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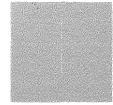
THE EFFECTIVENESS OF WAKALAH MARKETING
FOR INVESTMENT PRODUCTS:
CASE STUDY OF CIMB WEALTH ADVISOR

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DECLARATION OF ORIGINAL WORK



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- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
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THE EFFECTIVENESS OF WAKALAH MARKETING FOR THE INVESTMENT PRODUCTS : CASE STUDY OF CIMB WEALTH ADVISORS

ABSTRACT

This study is carried out with three objectives. Firstly, the study intends to examine the relationship between the agent's soft skill, commissions and medium of marketing with the effectiveness of wakalah marketing for the investment product. Secondly, this study attempts to examine the difference in perception on soft skills of the agents by the duration of work with CWA. Lastly, the study intends to examine the difference in perception towards medium of marketing between type of gender.

This study is based on a casual survey done to study the effectiveness of wakalah marketing for investment products in the case study of CIMB Wealth Advisor. A 100 agents whose registered with CIMB Wealth Advisor in the state of Kelantan were selected where 60% were female and 40% male. Quota sampling, a non-probability sampling technique were used in this survey. Data collection were focus to the agents that registered under reporting office of Kota Bharu. Respondents were grouped under 2 empowerment status categories namely full time and part time. Three independent variables were identified, i.e. soft skills, commissions and medium of marketing as the factors.

Three hypotheses were tested using correlation coefficients, multiple regression, ANOVA and T-Test. All the factors include soft skills, commissions and medium of marketing proved to have significant relationships towards effectiveness of wakalah marketing for investment products with moderate coefficients correlation statistically significant at 0.000. There are no difference in perception on the soft skills of the agents between agents based on their experience duration of work with CWA according to ANOVA analysis with significance value 0.329. Based on T-Test analysis, there is no difference in perception towards medium of marketing between type of gender with significance value 0.919.

Keywords : Effectiveness of Wakalah Marketing, Soft skills, Commissions, Medium of Marketing

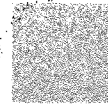


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