



**ASNB UNIT TRUSTS FUNDS:  
A CASE STUDY ON INVESTOR ACCEPTANCE TOWARDS ASNB UNIT  
TRUST FUNDS**

**NORASHIKIN BINTI ABANG**

**2005203710**

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (FINANCE)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KOTA SAMARAHAN**

**SARAWAK**

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## **ABSTRACT**

This study is to determine the customer acceptance towards ASNB unit trust funds in Kuching City.

The factors for independent variables are awareness on unit trust investment, the benefits of investing in unit trust, customer perception and customer satisfaction towards ASNB products are expected to influence the customer acceptance towards ASNB products.

Pearson Correlation analysis is used to determine the difference between independent and dependent variables. The finding reveals that all independent variables do influence the customer acceptance on ASNB products.

Reliability, frequency and descriptive analysis also used and based on the findings of the analysis, it seems that majority of the respondents come from those age 30 to 50 years old with income range from RM1,000 to RM3,000. This indicates that this group are satisfied and accept ASNB unit trust funds in Kuching City.

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# CHAPTER ONE

## INTRODUCTION

### 1.1. OVERVIEW OF UNIT TRUST INDUSTRY IN MALAYSIA

A unit trust is a collective investment scheme which pools the savings of the public into a special unit trust fund managed actively by professional fund managers.

A unit trust fund is constituted pursuant to a deed executed by the trustee and the manager on behalf of unitholders. The Deed is registered with the Securities Commission and sets out the rights of a unitholder and the responsibilities and liabilities of the trustee and the manager. The unit trust fund will invest in equities, fixed income securities and other assets authorised under the Guidelines.

The unit trust industry in Malaysia started as far back as 1959 with the establishment of the Malayan Unit Trust Ltd, the development of the industry did not take-off until the 1980s with the launching of the Amanah Saham Nasional (ASN). The ASN is a government initiative aimed at increasing the equity ownership of *bumiputeras* (local Malays) as underlined in the new economic policy. The initial intention of launching the unit trust was to help improve the indigeous Malay's (Bumiputera's)and social-economy status (Fauziah et al, 2002).

Still, the major growth of the industry can only be seen in the 1990s when Malaysia, together with other Asian Tigers, saw a high and consistent growth in their economies. The Asian crisis of 1997, of course, brought a sudden halt