



**THE USING OF MARKETING ELEMENTS TO CREATE
CUSTOMER AWARENESS TOWARDS INSURANCE:
A STUDY OF MAKTAB RENDAH SAINS MARA (MRSM)
TEACHERS IN MELAKA**

REPORT

**MAIZATUL AKMALIAH MAT ZAIN
2007267552**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

APRIL 2009



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, MAIZATUL AKMALIAH BINTI MAT ZAIN, (I/C Number: 860518335260)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: Maizatul Akmaliah

Date: 24 April 2009

LETTER OF SUBMISSION

20 April 2009

Mr. Norazman Bin Harun
The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Administration
Universiti Teknologi MARA
75300 Melaka
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project titled "THE USING OF MARKETING ELEMENTS TO CREATE CUSTOMER AWARENESS TOWARDS INSURANCE: A STUDY OF MAKTAB RENDAH SAINS MARA (MRSM) TEACHERS IN MELAKA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

Maizatul Akmaliah

.....
MAIZATUL AKMALIAH BINTI MAT ZAIN
2007267552
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This research exploring the customer awareness towards the importance of insurance, and how well insurer has been convincing its customers who serves as a protection and financial solution provider through elements of marketing or 4P's namely; product, distribution, promotions and price.

The objective of the study is to determine level of customer awareness towards Insurance. Besides, to identify factors those influence awareness of customer towards insurance. As well as to determine the most influence factors that increase customer awareness towards insurance. The study also uses to find the recommendations or solutions in order to increase customer awareness towards insurance.

Method has been used to conduct this research is using primary and secondary data in getting the data needed. The study is using stratified sampling that take respondent from Maktab Rendah Sains Mara (MRSM) in Melaka to answer the questionnaire given to them.

From the findings, the level of customer awareness towards insurance is average. Agent is the most influences factors in distribution that contributes to create customer awareness. Thus, it indicates that agents have an important role in giving comprehensive understanding, information and build customer attention towards the important and benefits of having insurance. Otherwise, promotion is the less influence elements to create customer awareness. Hence, insurer needs to take action to change promotional strategy to be more effective and efficient to increase customer awareness towards insurance. So, it can benefit both insurer and customers.

TABLE OF CONTENTS

CONTENTS	PAGE
ACKNOWLEDGEMENT	i
TABLE OF CONTENTS	ii
LIST OF TABLES	iv
LIST OF FIGURES	vi
ABSTRACT	vii
CHAPTER ONE: INTRODUCTION	
1.1 Background of Study	1
1.2 Problem Statement	7
1.3 Research Question	9
1.4 Research Objective	10
1.5 Theoretical framework	10
1.6 Hypothesis	12
1.7 Significance of Study	13
1.8 Scope of Study	13
1.9 Limitation of Study	14
1.10 Definition of Terms	14
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	16
2.2 Customer Awareness	16
2.3 Product	22
2.4 Distribution	24
2.5 Promotion	26
2.6 Price	32
2.7 Conclusion	34
CHAPTER THREE: RESEARCH METHODOLOGY	
3.1 Introduction	35
3.2 Research Design	35
3.3 Population	36
3.3 Sampling Design	37
3.4 Data collection Method	38
3.5 Data Analysis	39
3.6 Conclusion	39
CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION	
4.1 Reliability Test	40
4.2 Respondent Profile	41
4.3 Level of Customer Awareness Towards Insurance	43
4.4 Marketing Elements That Influences Customer Awareness Towards Insurance	44
4.5 The Elements of Marketing That Most Influences Customer Awareness Towards Insurance	57