

UNIVERSITI TEKNOLOGI MARA



**FACTORS THAT INFLUENCING THE PURCHASING OF LIFE
INSURANCE AMONG STAFFS IN UiTM NEGERI SEMBILAN,
SEREMBAN CAMPUS**

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ABSTRACT

In Malaysia, about 54% of Malaysian are covered by life insurance or Takaful plan which is still considered low. Concerning the lower number ownership of life insurance in Malaysia, it is important to find out those demographic characteristics of the potential customers responsible for influencing their purchasing life insurance policy. This study has discussed numerous variables associated with the customers such as: age, gender, level of education, number of dependent families, income level, existing policy's basic sum assured and level of debt and their impact on their buying behaviours. The method of Multiple Linear Regression was applied in this research in order to find the relationship between life assured's demographic profiles toward the consumption of life insurance and also to determine the most significant factors that influence life insurance consumption among staff in UiTM Seremban Campus. The findings confirm that level of education and income level has a significant relationship with consumption of life insurance. While the other five factors do not have an effect on the consumption of life insurance. A better understanding of consumer's behavior through demographic analysis can play an important role in predicting demand for insurance. Therefore, these findings will benefit the policymaker and insurer to develop and promote insurance which can boost their customer retention.

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