

DECLARATION OF ORIGINAL WORK

**FACTORS THAT DETERMINE THE DEMAND FOR FAMILY TAKAFUL:
EVIDENCE FROM MALAYSIA**

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS FINANCE

FACULTY OF BUSINESS MANAGEMENT

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I hereby declare that:

**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Finance)**

This project paper is the result of my independent work and investigation, taken
which I believe date:

All material used in this project has been properly acknowledged and sources of my
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This study attempts to determine the determinants for Family Takaful consumption, whether income, price of Family Takaful and interest rate related to the demand for Family Takaful. An interest in understanding the factors behind the purchase of life insurance has been growing since the first empirical study on the subject was conducted by Hammond *et al.* (1967). This empirical study focuses on 100 respondents who are working in several sectors. Using the survey approach, the findings showed that individual income, price of Family Takaful (premium) and interest rate have significant relationships with the demand for Family Takaful in Malaysia. The findings of this paper will provide important information for the insurers and policy makers to formulate new policies and strategies to further develop and promote the insurance industry