



**TO DETERMINE THE FACTORS THAT INFLUENCE CUSTOMER BUYING
BEHAVIOUR (GENERATION Y) TOWARDS PURCHASING AMANAH SAHAM
NASIONAL BERHAD (ASNB) PRODUCTS**

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MALACCA CITY CAMPUS

JULY 2014

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”**

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of any information have been specifically acknowledged.

Signature: _____

Date: _____

Signature: _____

Date: _____

LETTER OF SUBMISSION

JULY 2014

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Bandaraya Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “To Determine the Factors that Influence Customer Buying Behaviour (Generation Y) towards Purchasing ASNB Products” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

You're sincerely,

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ABSTRACT

All companies need strategies in order to survive or to become a leader in the market nowadays, therefore a research study towards finding the suitable strategies for Amanah Saham Nasional Berhad had been carried out. This research attempts to determine the influence of the independent variables (financial literacy, family background, and Syariah compliance) on the Gen Y buying behaviour towards purchasing ASNB products. Survey questionnaires were distributed to the students of UiTM Malacca City Campus, Malacca. A Likert Scale has been formed in the questionnaire. The results of the research were obtained by using three methods of analysis which are frequency distribution, reliability test, and Pearson correlation. Furthermore, the process of analyzing and interpreting the data was being presented through tables. Eventually, the results of this study showing that family background is the most influential factor that contributes the Gen Y buying behaviour towards purchasing ASNB products.

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