

**MEASURING CUSTOMER AWARENESS TOWARDS  
PNB DISTRIBUTION NETWORK SERVICES AND  
PRODUCTS**

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## **ABSTRACT**

Most Malaysians nowadays become more interested in investing their money in intention to increase their earnings and savings. This is because; these days they are more concern towards their future of themselves, their family, and children and as the step for protection if the rainy days comes unexpectedly. As the solutions of the demand from citizens in Malaysia, Amanah Saham Nasional Berhad is one of the organizations that offer services and expert in the field of investment. This research utilized a convenience methodology to increase customer awareness, and the researcher has helped the firm identifying the level of customer awareness towards PNB distribution network services and products to accomplish this objective. Three factors that contribute to measure customer awareness that had been identified by researcher consist of PNB distribution network services and products.

The findings highlight that the entire question is how far has Amanah Saham Nasional Berhad go in positioning their investor's mind to invest especially for the bumiputeras. There are still grouses that many bumiputera peoples still not aware towards Amanah Saham Nasional Berhad products (unit trust) and what benefits and the functions of Amanah Saham Nasional Berhad in our nation. This particular study will further discuss on the how to increase savings among bumiputera and to determine the level of bumiputera knowledge about Amanah Saham Nasional Berhad. The researcher also had come out with few recommendations. The recommendations can be taken into consideration. By implementing these recommendations, the researcher optimism that it will help the firm to better upgrade its performance and any area that is not running well in their management for future use.