



**THE IMPACT OF MARKETING MIX TOWARDS CUSTOMER'S AWARENESS IN UNIT
TRUST INVESTMENT**

MOHD EKHSAN BAZLI BIN JALIUS

2007281966

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

APRIL 2009

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Mohd Ekhsan Bazli Bin Jalius, (I/C Number : 860330-56-5443)

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 my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

20th APRIL 2009

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER (BM226)

Attached is the project paper titled "THE MARKETING MIX OF FINANCIAL INSTITUTIONS IN DEVELOPING CUSTOMER'S AWARENESS TOWARDS UNIT TRUST INVESTMENT" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Your kindness to accept this project is very much appreciated.

Thank you

Yours sincerely,

Mohd Ekhsan Bazli Bin Jalius
2007281966
Bachelor of Business Administration (Hons) International Business

ABSTRACT

There are important to be able to manage one's personal finance such as planning for long term investment for retirement and education purposes. People must also decide where and when to save their money in order to avoid difficulties when unexpected events take place. There are several ways for the financial planning such as saving, investment and the like. In the course of regular person's life, the exposure to finance and financial planning may start as early primary school where parents may open saving accounts for their children from money received as allowance or gifts during certain festivals or celebration. Thus it is essential that financial institutions to develop and implement strategies which will promote the unit trust investment towards the customers.

From this research, we can conclude that the level of customer's awareness is still moderate which is neither agree nor disagree that they are aware towards unit trust investment. This is because the mean score is 3.1944. We also can conclude that the most influence factor is price. This is because mean score for price is the highest with 3.6440. For the other conclusion, Malaysian citizens are more interested towards unit trust investment compared with foreigner. This is because the mean score for these between two groups, Malaysian citizen are higher with 3.2241, compared with foreigner which is 3.1534. Lastly, we can conclude that all the independent variables (product, promotion, price and place) have coefficient relationship with dependent relationship.

TABLE OF CONTENTS

CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	
LIST OF TABLES	viii
LIST OF FIGURES	xiii
ABSTRACT	xiv
CHAPTERS	
1. INTRODUCTION	
1.1 Background of the Study	1
1.1.1 Permodalan Nasional Berhad	2
1.1.2 CIMB Wealth Advisors	3
1.1.3 Public Mutual Berhad	4
1.2 Problem Statement	6
1.3 Research Question	10
1.4 Research Objective	10
1.5 Significant of the Study	10
1.5.1 Permodalan Nasional Berhad, CIMB Wealth Advisors and Public Mutual Berhad	11
1.5.2 Policy Maker and Future Researchers	11
1.5.3 Others Financial Institution	11
1.5.4 The Researcher	11
1.6 Limitation of Study	11
1.7 Scope of the Study	12
2. LITERATURE REVIEW	
2.1 Definition of Investment	14
2.2 Definition of Unit Trust	15
2.3 Definition of Awareness	17
2.4 The Theory of Marketing Mix	18
2.4.1 Product	21
2.4.2 Promotion	23
2.4.3 Price	26
2.4.4 Place	28
2.5 Theoretical Framework	30
2.6 Hypothesis	31