



**To study the factors that contribute the awareness of Amanah Saham Gemilang
(ASG) products towards investors in Kuala Lumpur**

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**Submitted in Partial Fulfillment of the
Requirement for the**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS
“DECLARATION OF ORIGINAL WORK”**

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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 any information have been specifically acknowledged.

Signature: _____

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LETTER OF SUBMISSION

JULY 2014

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Bandaraya Melaka.

Dear Sir / Madam

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “To study the factors that contribute the awareness of Amanah Saham Gemilang (ASG) products towards investors in Kuala Lumpur” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

This research is conducted to carry out the “To study the factors that contribute the awareness of Amanah Saham Gemilang (ASG) products towards investors in Kuala Lumpur”. In order to investigate the different findings from other previous researchers, we have decided the relationship between knowledge, marketing strategies and social influence are factors that contribute the awareness of Amanah Saham Gemilang (ASG) products towards investors in Kuala Lumpur.

The objectives of this research are to investigate the relationship between knowledge, marketing strategies and social influence that are the factors that contribute the awareness of Amanah Saham Gemilang (ASG) products towards investors in Kuala Lumpur as well as to determine the most significant influencing factor that contributes the awareness of Amanah Saham Gemilang (ASG). Besides questionnaire as primary data, all the data were obtained from the secondary data. Journals and related information were obtained from Internet and journals.

The variables will be analyzed by using the frequency distribution, the reliability analysis, descriptive statistical analysis, correlation analysis and multiple regression analysis. As results, we found that knowledge, marketing strategies and social influence have significant relationship with awareness of Amanah Saham Gemilang (ASG) whereas marketing strategies is most factors that contribute the awareness of Amanah Saham Gemilang (ASG) products towards investors in Kuala Lumpur.