



**A STUDY ON CONSUMER PERCEPTION AND  
ATTITUDE TOWARDS INSURANCE AND/OR  
TAKAFUL SCHEME**

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## ABSTRACT

This research paper is seeks to identify the consumer perception and attitude towards insurance and/or takaful scheme, specifically for the life insurance policy vis-à-vis family takaful policy. To accomplish success to this research, Takaful Nasional Sdn Bhd (TNSB) is acquired as the center of attention. This study serves three main purposes. Mainly, the purpose is to identify the elements that facilitates respondent to be familiar with Takaful Nasional Sdn. Bhd. Secondly, the purpose of this study is to identify the respondent's perception and opinion towards insurance and/or takaful scheme in Kota Kinabalu and Labuan F.T. marketplaces and lastly to distinguish the reasons on why respondents have the desire to own or refuse any insurance and/or takaful's products.

Some of the Malaysian people have negative perception as well as attitude towards what it is called as insurance. Some also may not realize that the concept of Takaful as a substitute form for the Muslim to protect themselves against any consequences of disaster that could happen in the future instead of conventional insurance. Hopefully, at the end of this research, I am able to clarify how far their knowledge and familiarity about insurance and/or takaful industry in Malaysia. This study also makes an effort to look for the reasons behind their bad perception towards insurance, life insurance especially.