



**“STUDY THE FACTORS THAT INFLUENCE THE PURCHASE
INTENTION TOWARDS AMANAH SAHAM BUMIPUTERA 2 (ASB 2)”**

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DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

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“DECLARATION OF ORIGINAL WORK”

I, Mohd Shahrul Affendy Bin Sharib (2013481754)

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 extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: January 2016

LETTER OF SUBMISSION

JANUARY 2016

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka

Dear Mrs,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**STUDY ON THE FACTORS THAT INFLUENCE THE PURCHASE INTENTION TOWARDS ASB 2**” to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

Mohd Shahrul Affendy Bin Sharib

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(BBA HONS Marketing)

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ABSTRACT

The main purpose of this study is to study the factors that influences the purchase intention towards Amanah Saham Bumiputera 2 (ASB 2) and refine the theoretical framework of the consumer's intention to purchase with attitude, perceived behavioral control, financial literacy and knowledge. A descriptive research design was adopted for this study. From the SPSS analysis, it indicates that there are significant relationship between individual's attitude, perceived behavioral control and knowledge with the purchase intention of ASB 2. However, the finding also shows that there is no significant relationship between financial literacy and purchase intention towards ASB 2. The data was collected from 110 respondents that are customers of ASNB Shah Alam. Next, the findings also stated that perceived behavioral control is the most influencing factor that can influence the purchase intention towards ASB 2. All the findings of this study can be used and improvised in the future in order to get the better results.