



**THE INFLUENCE OF DEMOGRAPHIC PROFILE
TOWARDS ACCEPTANCE OF UNIT TRUST:
A CASE STUDY OF ASN INVESTOR IN BINTULU**

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ABSTRACT

The main objective of this to study and determine influence of demographic profile towards acceptance of unit trust in Bintulu. Therefore research on demographic of Bintulu has been done and also acceptance on ASN investment has been surveyed.

Overall, respondents are aware the important of investment as a tools of financial planning. However awareness needs to be done more by the ASNB and PNB to encourage more investment. Respondents also have knowledge on performance of unit trust that they have invested. Besides that, advices and information by the agent and ASNB branches is important so that more investment can be done.

Suggested that ASNB / PNB to organize more awareness program so that investor realize the important of investment. This also can directing investor to invest the more profitable unit trust. The ASNB / PNB were also need to sharpen their staff with knowledge and current issues so that they can solve investor's inquiry.

CHAPTER ONE

INTRODUCTION

1.1. OVERVIEW OF UNIT TRUST INDUSTRY IN MALAYSIA

A unit trust is a collective investment scheme which pools the savings of the public into a special unit trust fund managed actively by professional fund managers.

A unit trust fund is constituted pursuant to a deed executed by the trustee and the manager on behalf of unit holders. The Deed is registered with the Securities Commission and sets out the rights of a unit holder and the responsibilities and liabilities of the trustee and the manager. The unit trust fund will invest in equities, fixed income securities and other assets authorized under the Guidelines.

The unit trust industry in Malaysia started as far back as 1959 with the establishment of the Malayan Unit Trust Ltd, the development of the industry did not take-off until the 1980s with the launching of the Amanah Saham Nasional (ASN). The ASN is a government initiative aimed at increasing the equity ownership of Bumiputeras (local Malays) as underlined in the new economic policy. The initial intention of launching the unit trust was to help improve the indigenous Malay's (Bumiputera's) and social-economy status (Fauziah et al, 2002).

Still, the major growth of the industry can only be seen in the 1990s when Malaysia, together with other Asian Tigers, saw a high and consistent growth in their economies. The Asian crisis of 1997, of course, brought a sudden halt

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

Literature review of this study is regarding the case study on influence of demographic profile on acceptance towards ASN unit trust funds in Bintulu. This topic explores whether the demographic factor such as gender, marital status, monthly income, and job position have influence on the acceptance of investment in ASN.

2.2 DEMOGRAPHIC PROFILES

2.2.1 Gender

Garland (2002) observed that retail banks usually operate on a long term "cradle-to-grave" customer management strategy. It means that some customers may be regarded as being unprofitable in the short terms but become profitable over time. This situation according to Stafford (1996) has encouraged banks to identify the key demographics of their target market upon which they discriminate against women. Evidence revealing the female's involvement with financial decision in the household has been uncovered (Plank et al, 1994). Hence, understanding key differences between males and females about attributes of bank services is critical.

2.2.2 Occupation

Sahl, (1994, p.3) states well written job descriptions define the work of the organization and its reasons for existence as an employer of human