



CUSTOMERS AWARENESS TOWARDS ISLAMIC  
CREDIT CARDS

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APRIL 2011

**DECLARATION OF ORIGINAL WORK**



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

**FINANCE**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**BANDAR MELAKA**

**"DECLARATION OF ORIGINAL WORK"**

I, **NOR AIN BINTI LEAS**, (IC Number:880118435172),

Hereby declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being currently submitted for this degree or any other degrees.
- The 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:

.....

.....

## **LETTER OF SUBMISSION**

APRIL 2011

The Coordinator Industrial Training  
Bachelor of Business Administration (Hons) Finance  
Faculty of Business Management  
University Teknologi MARA  
75200 Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “CONSUMER AWARENESS TOWARDS ISLAMIC CREDIT CARDS” to fulfill the requirement as needed by the Faculty of Business Administration, University Teknologi MARA.

Thank you.

Your sincerely

NOR AIN BINTI LEAS

2009660902

Bachelor of Business Administration (Hons) Finance

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## ABSTRACT

Project paper titled “**CONSUMER AWARENESS TOWARDS ISLAMIC CREDIT CARDS**” is conducted as partial requirement to fulfil the requirement as needed by the faculty of Business Management, MARA University of Technology (UITM). The purpose of this study is to determine the level of customer awareness towards Islamic credit card and factor influencing customer awareness towards the product. This study is done to determine the relationship between dependent variable and independent variables. The researcher chooses to use descriptive research design as method and the researcher use questionnaires in order to collect the data from the respondents. Data used in this research are primary and so on secondary data such as journal and books. The sample size in this research is 100 respondents encompassing general public. Based on reliability test, respondent profile, frequency, and pearson correlation, a clear findings and result is observed. The finding showed that most of the respondents do not aware about ICC. Besides that, the result showed that there are strong relationship between consumer awareness and advertising, social influence as well as public relation and there are significant relationship between consumer awareness and advertising, social influence as well as public relation. The researcher is also able to give some recommendations and suggestion on how to increase the level of consumers' awareness towards ICC after analysis, findings and interpretation. The conclusion of this study was the outcome from the survey analysis and findings.