



**“A STUDY ON THE DETERMINANTS OF LIFE INSURANCE DEMAND
TOWARDS RESIDENCES IN PUCHONG INTAN APARTMENT IN PUCHONG,
SELANGOR”**

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JUNE 2016

DECLARATION OF ORIGINAL WORK



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I, Nur Fazlin Binti Zainal (I/C Number: 940610-14-6366)

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 my information have been specifically acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

22th JUNE 2016

The Head of Program

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Dear Sir/Madam

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled 'A Study On the Determinants Of Life Insurance Demand Towards Residences in Puchong Intan Apartment In Puchong, Selangor' to fulfill the requirement as needed by the Faculty of Business Management Universiti Teknologi Mara Kampus Bandaraya Melaka.

Thank You.

Yours sincerely,

.....

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Yours sincerely,

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ABSTRACT

This study is conducted as a partial fulfilment of the coursework of Industrial Training Project Paper. The title of this study is The Determinants of Life Insurance Demand Towards Residences in Puchong Intan Apartment in Puchong, Selangor. In order to achieve the stated primary purpose in the research, there are several objectives, which are needed to be taken into consideration in carrying out this study. All these objectives are to identify level of knowledge, promotion and price towards individual demand in life insurance, to identify the relationship between knowledge and individual demand of life insurance, to identify the relationship between promotion and individual demand of life insurance, to identify the relationship between price and individual demand of life insurance, and to determine which factor is the most significant to influence the individual demand of life insurance.

This study was conducted in Puchong Intan Apartment in Puchong Intan, Selangor. Through this study, it will provide insurance company the information needed in order to increase the individual demand of life insurance