



**THE LEVEL OF CONSUMERS AWARENESS ON
INTERNET BANKING**

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I, Mastura Muhamat, (I/C Number : 881107-06-5190)

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 : _____

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LETTER OF SUBMISSION

APRIL 2011

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE LEVEL OF CONSUMERS AWARENESS ON INTERNET BANKING" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You

Yours sincerely

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ABSTRACT

The purpose of this research is to examine the level of consumer awareness on internet banking and the most factors influencing consumer awareness toward internet banking. It is conducted to determine if there is any relationship between consumer awareness on internet banking and advertisements, publicity and social influences. The researcher chooses to use descriptive research design as a research method and the researcher also use survey in order to collect the data. Data used in this research are primary data and so on secondary data such as journals and articles. The researcher also use structured questionnaire design to obtain the data in order to convenience the respondent to give feedback since most of them bust with their daily life.

From the result, researcher found that the most influencing factors contribute to the level consumer awareness on internet banking is social influences, followed by advertisements and publicity. For the last chapter in this research which is include the conclusion and recommendation of the research, the conclusion is to summarize of finding, which will answer to the research questions and research objectives. The recommendations show the way how to increase the level of consumer awareness on internet banking.

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