

**RELATIONSHIP BETWEEN BRAND PERSONALITY, BRAND ATTITUDE AND  
PURCHASE INTENTION OF PROTON EXORA**

**ANUAR IBRAHIM BIN ISAH**



**MB1412031T**

**UMS**  
UNIVERSITI MALAYSIA SABAH

**PERPUSTAKAAN  
UNIVERSITI MALAYSIA SABAH**

**FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTANCY**

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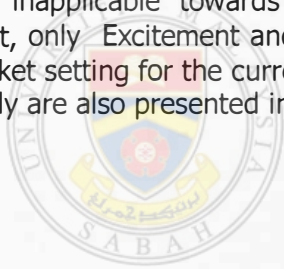
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## ABSTRACT

The purpose of this study is to investigate the influence of brand personality and brand attitude towards purchase intention of Proton Exora brand which more specifically for Proton Exora, a leading Malaysian automobile manufacturing. Moreover, brand attitude as the mediating effect between the relationship of brand personality and purchase intention is also investigated. This study has proven that only certain dimension of brand personality has relationship with purchase intention base on the behavioral reaction of respondents in Tawau, Lahad Datu and Sandakan. Smart PLS version 2.0 was employed in the data analysis. Among the five generic dimension of brand personality proposed by Aaker (1997), Competence, Sophisticated and Sincerity was inapplicable towards purchase intentions. However, taking into account of mediator effect, only Excitement and Sophisticated were applicable in Tawau, Lahad Datu and Sandakan market setting for the current findings. Discussion, limitation and recommendation for the future study are also presented in this study.



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## ABSTRAK

Tujuan kajian ini adalah untuk mengetahui pengaruh *Personality* jenama dan *Brand Attitude* bagi jenama Proton yang merupakan pengeluar utama kereta di Malaysia. Pada masa yang sama, hubungan dan kesan pengantara iaitu sikap jenama antara personaliti dan niat pembelian juga telah dikaji. Kajian ini telah membuktikan bahawa hanya beberap dimensi personaliti jenama mempunyai hubungan terhadap niat pembelian berdasarkan tindak balas tingkah laku responden di Kota Kinabalu, dan dimensi tersebut berbeza dengan dimensi personaliti jenama yang telah dikaji sebelum ini. Hanya satu dimesi generik yang dicadangkan oleh Aaker (1997) tidak menunjukkan mempunyai hubungan terhadap niat pembelian, tetapi dengan mengabil kira kesan pengantara, hanya dua dimensi yang mendatangkan kesan dan berkenaan di suasana pasaran Kota Kinabalu dalam penemuan kajian semasa ini. Perbincangan, had dan cadangan untuk kegunaan kajian akan datang juga dikemukakan dalam kajian ini



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