

**UNIVERSITI TEKNOLOGI MARA  
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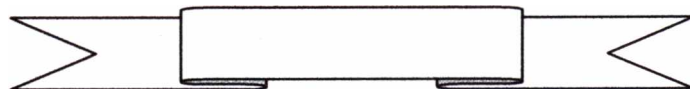


**MARKET ORIENTATION OF  
INDIVIDUALS : A STUDY ON THE  
REMISIERS**

**THIS PROJECT IS SUBMITTED TO FACULTY OF  
BUSINESS & MANAGEMENT IN PARTIAL  
FULFILLMENT OF THE REQUIREMENT FOR  
BBA (HONOURS) MARKETING**

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## ABSTRACT

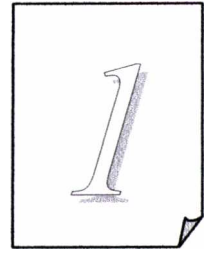
The purpose of this paper is to study the market orientation of services firms by looking specifically into the stockbroking companies in Malaysia. The focus will be in measuring the market-oriented behavior of the individuals namely, *remisiers* as being an agent in a stockbroking company. Most studies about market orientation of service firms rarely consider the contribution of individual employees to the realization of this orientation. More precisely, the main objective of this paper focuses on the level of individuals' market orientation and the effect on work performance and future intentions, which definitely leads to customer satisfaction.

A total of 203 useable survey responses were collected from remisiers of the Malaysian stockbroking companies. Three dimensions of market orientation namely Information acquisition, Information dissemination, and Strategic response are measured by 21 items. The theoretical framework is presented to illustrate the interrelationships between these streams of research. The statistical software namely the Statistical Package for Social Science (SPSS) version 16.0, will be used to analyze the data.

The results achieved in this research represent significant contributions both from a theoretical perspective as well as for management in the service industry. From a theoretical perspective, these findings support the research position stressing on the

# TABLE OF CONTENTS

	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	<b>i</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>TABLE OF CONTENTS</b>	<b>v</b>
<b>LIST OF TABLES</b>	<b>vii</b>
<b>LIST OF FIGURES</b>	<b>viii</b>
<b>1.0 INTRODUCTION</b>	<b>1-8</b>
1.1 Background of study	1
1.2 Problem statement	3
1.3 Objectives of study	3
1.4 Significance of study	4
1.5 Scope of study	5
1.6 Sources of data and methodology	5
1.6.1 Target population	6
1.6.2 Selection sample	6
1.6.3 Survey measurements and procedures	7
1.7 Limitations	7
1.8 Organization of chapters	8
<b>2.0 LITERATURE REVIEW</b>	<b>9-23</b>
2.1 Study overview	9
2.1.1 Theoretical framework and Hypotheses development	21
<b>3.0 RESEARCH METHODOLOGY</b>	<b>24-33</b>



# CHAPTER

## INTRODUCTION

### 1.1 INTRODUCTION AND BACKGROUND OF STUDY

**T**he financial services industry has experienced many changes in recent years, with mergers and acquisitions creating greater job instability. In spite of these changes, only a few studies have considered the role of market orientation in financial services (Bhunia, 1997). However, Schlosser and McNaughton (2009) research linking the market knowledge of individuals employed throughout a financial services organization have given me an insight to explore further within the securities industry.

Every company with a publicly traded stock is competing with other companies for the investors' dollars. The competition is won not just by being a better company that helps of course – but by being a company that is better known, better understood and has done a better job of building investor confidence. There are much evidences for these observation, such as the fact that more than 2.65 million investors own stock of



## CHAPTER

## LITERATURE REVIEW

### 2.1 STUDY OVERVIEW

**T**his chapter explains an overview of the Malaysian securities industry, stock market performance and the roles of stockbroking companies and remisiers. It also covers a review of the previous studies that are relevant to the purpose of this research in order to provide better understanding on the elements related to the research project. A theoretical framework in a form of a conceptual model is established to elaborate on the connection among variables.

A stock exchange is an organization which provides the market place or facility for the buying and selling of stocks and shares. The Bursa Malaysia, like other stock exchanges, has developed to meet two basic and complementary needs: a business need for funds and an individual or company's desire to invest savings efficiently. The Bursa Malaysia is a company limited by guarantee incorporated under the Companies Act 1965.