



**DETERMINING THE LEVEL OF AWARENESS IN
WEALTH MANAGEMENT**

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MALACCA CITY CAMPUS

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“DECLARATION OF ORIGINAL WORK”

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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.

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LETTER OF SUBMISSION

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Dear Madam,

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Attached is the project paper titled “**DETERMINING THE LEVEL OF AWARENESS IN WEALTH MANAGEMENT**” to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you

Yours sincerely

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ABSTRACT

The acknowledged widespread lack of awareness in wealth management casts serious doubts on the ability of individuals to make financial decisions. This investigation becomes imperative now that all efforts toward restructuring practically every sector of the economy for sustainable growth and development. The objective of this study is to identify the factors that most influence the level of awareness in wealth management. The factors are financial knowledge, gender, occupational status and age of the respondent.

Therefore, this study has been developed with the aim to identify the most influential factor that influences the level of awareness in wealth management. The study was conducted through questionnaires with selected public at AmAssurance Headquarters. The data were analyzed using SPSS Software. It was found that the most influential factor is financial knowledge of the respondents. Furthermore, age is also a very important factor that influences the level of awareness in wealth management.