



**UNIVERSITI MALAYA**  
**FACULTY OF BUSINESS & ACCOUNTANCY**  
**MASTER OF BUSINESS ADMINISTRATION**

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**INDEPENDENT FINANCIAL ADVISER:**  
**KEY FACTORS FOR ENGAGEMENT IN MALAYSIA**

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## **TABLE OF CONTENT**

<b>ABSTRACT</b> .....	<b>i</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>ii</b>
<b>LIST OF TABLES</b> .....	<b>iii</b>
<b>LIST OF FIGURES</b> .....	<b>iv</b>

### **CHAPTER 1 INTRODUCTION**

1.1 Background Of Malaysia Financial Landscape .....	1
1.2 Problem Statement .....	3
1.3 Objective Of The Study .....	9
1.4 Purpose Of The Study.....	9
1.5 Significance Of The Study .....	10
1.6 Scope Of The Study .....	11
1.7 Limitations .....	11
1.8 Organization Of The Study.....	12

### **CHAPTER 2 LITERATURE REVIEW**

2.2 Independent Financial Adviser Selection Criteria .....	13
2.2.1 Characteristic .....	13
2.2.2 Service Attribute .....	14
2.2.3 Credential.....	15
2.2.4 Area Of Competence.....	16
2.3 Research Framework .....	17

### **CHAPTER 3 RESEARCH METHODOLOGY**

3.1 Development Of Hypotheses .....	19
3.2 Selection Of Measures .....	19
3.3 Sampling Design.....	22
3.4 Data Collection Procedure .....	23
3.5 Data Analysis Technique .....	25

### **CHAPTER 4 RESEARCH RESULT**

4.1 Introduction.....	27
4.2 Descriptive Statistics.....	27
4.2.1 Demographic Profile of Respondent.....	28
4.2.2 Independent Financial Adviser (IFA) Service Preference and Awareness.....	31
4.3 Analysis Of Measures .....	51
4.4 Testing Of Hypothesis .....	53
4.5 Multiple Regression .....	55

### **CHAPTER 5 CONCLUSION AND RECOMMENDATION**

5.1 Summary And Conclusion.....	58
5.2 Suggestion For Future Research .....	60
5.3 Implications.....	61

<b>REFERENCES.....</b>	<b>63</b>
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<b>APPENDICES .....</b>	<b>67</b>
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## **ABSTRACT**

This study aims to investigate the key factors for engagement of the Independent Financial Adviser (IFA) in Malaysia. The objective of this study is to identify the key factor for the Malaysian public to engage the service of an IFA and their preference for the delivery of service by the IFA. This is in accordance to the initiative of the Malaysian Financial Sector Master Plan (FSMP) introduced in 2001. The finding of this research is important to the Malaysian consumer and the IFA since they would be able to mutually benefit from the understanding of how each fits into the others role and position.

The study was based on data obtained from questionnaire collected from 133 respondents who are working in Klang Valley. The questionnaire consist of three parts – Section A consist of IFA engagement and service preference, Section B consist of the key factors for IFA engagement and Section C which consist of the demographics of the respondents. The data was analyzed using statistical analysis which includes Factor Analysis, Descriptive Statistics and Multiple Regression.

The findings show that most of the Malaysian public is not using the service of an IFA. Nevertheless, a considerable number of them are interested to engage the service of an IFA. Among the four factors investigated, the study concludes that the personal characteristic is the only significant factor for engaging the service of the IFA to the Malaysian. This study also discusses the implications, recommendations for the IFA as well as directions for future research.

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## LIST OF TABLES

Table 4.1 The Characteristics of Respondents.....	28
Table 4.2 Consumer engagement status of an IFA.....	32
Table 4.3 Client duration of engagement of an IFA.....	33
Table 4.4 Consumer awareness of an IFA.....	34
Table 4.5 Consumer level of interest to engage the service of an IFA.....	35
Table 4.6 Consumer source of financial advice.....	36
Table 4.7 Consumer reasons for engagement of an IFA.....	38
Table 4.8 IFA product selections.....	39
Table 4.9 IFA qualification.....	41
Table 4.10 IFA remuneration.....	43
Table 4.11 Fee-only IFA method of compensation.....	45
Table 4.12 IFA service delivery methods.....	47
Table 4.13 Gender. Crosstabulation.....	48
Table 4.14 Education Level. Crosstabulation.....	49
Table 4.15 Income. Crosstabulation.....	50
Table 4.16 Mean, Standard Deviation, Skewness and Kurtosis for Factor Analysis Result.....	51
Table 4.17 Friedman Test Results.....	52
Table 4.18 Ranking of Factors based on Importance.....	52
Table 4.19 Multiple Regression Coefficient Result.....	53
Table 4.20 Multiple Regression R Square and Adjusted R Square result.....	55
Table 4.21 Multiple Regression ANOVA Result.....	56

## LIST OF FIGURES

Figure 1 Modified Model of Service Provider Selection Criteria, Ramune(2005).....	17
Figure 2 Proposed Model for Key Engagement Factor For Selection of an IFA in Malaysia.....	18