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## **MASTER OF BUSINESS ADMINISTRATION**

### **A Study of Factors Affecting Consumers' Purchase Intention on Buying Passenger Car among the perspective of Malaysians**

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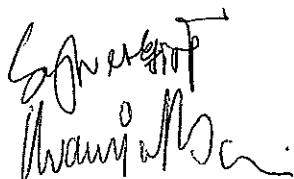
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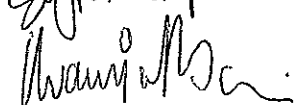
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## Abstract

In a highly competitive business environment, the understanding of purchase intention is important towards marketers. As a result, automobile manufacturer and assemblers ought to ascertain consumer purchase intention in order to stay ahead in the fierce competition and the globalization of the automobile industry. Despite prior studies on purchase intention, no framework has been analyzed nor discussed to identify consumers' purchase intention. This research intends to fill this knowledge gap. Specifically, the purpose of this study is to explore Malaysian consumers' perceptions with regards to their purchase intention on passenger cars; to identify how Country of Origin, informational influence, automobile attribute and service issues can affect on purchase intentions. By developing this knowledge, a proposed research framework is designed in order to present an in-depth understanding of identified variables on purchase intentions.

The nature of the study is quantitative research with deductive approach. Self-administered questionnaire was conducted to 260 potential car buyers in selected five car companies in Malaysia in order to collect primary data. A quota sampling method was used to suit predetermined quota. A five-point Likert scale was used to measure respondents' perceptions on intention to buy passenger car. Primary data analysis was generated with the use of SPSS 17.0. Reliability, validity, Independent sample t-test, Pearson Correlation and Multiple regression were used to analyse the data of this research. The findings of this research have revealed that country of origin, informational influence, automobile attribute and service issues has significant effects on purchase intentions. In addition, the findings also showed that consumers have higher preferences to buy a foreign brand car instead of national brand car.

Theoretical and practical implications are discussed with proper recommendations. Certainly, this research was able to draw vital information as a reference for future researches, government officials, automobile manufacturers and dealers as proxy measures for Malaysian perceptions on car purchases. Future researches can expand the learning paradigm through the output of this study.

*Keywords: Purchase intention, Country of Origin (COO), informational influence, automobile attribute, service issues and passenger car.*

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*SOH PEI TING*

AUGUST, 2011

## Declaration

"I hereby declare that this research project is of my own effort except for those summaries and information of which the sources are clearly specified."

8<sup>th</sup> August 2011

Soh Pei Ting

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## LIST OF ABBREVIATIONS

COO	-	Country of Origin
TRA	-	Theory of reasoned action
TPB	-	Theory of planned behaviour
SPSS	-	Statistical Package for the Social Science

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## Chapter 1

### Introduction

#### 1.0 Chapter summary

Malaysia has the largest passenger car market in the ASEAN region due to the rapid growth of the economy and as well as the high purchasing power of its citizens. Generally, the establishment of the National Car Project in 1984 has successfully transformed Malaysia from a small motor car assembler into a car manufacturer. However, before discussing the factors that affect the purchasing decision of Malaysian consumers towards passenger cars, it is imperative to have a better understanding on the background of Malaysia's automobile industry from the aspect of general behavior, trends, and future prospects.

The biasness of Malaysian car customers' towards either national cars or imported cars has created a golden opportunity for the researcher to conduct a study on the intention of purchasing passenger cars among Malaysian customers. This chapter encompasses the deliberation on the problem statement that link with the research questions and the research objectives. The significance of this study is explained and this is followed by the research assumptions and limitations. Finally, the structure of the study is covered at the end of this chapter.

## 1.1 Background of the study

Malaysia developed a nationally owned and controlled automotive industry through significant changes in the government's industrialization strategy under the Heavy Industrial Policy in the early 1980s. In 1983, the Malaysian government had the intention to rationalize the automotive industry and to increase the local content of it with the goal of achieving a desired economies of scale. This intention has led to the formation of a tripartite joint venture between Heavy Industry Corporation of Malaysia (HICOM), Mitsubishi Corporation (MC) of Japan and Mitsubishi Motor Corporation (MMC) to improve the international competitiveness of the automotive industry by upgrading Malaysia's assembly industry into a manufacturing industry (Peter and Govindaraju, 2011).

In a research carried out by Kasipillai and Chan (2008), Malaysia's economic success through its industrialisation initiatives in the 1970s has led to an increase in disposable income and leisure time of Malaysians. Subsequently, this has also led to a change in the life-style of Malaysians. With the new found wealth, Malaysians have slowly begun to transition from using public transport to owning their private vehicles. The shift in trend has led to the fall in the demand and share for public transport. The private ownership of vehicles by Malaysians have been steadily increasing. Chamon *et al.*, (2008) projected that car ownership in Malaysia is expected to increase significantly from approximately 200 cars per 1000 people in year 2000 to approximately 500 cars per 1000 people by year 2050 (refers to Appendix 1).

An "Aspiration Index" is used to determine the relationship between existing ownership levels and future intentions to buy a vehicle. The aspiration index shown in figure 1.1 shows that there is a good prospect for Malaysia's car ownership. Malaysia is ranked medium in this aspiration index, reflecting that Malaysians aspire to purchase more cars in the future and the demand for cars

would be higher than the current levels (Nielsen, 2005). Therefore, this index can be used as an indicator for car manufacturers and car sellers to understand the Malaysian consumer's behaviour on car purchases.

High (AI > 60%)	Medium (AI 30-60%)	Low (AI < 30%)
China	Malaysia	US
Indonesia	Singapore	Sweden
India	Taiwan	Germany
Thailand	Spain	Norway
Korea	Australia	Austria
Hong Kong	France	Netherlands
Philippines	Italy	Finland
	UK	Denmark
	Belgium	Japan
	Portugal	
	New Zealand	

Figure 1-1: Aspiration Index (Source: Nielsen, 2005)

One of the challenges of the automotive industry is the volatility of petrol price. Petrol is a complimentary good to automobiles. Theoretically, the changes in petrol price will have an effect towards the demand for cars. For example, if the price of petrol increases, consumers might have second thoughts on purchasing new cars because they need to allocate a higher portion of their income to pay for petrol. The Star (2010) reported that the Malaysian government has announced austerity measures by reducing its subsidy on petrol and diesel. Effective from 4<sup>th</sup> December 2010, the price of RON 95 and diesel had increased by RM 0.05 per liter while RON 95 increased by RM 0.15 per liter. However, instead of a general decrease in demand for cars, the Malaysian Automotive Institute (2011) reported that there is an increase in demand for fuel-efficient cars or hybrid cars due to the price increase. Therefore,

automobile manufactures may need to consider designing more fuel efficient cars to meet such demand.

From the perspective of automobile manufacturers, Garcia (2007) stated that the main interest of automobile manufactures is to recognize consumers' preferences and likings (as part of buyer behaviour) in purchasing new vehicles. This is because these two factors can significantly contribute towards manufactures' operations and marketing decisions. Hashim (2008) pointed that in the highly competitive automobile market, automobile manufacturer and assemblers should take a proactive approach to ensure that consumers will choose their products over competitors.

Principally, purchase intention of consumers has been well documented by current literatures (Rodrigue and Biswas, 2004; Jalilvand *et al.*, 2011; Wang and Yang, 2008; Hashim, 2008 and Prendergast *et al.*, 2010). Wu and Chen (2000) stated that marketing researchers and practitioners are interested in understanding the manner of which consumers make purchases. Furthermore, outcomes of the mentioned literatures can be applied as well in the context of the consumer behaviour towards passenger car purchases. From purchase intention, automobile manufacturers and car marketers can have a better understanding on customers' expectation on the desired car features, designs and services.

The information on purchase intention can be beneficial to automobile manufacturers and marketers. Morwitz *et al.*, (2007) asserted that purchase intention can be used to estimate sales performance of the company. Urban and Hauser (1993) explained that understanding purchase intentions can assist managers to determine ideal geographic markets as well as which customer segments, ensuring that the launching of the products can be done effectively.



Therefore, it is imperative to study the importance of purchase intention and this research is applied this context of the Malaysian car industry.

With intensive competition, customer satisfaction is becoming increasingly important for organizational sustainability. Automotive firms often face customer dissatisfaction and complain due to the poor service delivery such as the inability to meet the day of order and collection, length of waiting time and lack of alternative specification taken. Some automotive firms also failed to keep its promise of deliver after-sale-services (JDPower, 2011). Poor customer service that leads to customer dissatisfaction may have a negative effect in decreasing purchase intention. Despite the numerous publicised researches on purchase intention, Hashim (2008) explains that there is no framework yet for practitioners and researchers to justify consumer buying intention. This research is crucially important to identify potential car buyers' preference buying and consumer behaviour throughout Malaysia.

### **1.1.1 Automobile industry in Malaysia**

The fundamental establishment of the automobile industry in Malaysia began through the suggestion of the Colombo Plan experts in 1963. In May 1964, the Malaysian government announced the policy of encouraging assembly for manufacturer and automobiles of component parts. The government applied a small number of policies not only to further enhance the development of the Malaysian automotive industry but also to encourage vehicles to be assembled locally. Hence, policies encompassing certain spare parts and components of a vehicle must be manufactured locally, putting a tariff system and imposing import taxes based on CBU imports (United Nations , 2002).

In 1984, another key development in the automotive industry was Malaysia launching the National Car Project (Proton). The first Malaysian national car (Proton Saga) was launched in September 1985. To some extent, the scope of the project was meant to lead the automotive industry to reach a higher technological level and the development of intellectual property in this industry. In general, the Proton project was a technological cooperation with Mitsubishi Motors Corporation of Japan. The Proton Saga model was launched in 1985 through the joint-venture programme (Rosli, 2006). The evolution of the Malaysian automotive industry is well-presented in the appendix section (refers to Appendix 2).

The Automotive industry of Malaysia can be assessed as a booming industry which includes areas of activities from car manufacturing to dealing auto business with foreign countries. For example, Malaysia is one of the main producers and exporters of vehicle parts, spare parts and accessories, which are commonly accepted by most of modern countries in the world. The majority Malaysian cars are exported to countries such as Japan, Taiwan, Thailand, Singapore, Indonesia and UK. The Malaysian automotive products and accessories of high quality with affordable price has attracted leading automotive manufacturing companies to invest in Malaysia. For example, Mercedes, Mazda, Suzuki, Nissan, Ford, General Motors and Mitsubishi have located some of their operations in Malaysia (Malaysia Industry, 2010).

The automobile industry in Malaysia has played a significant role especially in the development of the manufacturing sector with the aim of enhancing the industrialization process in order to achieve Vision 2020 (United Nations, 2002). In other words, Malaysia owns the largest passenger automobile market and maintains its status as the largest passenger car market in Southeast Asia with sales of 486,342 units, or nearly 91 percent of its total auto sales in 2009 (Philstar.com, 2011). Malaysia's national cars dominate the Malaysian auto market. PERODUA and PROTON jointly accounted for 57 per cent of the

vehicles sold annually (refers to Appendix 3). The domestic car holds a substantial market share in Malaysia. The sales of the national cars have contributed to Malaysia's economic development.

#### 1. PRODUCTION

Segment	YEAR-TO-DATE DECEMBER			
	2010	2009	Variance	
			UNITS	%
Total Industry Production (TIP)	567,715	489,269	78,446	16.0
PV (Passenger Vehicles)	522,568	447,002	75,566	16.9
PC (Passenger Cars)	403,474	372,873	30,601	8.2
WV (Window Vans)	4,724	5,837	(1,113)	(19.1)
MPV (Multi-Purpose Vehicles)	104,647	61,056	43,592	71.4
4x4/SUV (Four Wheel Drive/Sports Utility Vehicles)	9,723	7,237	2,486	34.4
CV (Commercial Vehicles)	45,147	42,267	2,880	6.8
PV (Panel Vans)	2,833	4,079	(1,446)	(35.4)
PU (Pick Ups)	23,923	23,053	870	3.8
Trucks	16,929	13,771	3,158	22.9
PM (Prime Movers)	581	566	15	2.7
Bus	1,081	798	283	35.5

#### 2. SALES

Segment	YEAR-TO-DATE DECEMBER			
	2010	2009	Variance	
			UNITS	%
Total Industry Volume (TIV)	605,156	536,905	68,251	12.7
PV (Passenger Vehicles)	543,594	486,342	57,252	11.8
PC (Passenger Cars)	414,539	407,004	7,535	1.9
WV (Window Vans)	5,925	5,108	819	16.0
MPV (Multi-Purpose Vehicles)	107,714	63,757	43,957	68.9
4x4/SUV (Four Wheel Drive/Sports Utility Vehicles)	15,416	10,475	4,941	47.2
CV (Commercial Vehicles)	61,582	50,583	10,999	21.8
PV (Panel Vans)	3,636	3,652	(16)	(0.4)
PU (Pick Ups)	40,414	31,216	9,198	29.5
Trucks	15,765	13,939	1,826	13.1
PM (Prime Movers)	558	894	(28)	(4.0)
Bus	1,081	1,062	19	1.8

Figure 1-2: Production and sales from January to December 2010 (Source: Malaysian Automotive Association, 2011)

The total industry production (TIP) continued its upward trend in 2010 to reach 522,568 units which is 16.9% higher compared with 2009. In 2010, the total

industry volume (TIV) of passenger car was 543,594 units showing an increase of 57,252 units or 11.8% compared to 2009. Nevertheless, the share of the TIV dropped 0.8% compared to 2009. Positive market response has contributed to the increase in the share of passenger cars.

However, in terms of expanding sales, production, employment and local content, the Malaysian automotive industry failed in both international competitiveness and industrial upgrading. These failures can be attributed the limited participation in the global value chain, low marketing capabilities and technology, and lack of political promotion for a high challenge-high support environment (Peter and Govindaraju, 2011).

## **1.2 Research questions**

This study attempts to identify consumers' purchase intention in order to provide better insight on factors that influence the purchases of passenger car among Malaysian consumers. Thus, four research questions are developed as below:

1. How can the Country of Origin influence the purchase intention on car purchases?
2. How can informational influence affect consumers' buying decision on car purchases?
3. Is there a relationship between automobile attribute and intention when buying a passenger car?
4. Can service issues affect car buying intention in Malaysia?
5. Are there differences in the evaluation of Country of Origin, informational influence, automobile attribute, and service issues between Proton consumers and Toyota consumers?

### 1.3 Research objectives

Research objectives are required to satisfy the research purpose. This study is designed to determine the possible types of factors that can affect purchase intention and its measures. Therefore, this study undertakes four research objectives which can be defined as follows:

1. To examine how the Country of Origin can effect the purchase intention on car purchases.
2. To identify how informational influence can affect consumers' buying decision on car purchases.
3. To investigate whether there is a relationship between automobile attribute and consumers' purchase intention.
4. To examine car buying intention regarding possible service issues in Malaysia.
5. To investigate whether there are differences between Proton consumers' and Toyota consumers' in their evaluation of Country of Origin, informational influence, automobile attribute and service issues.

### 1.4 Problem definition

In Malaysia, 66% of the consumers have indicated that reputation or brand was the utmost important factor that influences decision making when purchasing cars (Nielsen, 2006). However, Proton as Malaysia's National car which ranked the second highest market position (refers to Appendix 3) but ranked lowest in Malaysian Customer Service Index Study (refers to Appendix 4). With this identified research gap, this study intends to investigate consumers' intention in purchasing a car in Malaysia.

The effects of the 2008 oil price shock and economic crisis in United States has changed the consumer buying behavior on car demand and preference. The Automotive industry faces challenges such as fuel economy, cost reduction and technology issues (The Auto Channel, 2010). McManus (2006) supported that fuel prices may influence buyers' purchase decisions. A substantial increase in the prices of automotive fuels causes less demand on automotive industry. TNS (2009) indicated that price is an essential element during recession and drastically influenced the purchase interest. If automobile manufacturers choose to ignore the problems, sales of passenger car will most likely drop drastically. Nevertheless, Malaysia's car market remains vibrant and the demand for new passenger cars is still strong in the first quarter of 2011. Automotive analysts pointed out that the increase in marketing efforts from carmakers such as extended warranties and free vehicle maintenance has generated higher sales volume (Yahoo, 2011).

However, there are some problems. It has a variety of release failures that has resulted in lost revenues, lost business opportunity and further damage to quality reputation due to the failure in meeting rising customer expectations caused by increasing customer dissatisfaction on the total vehicle pick-up time. Vehicle pickup time is the second most important reason (refers to the Appendix 5) to achieve customer satisfaction (JDPower, 2011). Thus, it will significantly influence consumers' buying behaviour. Automobile companies ought to reduce the numbers of impatient consumers through well-planned order to delivery (OTD) system.

On the other hand, the Malaysian government has reduced the subsidy on diesel and fuel from December 2010 onwards. As a result, the increment on fuel prices are remarkable. Price of diesel as well as RON95 has increased RM 0.05 per litre respectively. On 1st December 2010, the price for RON 97 has increased by RM 0.15 (The Star online, 2010). Therefore, new-vehicle sales have shown sign of slowing in recent years (Autospectator, 2010). Additionally,

the problem is that basically new fuel pricing could cause a profitability decline in luxury auto purchases due to luxury cars with bigger engine capacity having to pay more for fuel. According to The Malay Mail (2009), luxury car makers continue to receive unexpected bookings from customers during the global economic downturn. Hence, argument on how automobile attributes like engine capacity, price and fuel efficiency may bring an impact on car purchases will be carried out throughout this research.

According to Eze *et al.*, (2011), some empirical prior studies have been done on the automobile industry in Malaysia but previous researchers only offer limited information and have not really focused on the consumer purchase intentions. Many previous studies on purchase intention has been published, however, researchers and practitioners are unable to identify consumer purchase intention as no framework has been discussed and analyzed extensively yet (Hashim, 2008). No research has been conducted to empirically classify factors affecting consumers' purchase intention to buying passenger car in Malaysia, and this research will fill this gap. Nevertheless, the attractiveness of this research is to shed light on the consumers' purchases intention regarding the Malaysian car industry.

### **1.5 Significance of the study**

The academic significance of this study explores the notable aspects of customer perspective on consumer behaviour and this study would also be a review on the factors affecting purchase intention and the possible issues on buying passenger cars. With this research done, this study is not only to identify which variable has a stronger impact on customer's purchase intention on passenger car purchases but also to show effectively an accurate description of the relationship between purchase intention and passenger car purchases.



To future researchers, this study is able to draw baseline information for purchase intention analysis on the recent status of Malaysians' buying pattern. The output of this research is a source material that future researchers can assimilate and expand in their learning paradigm. Additionally, this research aims to fill out the knowledge gap of similar research. Previous research only focuses on customer's purchase intention in general without highlighting the Malaysian car industry. Furthermore, this study contributes to the knowledge of purchase intention on passenger car purchases through the Malaysian consumer perspective. As a result, this research intends to further explore this construct (purchase intention) in the aim of contributing to the automobile firms by offering insight on the country of origin, informational influence, automobile attribute and service issues.

Besides, the practical significance of this study would be beneficial to the automobile industry as this study enhances the knowledge of the consumers' purchase intention on passenger car purchases based in Malaysia. This research can potentially provide information towards the government, automobile manufacturers and automobile companies to make decision on new product development and adjust the company's strategies as well as marketing promotions programme. Certainly, research findings provide a guideline for passenger car manufacturers to benchmark product development as well as service quality in order to reap the benefit of word-of-mouth. This study contributes to automobile companies as proxy measures for the Malaysian purchase intentions.

Therefore, the understanding of consumer buying behavior is a necessity due to the fast changing buying habit with the accelerating rate of technological advancements. Automotive firms must tirelessly find out the latest in consumer buying behavior in order to sustain itself in the high competitive car industry through improvement and innovation. This study aims to investigate how



customer's purchase intention will influence the final buying decision on passenger car purchases.

### **1.6 Research assumptions**

The majority of the secondary sources are from other country's journals and articles. It is assumed that can be adopted in Malaysian settings. It is assumed that throughout this research information from automotive and automobile industry can represent the car industry especially passenger car. Additionally, it is assumed that similar studies executed in other industries can be applied in this research. Respondents are assumed to be potential car buyers and well familiar with the passenger car purchases in Malaysia. It is assumed that respondents will provide unbiased answers in the questionnaire. Due to the short period of study, all respondents chosen from Mawico Auto (M) Sdn Bhd and its branches such as Teratai Auto Sdn Bhd, Esteem Move Sdn Bhd, Fumigawa Motor Sdn Bhd and MIDAS Gallery Sdn Bhd are assumed to be representatives among Malaysian customers.

### **1.7 Research limitations**

Regarding the time constraint of the study, there are some research limitations in this study. Lack of previous literature on the car industry in Malaysia as well as imprecise information or secondary data which might not up to date has created research limitations. Furthermore, the time frame of this research has created a narrow sample size and this has posed a limitation on the probability to represent whole consumers on passenger car purchases in Malaysia. As this research only adopted the cross-sectional research methodology, data collected is limited. A self-report questionnaire is conducted and might involve some bias but overall findings of this study could represent the purchase intention of

potential car buyers. This research is limited because the survey results were based on respondents from selected car companies in West Malaysia. Therefore, this research can be a guideline, but is unable to represent whole potential car buyers' purchase intention in Malaysia and is not suitable for all automobile firms in Malaysia.

### 1.8 Operational Definitions

The following definitions of the variables without citation have been developed by the researcher in table form.

Table 1-1: Operational definition of variables

Passenger car	Passenger car is a wheeled motor vehicle that has at least four wheels and used for the transport of passengers which including no more than eight seats comprising the driver's seat.
Purchase intention	Purchase intention is the degree to which an individual's conscious plan has built whether to perform or not to perform a particular future buying behaviour.
COO	COO refers to the country of manufacturing which means the final point of manufacturing accomplishes the marketing either of the product or the brand same as what headquarters of the organization do.
Informational influence	Informational influence refers to people's

	tendency to accept information from others as credible evidence about reality.
Automobile attribute	Automobile attribute describes the distinctive tangible as well as intangible features of a car that provides certain values or benefits towards customer.
Service issues	Service issue is a highly customizable intangible product that designs to fulfil customer's expectation such as warranty, after sales service and maintenance.

### 1.9 Outline of the dissertation

This study comprises of five chapters which include the Introduction, Literature review, Research methodology, Findings and Discussions and followed by Conclusions, Recommendations and Personal Reflections.

Table 1-2: Outline of the dissertation

Chapter 1
This chapter begins with the background of the research and an overview of the automobile industry in Malaysia. The problem statement is discussed to identify the gap found in the literature. Four research questions and four research objectives are developed and followed by the significance of the study, research assumptions and research limitations.
Chapter 2
This chapter covers the theories and prior studies related to factors affecting

customer's purchase intention on passenger car purchases. Previous findings have been used to construct the questionnaire for this study. In addition, hypotheses and a proposed model of this study is developed in this chapter.

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### Chapter 3

This chapter outlines the research design to fulfil the research purpose. Besides, the research approach and research strategy is included. The data collection method, sample size, questionnaire development, pilot study, reliability and validity and statistical methods are discussed. Measurements of variables and definitions of operationalizations are addressed as methodology in this chapter.

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### Chapter 4

This chapter presents results of statistical tests based on the collected data to suit the findings of the study. Discussion regarding the prior studies is made.

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### Chapter 5

This chapter sketches the overall findings, recommendations of future research directions and ends with personal reflections.

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## Chapter 2

### Literature review

#### 2.0 Chapter summary

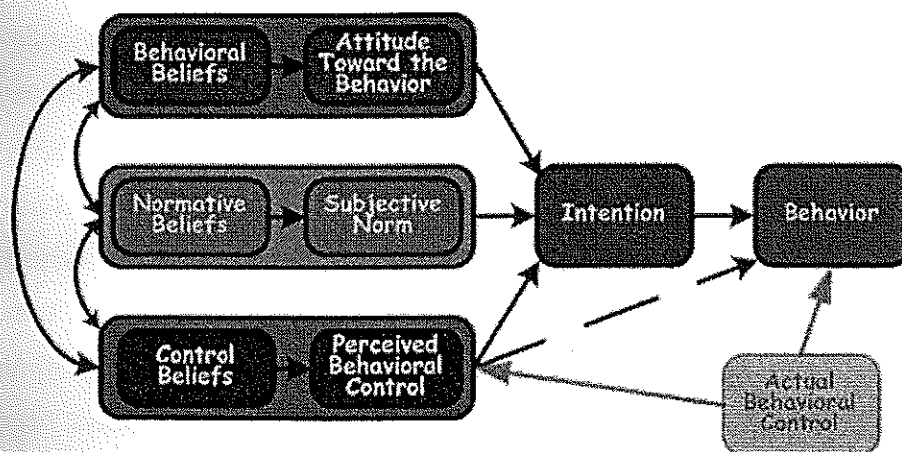
This chapter examines the concepts, theories as well as findings from past researches leading to the development of the theoretical model. Particularly, a literature pertaining to theory of reason action and planned behaviour, consumer behaviour, purchase intention, country of origin, informational influences, automobile attributes and service issues are widely reviewed. Four factors followed by suggested hypothesis for each factor is well explained and discussed in this chapter. Previous empirical findings are explored to construct the questionnaire for this research. Thus, a suggested research model is described at the end of this chapter.

#### 2.1 The importance of understanding purchase intention on car purchases

Since the past few decades, the topic of purchase intention in all the industries have been widely studied and discussed. Based on the research gap that has been raised in chapter one, Malaysians are concerned car brand when they make decisions to buy a passenger car. However, the first and second market position is held by Malaysia's National cars which are Perodua and Proton. It is interesting to study how selected factors in this research like information sources, product attribute and post-sale services will impact the Malaysian purchase intent in choosing the car brand.

Additionally, many car companies are unable to meet customer satisfaction on passenger car purchases. The problem issues consist of inefficient on time delivery, unqualified service advisors and low standards of car showrooms that will lead to an increase in the level of customer dissatisfaction. No doubt satisfaction definitely can lead to customer purchase intentions. Therefore, this research also aims to identify factors contributing to the increase in purchase intention towards car service sectors, the government and the future researchers.

## 2.2 Theory of reasoned action and planned behaviour



Source: Westaby, 2005

This study makes use of Fishbein and Ajzen's (1975) model of theory of reason action (TRA) and planned behaviour (TPB) to explain the relationships between the Country of Origin, informational influence, automobile attribute, service issues and consumers' purchase intention.

Chen *et al.*, (2007) stated that TRA can be treated as a prediction tool in determining the purchase intention of a customer. In addition, TRA formed by behavioral intentions through an individual's attitude toward behaviour and