

**A STUDY ON LEVEL OF UNDERSTANDING OF
PEOPLE TOWARDS REGULAR SAVING PLAN**

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ABSTRACT

The objective of this paper is firstly to determine the level of understanding of people towards Regular Saving Plan, which is an investment product by CIMB Wealth Advisor. Secondly, to identify the relationship between all independent variables and people understanding towards Regular Saving Plan. Lastly to identify the most influence factor that contributes to the understanding of people towards Regular Saving Plan. The respondent of this study were among the staffs of Perodua Manufacturing Co. in Rawang, Selangor and 60 questionnaires had been distributed. The sampling method that been used is nonprobability sampling, that is snowball sampling, which is an initial group of respondents, is selected, usually at random. Subsequent respondent are selected based on the referrals or information provided by the initial respondents. This process may be carried out in waves by obtaining referrals from referrals.

The independent variables are method of promotion strategy, consultant/salesperson and integrated marketing communication. After been tested, the result shows that the level of people understanding towards Regular Saving Plan is only moderate based on the mean value 0.365. while the relationship between independent and dependent variable shows that method of promotion strategy and consultant/salesperson are positive based on the significant, while integrated marketing communication is not significant, negative relationship. The most influence factor are method of promotion strategy and consultant/salesperson.

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1.1 BACKGROUND OF STUDY

Understanding people towards a product is important for organizations. In this project, I will focus on factors that contribute to the understanding of people towards Regular Saving Plan, such as method of promotion strategy, consultant and integrated marketing communication as tools to identify the level of understanding of people towards Regular Saving Plan.

1.2 CIMB WEALTH ADVISORS BACKGROUND

CIMB Wealth Advisors was incorporated in 1990 and has since then grown into one of the largest retail distribution arms in the financial services industry with a dynamic sales force of about 6000 FiMM (formerly known as FMUTM) registered consultants and financial planners.

CIMB Wealth Advisors offers investment and financial planning advisory services through the distribution of best of breed mutual funds and other innovative products across asset classes from reputable fund houses. CIMB Wealth Advisor create value for customers through work value of "forward thinking". CIMB do this by being able to anticipate customer investment needs with the best selection of innovative products and professional advice. CIMB Wealth Advisor philosophy is to create value for the customers; to enable people to be true professional advisors; and to have integrity to speak and act honestly and sincerely to allow customers to entrust their business to them..