



**DETERMINANT FACTORS THAT ENHANCING YOUNG
INVESTOR TO INVEST IN ASNB UNIT TRUST**

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**BACHELOR IN BUSINESS ADMINISTRATION MARKETING
(HONS)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA CITY CAMPUS

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MELAKA CITY CAMPUS**

“DECLARATION OF ORIGINAL WORK”

I, NURUL UYUN BT ABD TALIB, (I/C: 850812-02-5520)

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 source of my information have been specifically acknowledge.

Signature: _____

Date:

LETTER OF SUBMISSION

18th November 2010

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

University Teknologi Mara

Melaka City Campus, Off Jalan Hang Tuah

75300 Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“DETERMINANT FACTORS THAT ENHANCING YOUNG INVESTOR TO INVEST IN ASNB UNIT TRUST”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NURUL UYUN BT ABD TALIB

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The purpose of this study is to determine factors enhancing young investors to invest in ASNB unit trusts and refine the theoretical framework to create interest through promotion, exposure and knowledge and lastly perceive and buying behavior. A descriptive research design was adopted for this study. An extensive and critical review of literature related to creating interest towards youngsters to invest in their products led to the identification of two research questions. A structured questionnaire was developed and administered to youngsters focusing on Gen Y whereby their ages are between years 1983 to 1995. From the SPSS analysis, it indicates that there are positive relationships between customers exposed towards promotional strategies, customer knowledge, and customer perceive and buying behavior towards purchase unit trust funds. These results were established through crosstabs analysis. The respondents were working in Unit Trust Fund Management Company, and as such, the socio-economic background of the respondents may not be representative of consumer's purchase behavior generally. This paper has identified a relationship between promotion, exposure and knowledge and lastly perceive and buying behavior towards youngsters. This information should benefit practitioners and researchers alike.