

**A STUDY ON CONSUMER'S AWARENESS AND ACCEPTANCE
TOWARDS RHB MULTI-CURRENCY ACCOUNT (MCA)
OFFERED AT RHB BANK BHD, KOTA KINABALU
BRANCH.**

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ABSTRACT

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KINABALU BRANCH

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RHB Multi-Currency Account (MCA) was first introduced by RHB Bank in 1998, after the financial or currency crisis of 1997. The government had introduced several foreign exchange liberalization due to the increased in international trade of Malaysia.

In supporting the Treasury objectives in further liberalizing the foreign exchange rules, a research was conducted to study the level of awareness and acceptance of Multi-Currency account offered by RHB Bank, Kota Kinabalu branch as well as amongst the population of Kota Kinabalu. The objectives of the research were to identify the needs and wants of consumers in the market, and whether the product offered meets the consumers demand.

This paper described on how the research was being carried out, based on the available information gathered through convenience survey sampling technique. The paper in addition briefly explained the background of the study, the problem statement, objective of study, and scope of study. The literature review covers areas such as organizational background of RHB, the foreign exchange and money market, BNM monetary measures