

**PUBLIC AWARENESS ON SELF - ASSESSMENT SYSTEM BY INLAND
REVENUE BOARD**

**ELVINA JET ANAK JUSIANG
98175446**



A project paper submitted in partial requirement for the degree of Bachelor of Business
Administration (Honours) (Marketing)

**FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
22nd MARCH 2002**

TABLE OF CONTENTS

	Page
Title Page	i
Letter of Transmittal	ii
Confidentiality Statement	iii
Acknowledgements	iv
List of Abbreviations	v
Table of Contents	vi-vii
List of Tables	viii-ix
 CHAPTER ONE: INTRODUCTION	
1.1. Background of the study	1-5
1.2. Objectives of the Study	5
1.3. Problem Statement	5-6
1.4. Scope of the Study	6
1.5. Significance of the study	6-7
1.6. Limitation	7
 CHAPTER TWO: LITERATURE REVIEW	
2.1. Definition of Awareness	8
2.2. Creating Awareness	8-12
2.3. A-I-D-A Model	13-14
 CHAPTER THREE: RESEARCH METHODOLOGY AND DESIGN	
3.1. Introduction	15
3.2. Research Methodology	15-16
3.3. Data collection	16-19
3.4. Sampling Method	19
3.5. Sampling size	19-20
3.6. Procedure of Data Analysis	21
 CHAPTER FOUR: ANALYSIS AND INTERPRETATION OF DATA	
4.1. Introduction	22
4.2. Respondents' demographic profile	22-29
4.3. Characteristic of the respondents	29-37
4.4. Respondents general opinion	37-38

CHAPTER ONE

INTRODUCTION

1.1. Background of the study.

Inland Revenue Board (IRB) Malaysia (formerly known as Inland Revenue Department (IRD)), was incorporated on 1st March, 1996 under the Inland Revenue Board of Malaysia Act 1995 (Act 533). Its functions as stated under Section 10 Act 533 are as follows:

- (a) To act as agent of the Government and to provide services in administering, assessing, collecting and enforcing payment of income tax, real property gains tax, estate duty, stamp duties and such other taxes as may be agreed between the Government and Board.
- (b) To advise the Government on taxation matters and to liaise with the appropriate ministries and statutory bodies on such matters;
- (c) To participate in or outside Malaysia in respect of matters relating to taxation; and
- (d) To perform such other functions as are conferred on the Board by any other written law.
- (e) Under Section 10A Act 533, The Board may act as a collection agent for and on behalf of any body for the recovery

CHAPTER TWO

LITERATURE REVIEW

As the Self-Assessment System is a new revenue system of the country, the public may not be in favour of the system as they are only familiar with the old system. For the purpose of this study, the researcher will review some dominant literature on how to create awareness among the public about the introduction of new brands, product and services in marketing studies.

2.1. Definition of Awareness

New Pocket Oxford dictionary, 2001, Page 55, explained the meaning of awareness, as having knowledge on a situation, fact, product or service.

2.2. Creating awareness

According to *Philip Kotler, Principle of Marketing, 1994 Page 466*, “the target audience may be in any of six buyer-readiness states, the states consumers normally pass through on their way to making a purchase. These states include awareness, knowledge, liking, preference, conviction or purchase. In the state of awareness, the communicator first must know how aware the target audiences are of the product or organization. The audience may be totally unaware of it, know only its name, or know one or a few things about it. If most of the target audience is unaware, the communicator tries to

CHAPTER THREE

RESEARCH METHODOLOGY AND DESIGN

3.1. Introduction

The study was conducted from 15th January 2002 to 8th February 2002 involving the task of interviewing taxpayers that came to the IRB's office counter and surveying through taxpayers Return Form received by IRB for the Year of Assessment 2000 and 2001 and issuing of questionnaires to the selected respondents. The study is then analyzes accordingly after taking into consideration the methodology adopted as well as the limitations of the study.

3.2. Research Methodology

The research methodology used to carry out this study was a descriptive research where it describes the attitudes, opinion, characteristics, activities and situations of the respondents. The method was chosen because it will only detail out why and what will be examined, how the research will be carried out, who will be responsible for it and when and where it will be administered. It will also only shows that there is a relationship or association between variables and it does not demonstrate that one variable caused another variable to occur and the results from the descriptive