



**FACTORS AFFECTING THE DEMAND FOR LIFE
INSURANCE IN MALAYSIA**

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FACTORS AFFECTING THE DEMAND FOR LIFE INSURANCE IN MALAYSIA

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT.....	2
TABLE OF CONTENT.....	3
LIST OF APPENDIXES.....	7
LIST OF ABBREVIATIONS.....	8
ABSTRACT.....	9
CHAPTER1: INTRODUCTION	
1.0 INTRODUCTION.....	10
1.1 BACKGROUND OF STUDY.....	11
1.2 PROBLEM STATEMENT.....	12
1.3 RESEARCH OBJECTIVE.....	13
1.4 RESEARCH QUESTION.....	13
1.5 SCOPE OF STUDY.....	13
1.6 SCOPE SIGNIFICANT OF STUDY.....	13
1.7 LIMITATIONS OF STUDY.....	14

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ABSTRACT

This study examines the factors that affecting the demand for life insurance in Malaysia. The research using annual time series data during 2004-2014. Thus, the data had been obtained from Central Bank of Malaysia and World Bank. The data are using the Ordinary Least Square (OLS) in order to test the relationship of independent variable GDP per capita, inflation rate, interest rate and health expenditure with demand for life insurance. The expects findings from this research is more likely indicates that the independent variable is positively related to factor that affecting life insurance demand in Malaysia.

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CHAPTER 1: INTRODUCTION

1.0 Introduction

In this chapter will be focused on the background of study, the problem statement regarding the research based on the past researchers, researchers questions, research questions, research objective, significance of the study, limitation, definition of terms and summary of this chapter. Background of the study will explain about the topic chosen and also briefly explain about life insurance demand for the readers to know a little bit about life insurance demand. The problem statements will figure out of why researcher wants to know the factors affecting life insurance demand. For the research questions, its leads to the problem statement and the answer of the questions stated in research objectives. The significant of the study is to increase the researchers understanding about factors affecting life insurance demand in Malaysia. There are several limitations that might be facing to finish up this research. Definitions of terms will provide the meaning of all variables in the study. Last but not least the summary of chapter 1.