

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING BRAND  
RECOGNITION: A CASE OF  
PRUDENTIAL BSN TAKAFUL  
BERHAD**

**ZAKARIA BIN MAT ZIN  
NOORLIYANA BINTI ZAKARIA  
INTAN NADIA BINTI OTHMAN**

Dissertation submitted in partial fulfillment  
of the requirements for the degree of  
**Master in Business Administration**

**Arshad Ayub Graduate Business School**

December 2018

## **AUTHOR'S DECLARATION**

We declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our own, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

1.     Name of Student       :     Zakaria Bin Mat Zin  
       Student I.D. No.     :     2015379645  
       Signature of Students :
  
2.     Name of Student       :     Noorliyana Binti Zakaria  
       Student I.D. No.     :     2015719655  
       Signature of Students :
  
3.     Name of Student       :     Intan Nadia Binti Othman  
       Student I.D. No.     :     2015958063  
       Signature of Students :

Programme                   :     Master in Business Administration  
Faculty                     :     Arshad Ayub Graduate Business School  
Dissertation Title         :     Factors Influencing Brand Recognition: A Case  
                                          of Prudential BSN Takaful Berhad.  
Date                         :     December 2018

## **ABSTRACT**

The focus of this study is on Prudential BSN Takaful Berhad (PruBSN) in understanding the influence of brand recognition. There is another insurance company that carries 'Prudential' as part of its company name which is Prudential Assurance Malaysia Berhad (PAMB). Since there are two insurance companies carrying the same prominent name, there is a brand confusion issue among the policyholders or customers.. This brand confusion has caused a negative impact on PruBSN. The purpose of this study is to assist PruBSN to overcome the issue of this brand confusion by looking at the factors that influence brand recognition. The research framework has been constructed with three postulated independent variables (IVs) on brand recognition.. The objectives of the study were to study the relationship between product knowledge, product innovation and brand experience as the IVs, towards brand recognition and to determine the strength of each variables on brand recognition. To achieve this, correlation and regression analysis were conducted using SPSS, the statistical analysis software. The researchers have also used SWOT analysis to study the situational analysis of PruBSN. Some recommendations were developed based on the SWOT and TOWS analyses. Using a quantitative method of survey to gather the data, an online data collection process ensued. The researchers managed to collect 120 completed responses. The study concludes that only brand experience has the strongest influence on brand recognition.

## ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful, all praise be to Allah. *Selawat* and *salam* be upon Prophet Muhammad SAW and also his descendants. *Alhamdulillah* for the strength and good health granted throughout the period in completing this research. We would like to acknowledge and to express our deep appreciation to the following persons for making this project a success.

Firstly, we would like to convey our heartfelt gratitude to Professor Dr. Rosmimah Binti Mohd Roslin, our Advisor on her guidance in assisting us to complete this project. Her valuable guidance and encouragement have given us the strength and confidence; evoke enthusiasm and instill knowledge in conducting this project and to complete it on time. It is our hope that her kindness will be repaid and may Allah SWT blesses her always.

Secondly, we would like to convey our sincere gratitude to our contacts in PruBSN for their support in this project by providing general information, feedback and valuable input.

Finally, we would like to thank our family members, friends, and staff of AAGBS of Universiti Teknologi MARA, Shah Alam and everyone who were involved directly or indirectly in completing this study. Surely, without all those support, our study would have been more difficult.

As Muslims, we acknowledge that any shortcomings in the conduct of the study are entirely ours, but the strengths are all from the blessings of Allah SWT

# TABLE OF CONTENTS

	<b>Page</b>
<b>AUTHOR'S DECLARATION</b>	i
<b>ABSTRACT</b>	ii
<b>ACKNOWLEDGEMENT</b>	iii
<b>TABLE OF CONTENTS</b>	iv
<b>LIST OF TABLES</b>	vii
<b>LIST OF FIGURES</b>	viii
<b>CHAPTER ONE: INTRODUCTION</b>	1
1.1 Background of The Study	1
1.2 Background of The Company	2
1.3 Background of The Industry	3
1.4 Problem Statement	3
1.5 Research Objectives and Research Questions	5
1.5.1 Research Objectives	6
1.5.2 Research Questions	6
1.6 The Scope of Study	6
1.7 Significant of Study	7
1.7.1 To Enrich the Body of Knowledge	7
1.7.2 To provide new perspective to insurance business operators	7
1.7.3 To Future Researchers	8
1.8 Definition of Key Terms	8
1.8.1 Brand Recognition	8
1.8.2 Product Knowledge	8
1.8.3 Product Innovation	8
1.8.4 Brand Experience	9
1.9 Summary	9
<b>CHAPTER TWO: LITERATURE REVIEW</b>	10
2.1 Introduction	10