

**A STUDY ON THE DEMOGRAPHIC FACTORS
THAT ARE INFLUENCING THE DEMAND RATE
BETWEEN VARIABLE PRICE AND FIXED PRICE
IN ASNB SANDAKAN**

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TABLE OF CONTENTS

CONTENTS	PAGE
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES AND CHARTS	v
LIST OF ABBREVIATIONS	viii
LIST OF DEFINITIONS OF TERMS	ix
ABSTRACT	xi
CHAPTERS	
1. INTRODUCTION	
1.1 Background of the study	1
1.2 Problem Statement	4
1.3 Objective of Study	5
1.4 Research Question	5
1.5 Significance of Study	6
1.6 Limitation	8
1.8 The Research Framework	10
2. LITERATURE REVIEW	
2.1 Organizational Background	11
2.1.1 Permodalan Nasional Berhad	11
2.1.2 Amanah Saham Nasional Berhad	12
2.1.3 ASNB, Sandakan Branch	13
2.2 Vision and Mission	
2.2.1 Vision	14
2.2.2 Mission	14
2.3 Corporate Value	
2.3.1 A Continual Commitment to Excellence	15
2.3.2 Measure of Success	15
2.3.3 Values	15
2.3.4 Integrity	15
2.3.5 People	15

2.3.6	Performance	16
2.3.7	Prudence	16
2.3.8	Speed	16
2.3.9	Teamwork	16
2.4	List of Products Used In This Study	
2.4.1	Variable Price Funds	17
2.4.2	Fixed Price Funds	19
2.5	Introduction On Market Segmentation	21
2.6	Demographic Segmentation	21
2.6.1	Age	22
2.6.2	Sex / Gender	23
2.6.3	Marital Status	24
2.6.4	Income	24
2.6.5	Education and Occupation	25
3.	RESEARCH METHODOLOGY AND DESIGN	
3.1	The Data Collection	26
3.1.1	Secondary Data	26
3.1.2	Primary Data	26
3.2	Research Design	27
3.3	Sampling Techniques	29
3.3.1	Sampling Size	29
3.3.2	Target Population	29
3.4	Procedure of Analysis of Data & Findings	30
4.	RESEARCH FINDINGS AND DATA ANALYSIS	
4.1	Demographic data of the Respondents	31
4.1.1	Gender	31
4.1.2	Age	32
4.1.3	Race	33
4.1.4	Marital status	34
4.1.5	Educational Level	35
4.1.6	Occupation	36
4.1.7	Income Level	37
4.1.8	Demand for Variable Price and Fixed Price	38
4.2	Cross Tabulations Table and Chi Square Tests	39
4.2.1	The Demand on the two products vs gender	39

ABSTRACT

A STUDY ON THE DEMOGRAPHIC FACTORS THAT ARE INFLUENCING THE
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SANDAKAN

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Amanah Saham Nasional 3 Imbang (ASN3 Imbang) is one of the variable priced product was launched on 16 October, 2001 and eligible for all Malaysians aged 6 month above. The objective is to generate capital growth over the medium to long-term period by investing in a balanced portfolio of investments and through re-investment of distribution if any.

Meanwhile, Amanah Saham Malaysia (ASM) is fixed priced product launched on 20 April, 2000. All Malaysian aged 6 month above eligible for this fund. Its objective is to provide unit holders with a long term investment opportunity that generates regular and competitive returns through a diversified portfolio of investment.

This paper described as to how the research was carried out, based on the available information gathered through convenience survey sampling technique to identify the demographic factors that are influencing the demand rate between Amanah Saham Nasional 3 Imbang and Amanah Saham Malaysia in ASNB Sandakan.