

# **FACTORS INFLUENCING THE AWARENESS OF HAVING LIFE INSURANCE AMONG GENERATION Y EMPLOYEES IN SELANGOR**

**NURUL AINA BT NOOR AIDEE**

**2016352121**

Research Project submitted in partial fulfilment  
Of the requirements for the degree of

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**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(INTERNATIONAL BUSINESS)**

**FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITY TEKNOLOGI MARA  
CAWANGAN MELAKA  
KAMPUS BANDARAYA MELAKA**

**JUNE 2019**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS  
(INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

I, NURUL AINA BINTI NOOR AIDEE, (I/C Number: 960817-10-5172)

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 sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

24th June 2019

The Head of Program  
Bachelor of Business Administration (Hons.) International Business  
Faculty of Business and Management  
Universiti Teknologi MARA Cawangan Melaka  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah, 75300, Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titled “**FACTORS INFLUENCING THE AWARENESS OF HAVING LIFE INSURANCE AMONG GENERATION Y EMPLOYEES IN SELANGOR**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

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**NURUL AINA BT NOOR AIDEE (2016352121)**

Bachelor of Business Administration (Hons.) International Business

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## ABSTRACT

The present study seeks to examine the factors influencing the awareness of having life insurance among Generation Y employees in Selangor. The independent variables consist of four factors including income, knowledge level, perception and promotion. While the dependent variable is the awareness of having life insurance. A total of 192 questionnaires was keyed in and analysed by using SPSS software version 20. Furthermore, this research has used non-probability, convenience sampling to obtain accurate data from the targeted respondents. All data were collected for the purpose to create analysis of descriptive, correlation and regression analysis. In this study, findings show that there were three independent variables that has a significant relationships towards the awareness of having life insurance which are income, knowledge level, perception and promotion. From this we can see that the finding is useful for the insurance industry and organizations on the importance of life insurance so that they can amend better insurance policies and increase the number of insured with an adequate coverage.

**Keywords:** *Awareness, Life insurance, Generation Y employees, Income, Knowledge level, Perception, Promotion, Awareness of having Life insurance*