



**THE DETERMINANTS OF INSURANCE
DEMAND IN MALAYSIA**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) FINANCE**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
JOHOR**

JUNE 2015

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Finance**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
JOHOR**

JUNE 2015

DECLARATION OF ORIGINAL WORK



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UNIVERSITI TEKNOLOGI MARA
JOHOR**

“DECLARATION OF ORIGINAL WORK”

Ida Farahi Binti Paing

(I/C Number: 910330-01-5030)

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: _____

(Ida Farahi Binti Paing)

LETTER OF SUBMISSION

June 2015

En. Mohd Syamsyul bin Samsudin
Department of Finance
Scholl of Business and Management
UiTM Johor, Segamat, Johor
Box 527, 85000 Segamat
Johor, Malaysia

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**The Determinants of Insurance Demand in Malaysia**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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Bachelor of Business Administration (Hons) Finance

LETTER OF SUBMISSION

June 2015

Madam Shashazrina Binti Roslan
Department of Finance
Scholl of Business and Management
UiTM Johor, Segamat, Johor
Box 527, 85000 Segamat
Johor, Malaysia

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**The Determinants of Insurance Demand in Malaysia**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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Bachelor of Business Administration (Hons) Finance

ABSTRACT

This study is to investigate the determinants of insurance demand in Malaysia by using data from public listed companies at Bursa Malaysia. The economic data have been tested in this study in determining the demand for insurance in Malaysia. The variables considered are inflation rate, income, saving rate, population growth and education level. The sample of this study comprises of 43 observations of the independent and dependent variables on a yearly basis over 43 years period from 1970 to 2013. The data can be found from DataStream and world data bank, which is including Department of Statistics Malaysia, Bank Negara Malaysia and International Financial Statistics (IFS). Interactive software package, E-views will be used for regression analyzing the data that have been collected. The variables basically from the previous research paper that related to the determinants of demand for insurance. The results of this research would determine which economic data variables have significant affect towards insurance in Malaysia.