



**DETERMINANTS OF CUSTOMER AWARENESS TOWARDS INSURANCE
PRODUCTS IN MCIS ZURICH MELAKA**

**NUR AZEAN SHOLEHAH BINTI AZIZ
2009403664**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INSURANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDAR MELAKA**

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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDAR MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Nur Azean Sholehah Binti Aziz, (I/C Number: 880804-11-5566)

Hereby, declare that,

- This work has not previously has been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any 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: _____

LETTER OF SUBMISSION

6th May 2011

The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75450 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the paper titled, "DETERMINANTS OF CUSTOMER AWARENESS TOWARDS INSURANCE PRODUCTS IN MCIS ZURICH MELAKA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

NUR AZEAN SHOLEHAH BINTI AZIZ

2009403664

Bachelor of Business Administration (Hons) Insurance

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ABSTRACT

This research is about the level of customer awareness towards insurance product in MCIS Zurich. The independent variable such as choice of media, quality of products, campaign and intermediaries, are being identify in order to make an investigated whether or not these independent have significant and influenced the customer awareness towards insurance products. This research was conducted in Melaka's area where 50 questionnaires were distributed and 50 questionnaires were returned. In order to obtain the data, the researcher was used two methods that are primary and secondary data. Data analyzed using reliability test, frequency analysis, descriptive statistics and backward elimination method. Based on the analysis, the result showed that campaign is the most contribute factor that customer awareness towards insurance products in MCIS Zurich Melaka branch.