theory in perspective of marketing research obedience. It has been modified to recognize with automobile industry in Malaysia. Based on the previous study, a negative relationship is expected exist between dependent variable (pain areas while driving Proton cars) with the pricing and after sales service. Types of car, level of quality and brand image is expected have a positive relationship with the dependent variables.

## **2.3 Pricing in customers satisfactions**

Price of the cars cost based value which is extended to the customers' satisfaction. Companies can use several pricing techniques to attract customers such as loss-leader pricing, special-event pricing, cash rebates, low-interest financing, longer payment terms, warranties and services contracts and many more. Furthermore, price of a products or services influence customers to make purchase or repurchase decision. According to Armstrong and Kotler (1999) price can be defines as the amount of money charged for a product pr services, or the sum of the values that consumers exchange for the benefits of having or using

the product or services. Price has been observed as an important element in order to attract more customers.

In the current market, the pressures are also causing producer to avoid the use of test markets because it will associated costs and timing issues (Allen and M. Maybin, 2004). Under this situation, customers will experience the pain of the pricing method use by producer when they have to pay higher price for a certain product. In order to built and create long-term loyalty and to reduce customers pains, extended the pricing programmed is the best way in increasing the satisfaction (Butscher, 2006). For a company to gain sustainable competitive advantages, the customer-oriented focus of value pricing is suitable to use. It is because currently, customers are more demanding in term of price, value and quality (Thompson and Coe, 1997). If the price charge to the customer is higher, the customers normally assume they will get a high quality product, customer will feel the pains when the product start to have problems. Other than that, the purchase intention is significantly influence by the customer satisfaction towards the price and cost incurred.

#### **2.4 Level of quality in satisfactions**

Level of quality is an input to gain satisfactions and people are a unique in defining the product quality. The main aspect that a company needs to be considered in order to build customer loyalty is the quality of the products itself.

Customer satisfaction could achieve when theirs consumptions goals are fulfilling

by the product that purchased (Oliver, 2006). Product quality is an important role in determining firms' competitive position and there is link between quality and competitive strategy (Chang et. al., 2003).

To sustain in the long-term, business must fulfill customers' wants and needs. Level of quality is the most important concept in automobile industry .Customers will become more loyal if they use a quality product that meets their preference. Consumers can be made better choice off through a judicious choice of a minimum quality standard (John Maxwell, 2000). Quality is very important concept that is inherently attractive to the businesses (Smith, Sparks, Hart and Tzokas, 2004). Oliver (1999) as cited in Gurbuz (2008) has defined loyal customers as those who continue to re-purchase a preferred product or service, and intend to remain buyers for the near future.

The globalization of competition, saturation of markets, and development of information technology have enhanced customer awareness and created a situation where long-term success is no longer achieve through optimized product qualities. Sometimes there is a different perception exist in quality between producer and customer (Foster and Gullup, 2004). When one party believes they have a high quality product but in factual, there cannot full fill the customers' needs and wants as a result it will build a pain inside users. The more industry sectors mature, competitive advantage through high quality service and

product is an increasingly important weapon in business survival (Sheau Fen and Mei Lian , 2009). It is can build customers satisfaction.

## **2.5 After sales service towards satisfactions**

Providing great after sales service and good car maintenances is one of the most challenging elements and can be under performance outcomes because customer expectations for services are varied. To fulfilling the customers' expectations maintenance and repair services are designed by car manufacturer and will deliver by subsidiaries of car manufacturers or by their official retail partners (Olga Godlevskaja et al., 2010).

Today's consumer of automobile company is increasingly looking for ways to have quickly and efficiently service and car maintenances. So, services are one of the important factors that make customers satisfy with product and tend to become more loyal. Service is the activity that develop to solve the problems and to face with dissatisfaction customers and help to retain the existing customers (Miller 2000). According to Marshall and Johnston (2009), services quality means the expectations of customers towards the services provided. After sales service very important to sustain the company in industry and help to build good relationship with customers (Millind. Mlele, 1997).Based on previous study showed that after sales services is positively associated with customer satisfaction.



The relationship between the two is stronger at the company level rather than the interpersonal level (Wong and Sohal, 2003). Furthermore, the previous study suggested that a company should put their efforts on improving quality of after sales service rather than on promotion, advertising or economic bonus to customers (Izquierdo, Cillan and Gutierrez, 2005). Continuing or long-term relationship could trim down transaction costs (Rashid Abdullah, 2006), It is because normally cost to gain new customers is approximately five times more compared to the cost of retaining present customers (Kerr, 2004). When customers are satisfied, there will be help to reduce pains in their way of thinking.

## **2.6 Brand Image in customers' satisfaction**

Brand image is considering have the ability to influence customers' perception of the goods and services offered will be related to the comparison standard. It includes name, term, symbol, design and it is used by the producer to distinguish one's products or services from their competitors (Kotler, 2000). It also relates to customers satisfaction that consists of a consumer's commitment to repurchase the brand and can be demonstrate by repeated buying of a product or service or other positive behavior such as word of mouth advocacy. An organization is required to work hard to build a strong brand image of their firm. Based on the findings, to create and enhance a positive customer experience, brand image can be the key strategy for the defense and expansion of market share (Gurbuz, 2008). Brand image not only have positive impact on customer loyalty but also

customer perceived quality, customer satisfaction and commitment in order to gain long-term delight and sustainable profit. (Ogba and Tan, 2009).

The relationship between brand image and sales volume is statistically significant (Ataman and Ulengin, 2003). The ultimate achievement of a company is administered by the bonding of the image, the organization and the product itself to reach the targeted aims or needs of the customer (Fleury, 2003). A company can increase their profitability and sustainability by increasing the share of brand image (Martenson, 2007).

Krishnan (2006) concluded that brand image on customer perceived quality and satisfaction with the result of strong satisfaction and being possible customer loyal. It is probably will raise or drop off the pains in customers as brand associations held in consumers' memory. (Barnett et al., 2006) found the corporate image might possibly create and enlarge customer's contentment. Through brand image, consumers will be able to recognize a product differentiation, able to evaluate the quality with their certain experience and satisfaction out of product that was chosen. Brand image implies, the consumer is willing, at least on occasion, to put aside their pains if desired in the interest of the brand image.

## **2.7 Types of cars in purchasing judgment**

The recent owners of the proton cars tend to have purchased a car previously and some of them buy for the first time. Here the customer has potentially to

develop an attitude towards the types of car buying and it is under comparison standard by product. The attitude becomes an evaluating judgments and will be based on previous or current experience such as others customers satisfaction and pains towards the products.

The dissimilarity is when customers with low to medium income may still also be hopeful of the quality of smaller sized cars from manufacturers (Jakrapan 2006). Proton Holdings (Proton) are designs and produces many types of cars for assorted consumer markets in Malaysia (Proton Annual Report 2007). It includes popular model the New Saga and MPV Exora, the segmenting of the cars is a classification based on the price and the features of cars.

Types of the cars is vital of concern to customers which is have a applicable, means to them in terms of functional, valuable, fundamental, beneficial, matters to the customers (Charles L. Martin 1998). The product consumption familiarity qualified to the extent that they contribute to satisfaction.

## **2.8 Pain areas in customers view**

The limited studies and published theoretical in pain areas, indicate the extra work to the researcher on the topic that covered (Coutermarsh 2007). The pain areas is a level of difficulty to motivate someone to seek a solution or an alternative; a problem or difficulty or in other words it is something displeasurable about a product consume (Nanda, Verma 2007).