

**THE LEVEL OF AWARENESS ON ASB2 UNIT TRUST AMONG  
GENERATION Y**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Finance)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**JULY 2014**



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## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE**

**FACULTY BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA CITY CAMPUS**

### **“DECLARATION OF ORIGINAL WORK”**

We, **SAKINAH BINTI ISHAK**, (I/C Number: **910730-09-5084**)

**NORLIANA BINTI JUHARI**, (I/C Number: **911109-10-5488**)

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: \_\_\_\_\_

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

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

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

## LETTER OF SUBMISSION

3<sup>rd</sup> July 2010

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

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “LEVEL OF AWARENESS ON ASB 2 UNIT TRUST AMONG GENERATION Y” to fulfil the requirement as needed by the faculty of Business Management, University of Teknologi Mara.

Thank You

Yours Sincerely,

.....

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Bachelor of Business Administration (Hons) Finance

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## **ABSTRACT**

This research explores about the new product of ASNB which is Amanah Saham Berhad 2 (ASB2). The main purpose of this research was to identify the level of awareness on ASB2 unit trust among Generation Y. This research applied cross sectional studies where data collected by using questionnaire. The questionnaire consist questions regarding awareness, knowledge, social influence, marketing strategy and characteristics of funds. 150 respondents were selected among Generation Y in Kuala Lumpur. The result shows that there were three independent variables which are knowledge, marketing strategy and characteristics of funds are significant towards dependent variables. Meanwhile social influence were found to be insignificant with negative relationship towards the level of awareness on ASB2 unit trust among Generation Y. in addition, marketing strategy was found to be the most influence factor for the dependent variable based on regression analysis. Thus, marketing strategy such as advertising, promotion, or events should be implemented in order to improve the level of awareness among Generation Y. For future research, the number of respondent should be increase and the area of research can be extended to other places in order to obtain better result and generalizability.