



**A STUDY ON PUBLIC AWARENESS AND KNOWLEDGE ON UMS  
INVESTMENT HOLDINGS SDN. BHD. (UiVEST) AND IT'S  
ACTIVITIES**

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## **ABSTRACT**

Brand awareness is important in every company. This is because it is highly correlated with the company's prospect. The more they aware of a company brand, the more the clients will be confident to invest in the company's products and services. This research study conducted for study the awareness of UMS Investment Holdings (UiNVEST). There are three factors that influencing company brand awareness. There are brand equity, brand personality and trust. The results indicate the trust factors of the services gives the highest impact on company brand awareness. The findings contribute to a better understanding on how to strengthen a company's branding.