



**A STUDY ON CONSUMER PURCHASE
DECISION TOWARDS MEDICAL AND
HEALTH INSURANCE PRODUCT**

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**BACHELOR OF BUSINESS
ADMINISTRATION (HONS) INSURANCE
FACULTY OF BUSINESS
MANAGEMENT UNIVERSITI TEKNOLOGI
MARA
KAMPUS BANDARAYA MELAKA**

NOVEMBER 2010

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

**FACULTY OF BUSINESS
MANAGEMENT UNIVERSITI TEKNOLOGI
MARA**

KAMPUS BANDARAYA MELAKA

NOVEMBER 2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INSURANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

'DECLARATION OF ORIGINAL WORK'

I, Tuan Saiful Azzam Bin Tuan Ariff, I/C Number 870224-29-5303

Hereby, declare that,

- This work had 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: _____

8 NOVEMBER 2010

En. Rosmi Yuhasni bin Mohamed Yusuf
The Head of Program
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75300, MELAKA

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "STUDY ON CONSUMER PURCHASE DECISION TOWARDS MEDICAL AND HEALTH INSURANCE" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you,

Yours sincerely

TUAN SAIFUL AZZAM BIN TUAN ARIFF

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Bachelor of Business Administration (Hons) Insurance

ABSTRACT

Most Malaysian nowadays becomes less interested in investing their money in intention to increase their earning and saving. They need to be more concern on their future, family and children and they need to have something to finance their safety from any unexpected and misfortune event. They need to have the step for the protection if the rainy day comes unexpectedly. The difficulty in financing their losses would be high in current market.

The research utilized in convenience to increase the purchasing behavior towards Medical and Health Insurance by identifying the level of purchasing behavior and determine the proximate factor that influencing consumer purchasing behavior.

The finding of research paper show how the consumer responds on the Medical and Health Insurance. This particular study will further discuss on how to increase the consumer purchasing behavior and to level the consumer purchasing behavior towards Medical and Health Insurance.

The researcher also comes with few recommendations that based on the respondent comment and suggestion in questionnaire distributed. By implementing this recommendation, the researcher optimism that it will help the insurance industry to better upgrade its performance for future use.