

UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING BRAND
RECOGNITION: A CASE OF
PRUDENTIAL BSN TAKAFUL
BERHAD**

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of the requirements for the degree of
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AUTHOR'S DECLARATION

We declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our own, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The focus of this study is on Prudential BSN Takaful Berhad (PruBSN) in understanding the influence of brand recognition. There is another insurance company that carries 'Prudential' as part of its company name which is Prudential Assurance Malaysia Berhad (PAMB). Since there are two insurance companies carrying the same prominent name, there is a brand confusion issue among the policyholders or customers.. This brand confusion has caused a negative impact on PruBSN. The purpose of this study is to assist PruBSN to overcome the issue of this brand confusion by looking at the factors that influence brand recognition. The research framework has been constructed with three postulated independent variables (IVs) on brand recognition.. The objectives of the study were to study the relationship between product knowledge, product innovation and brand experience as the IVs, towards brand recognition and to determine the strength of each variables on brand recognition. To achieve this, correlation and regression analysis were conducted using SPSS, the statistical analysis software. The researchers have also used SWOT analysis to study the situational analysis of PruBSN. Some recommendations were developed based on the SWOT and TOWS analyses. Using a quantitative method of survey to gather the data, an online data collection process ensued. The researchers managed to collect 120 completed responses. The study concludes that only brand experience has the strongest influence on brand recognition.

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TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER ONE: INTRODUCTION	1
1.1 Background of The Study	1
1.2 Background of The Company	2
1.3 Background of The Industry	3
1.4 Problem Statement	3
1.5 Research Objectives and Research Questions	5
1.5.1 Research Objectives	6
1.5.2 Research Questions	6
1.6 The Scope of Study	6
1.7 Significant of Study	7
1.7.1 To Enrich the Body of Knowledge	7
1.7.2 To provide new perspective to insurance business operators	7
1.7.3 To Future Researchers	8
1.8 Definition of Key Terms	8
1.8.1 Brand Recognition	8
1.8.2 Product Knowledge	8
1.8.3 Product Innovation	8
1.8.4 Brand Experience	9
1.9 Summary	9
CHAPTER TWO: LITERATURE REVIEW	10
2.1 Introduction	10