



“DETERMINANTS OF INTENTION IN BUYING HEALTH AND LIFE INSURANCE”

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JULY 2015

DECLARATION OF ORIGINAL WORK



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FACULTY OF BUSINESS MANAGEMENT

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“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 my independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and source of my information have been specifically acknowledged.

Signature: _____

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LETTER OF SUBMISSION

7 July 2015

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Dear Sir/Madam,

SUBMISSION OF PROJECT REPORT

I am hereby attached a documents that titled "**DETERMINANTS OF INTETNION IN BUYING HEALTH AND LIE INSURANCE**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

Yours sincerely,

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ABSTRACT

This research was conducted to carry out a study entitled “Determinants of Intention in Buying Health and Life Insurance”. The purpose of this study is to investigate the key factors which lead to the one’s intention in buying insurance. The four independent variables are knowledge, age, income level and social influence and followed by dependent variable are intention in buying health and life insurance. The sample size used for this study was 180. Data was obtained by using convenience sampling. The study seeks to examine the relationship between independent variables (knowledge, age, income level and social influence) and dependent variable (intention in buying health and life insurance), and to identify the factors that give impact towards intention in buying health and life insurance. Finding shows that, there is a one’s intention in buying insurance and all independent variables (knowledge, age, income level and social influence) show significant relationship with the dependent variable (intention in buying health and life insurance). The most influential factor variables on one’s intention in buying insurance are social influence at 0.301 (3.01%). Overall, researchers achieved to answer all objectives in the study.

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