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Hibah Awareness in Takaful Products Among the Community in Lembah Pantai, Malaysia

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Abstract: Both conventional insurance and Takaful share the common goal of alleviating the financial burden of the unfortunate party. The distinction lies in whether they adhere to Syariah Compliance or not. Recently, there has been a notable increase in the use of Takaful products in Islamic finance. These products offer insurance coverage to consumers while following Islamic principles. Hibah, an Islamic concept about the act of giving or leaving an inheritance, plays a pivotal role in facilitating the equitable allocation of wealth in accordance with Islamic norms. Despite its significance, there is still a noticeable knowledge gap about the advantages of Hibah. This research investigates awareness of the benefits of Hibah in Takaful products among the community in Lembah Pantai, Malaysia. Therefore, this study examines the relationship between age, promotion, education and the community's awareness of the benefits of Hibah in Takaful products. The study has a sample size of 100 respondents and uses a non-probability sampling technique to collect data via structured questionnaires. The study uses reliability, correlation and regression analysis to examine data and determine community awareness of the benefits of Hibah. Results show a strong correlation between age and education as important indicators of the community's awareness of the benefits of Hibah in Takaful products. Furthermore, it seeks to empower individuals to make informed decisions about financial planning and risk management, thereby improving their overall financial resilience and well-being.

Keywords: *Hibah, Takaful, Insurance, Risk Management, Awareness*

1. Introduction

Property is an asset for people around the world. People nowadays are preoccupied with finding money and assets for their families and personal enjoyment. They are pleased when they acquire a large amount of property or assets since they may accomplish a variety of activities with them. According to Mohd Yusof and Ahmad (2013), the amount of assets possessed by a person is often earned through personal labour or inheritance. Malaysian income levels and asset possession have improved year after year as people become more intelligent and hardworking in increasing their property. Malaysians are known for their hard work in expanding property and assets. However, without competent property management, these assets might become problematic after the owner passes away. In addition to that, property management is a crucial issue that requires attention from all individuals. Islamic estate planning is the term used to refer to property management under Islamic principles. Omar (2006) provided a definition of Islamic estate planning as the systematic creation and execution of a comprehensive plan to meet an individual's or property owner's financial objectives, based on Islamic principles.

According to Abd. Wahab et al. (2021), Islamic estate planning is critical to ensuring a seamless distribution of wealth among heirs and loved ones. The primary goal of property management is to ensure that the family experiences a smooth transition and financial stability following the death of the property owner, while also minimising the time and costs associated with the inheritance settlement process (Mujani et al., 2011). In 2020, statistics revealed that between RM70 billion and RM90 billion in assets in the country have been frozen (Ayamany, 2021). In fact, Morhan (2023) also reported that the beneficiaries of deceased individuals have been awaiting the claim of inheritances worth more than RM78 billion since 2022. Said and Saad (2016) stated that the growing issue of frozen and unclaimed Muslim inheritance assets is often attributed to rigid reliance on standard post-death administration. There are numerous methods to manage property with careful attention and thoroughness. Hibah is a method employed in property management. Hibah is the voluntary transfer of legal and beneficial ownership of an asset or property from the owner to the recipient during the owner's

lifetime (Mohd Yusof and Ahmad, 2013). In Malaysia, Hibah refers to a unilateral contract of gifting, often used as an estate management tool among Muslims. It is increasingly popular for its role in facilitating welfare, charity, and efficient wealth transfer, especially to avoid complications with frozen estates after death (Abdul Rahim et al., 2021). However, despite the growth of Takaful and Hibah products, public awareness and engagement remain limited, especially among key community influencers (Mohamad Puad et al., 2026). The objective of the study is to examine awareness of the benefits of Hibah in Takaful products among the community in Lembah Pantai, Malaysia.

2. Literature Review

Awareness of the Benefits of Hibah in Takaful Products

Takaful is an Islamic insurance system based on principles of cooperation (Ta'awun) and donation (Tabarru), where risks are shared collectively. It is positioned as a Shariah-compliant alternative to conventional insurance, providing financial protection and mutual assistance (Dadaboev et al., 2025). In an insurance or takaful agreement, a key individual is the nominee who has the right to obtain the policy benefits upon the participant's demise (Abubakar et al., 2014). According to Abdullah and Abdul Aziz (2010), the purpose of nomination is to guarantee that beneficiaries receive their takaful benefits as soon as possible and Hibah appears to be an alternative for Muslim participants to distribute takaful gains to the intended recipients without violating Islamic inheritance law (fara'id). Additionally, Omar (2006) stressed that property administration is not widely practiced due to a lack of awareness and knowledge. In fact, Malaysian Deputy Finance Minister Takaful and insurance protection remains inadequate, with 60 percent of the population lacking sufficient emergency coverage (Malay Mail, 2023). Yaacob (2006) stated that Amanah Raya Berhad noted that approximately 90% of Malaysians do not have a will (lack estate planning) which indicated that public awareness regarding property administration and legacy planning is critically low. Salleh et al. (2007) concurred that the community's awareness of Hibah is inadequate, as 68% of the 300 respondents to the study acknowledged that they have never employed Hibah as a property management instrument. This might be because the community is not well-informed about other tools used to administer property, as they are only aware of Faraid.

However, in contrast, Elmie Aman Najas, Chairman of the Malaysian Takaful Association (MTA), reported a growing recognition of takaful's importance and benefits, as evidenced by the stable number of in-force certificates following a strong year of new issuances. This trend reflects participants' consistent fulfilment of contribution obligations and a sustained awareness of financial planning and retention (Malaysian Takaful Association, 2024). The Malaysian Takaful Association also reported that the penetration rate for life or family takaful reached 20.1% in 2022, up from 18.6% in the previous year, based on the number of certificates in force relative to the total population. This growth in the industry was fuelled by rising demand for Islamic finance products and the growing preference for takaful as a protection scheme (The Star, 2023). Additionally, Fitch Ratings noted that Malaysia's robust Islamic finance ecosystem, digital transformation, and increasing takaful awareness position the country to become a global leader in Islamic finance and takaful (Kaur, 2024).

Age

The younger generation sometimes lacks knowledge regarding matters pertaining to assets or inheritance. This is because the younger generation perceives the journey of life as being extensive; hence, they prioritise other activities such as education and leisure. Age is regarded as a significant demographic factor that substantially impacts customer purchasing behavior (Slabá, 2019). Research has demonstrated a positive correlation between consumers' age and their likelihood to make purchasing decisions (Peng et al., 2016). Jin et al. (2016) highlighted that age is a critical determinant in the decision to purchase health insurance, as older individuals are more susceptible to specific health risks, making health insurance essential for their protection. Abdul-Fatawu et al. (2019) found that although age is statistically insignificant, it is positively associated with the demand for life insurance, indicating that demand increases with age. Agrawal and Agrawal (2017) noted that factors such as gender, age, and income significantly influence customers' decisions regarding life insurance purchases. However, Latib et al. (2022) found that age, academic qualification, and household income are not positively correlated with knowledge and awareness of Hibah among lecturers and administrative staff at UiTM Sabah and Shah Alam. Puad et al. (2018) added that in Islamic wealth management, demographic factors particularly age significantly influence individuals' perceptions and use of estate planning tools. Also, parents

are known for transferring assets through Hibah in order to avoid the distribution of assets based on the law of inheritance, known as Faraid. The primary motivations for the action stem from the nurturing disposition of parents towards their children (Albertini & Radl, 2012; Barczyk & Kredler, 2014; Wu & Li, 2014). Hence, it is hypothesised that:
H1: There is a relationship between age and awareness of the benefits of Hibah in Takaful products.

Promotion
Shah et al. (2018) emphasized that promotion is a crucial element of business and a fundamental component of an organization's overall marketing strategy. Kim and Lee (2020) observed that implementing integrated price promotions significantly boosts consumers' intention to purchase a company's products. Rusuli et al. (2019) argued that successful marketing programs necessitate the integration of promotional activities with communication strategies such as advertising, sales promotions, public relations, personal selling, and direct marketing, all of which enhance customer awareness of available products and services. Ahmad et al. (2023) noted that there are multiple agencies and bodies for monitoring and supervising Hibah products in Malaysia. The role of mosque committee members as community influencers is highlighted, indicating that targeted promotion through trusted figures can impact Takaful awareness and adoption (Mohamad Puad et al., 2026). Therefore, the inclusion of promotion is crucial in this context.

Further, Yon Bahiyah et al. (2009) emphasized that improving awareness and understanding of Islamic finance within the Malay community requires vigorous promotional efforts from both authorities and the industry. However, Ab. Rahim and Amin (2011) highlighted that generic awareness or surface-level marketing is insufficient; Takaful operators must prioritize customized educational programs that increase the volume of transparent, understandable product information in order to nurture good consumer attitudes and use communal/social networks. Additionally, Ghalid and Saiman (2023) found that promotion is instrumental in increasing awareness of Hibah among residents of Raub, Pahang. Additionally, Cik Khairulnizam et al. (2026) suggest that the public's dependence on wills is frequently caused by a lack of understanding of how Hibah operates. It proposes that trust institutions conduct targeted educational outreach to highlight these disparities, demonstrating how Hibah can help prevent frozen assets and inheritance disputes. Thus, Lee et al. (2020) highlighted the importance of delivering positive messages to potential customers to foster a favourable attitude toward purchasing health products. In addition, Bley and Kuehn (2004) noted that increasing public knowledge about Islamic banking will enhance community awareness of its products. However, Dusuki and Abdullah (2007) disagreed, as their study found that improving service quality is more important than increasing promotion. Thus, it is hypothesised that:
H2: There is a relationship between promotion and awareness of the benefits of Hibah in Takaful products.

Education
Several studies investigate the impact of financial literacy on insurance decisions, finding that individuals with higher financial literacy are more inclined to plan for retirement (Gallego-Losada et al., 2022) and to acquire life insurance products (Armantier et al., 2023). Kamis and Wahab (2022) identified education, religiosity, social influence, and social media as significant factors affecting individuals' understanding of Hibah. Similarly, Basir and Rahman (2022) found that attitude, subjective norms, perceived behavioral control, and knowledge are expected to positively influence the intention to purchase takaful Hibah products. Shah et al. (2018) concur that the utilisation of Hibah in Takaful products has become a concern due to the insufficient understanding of the Hibah concept. Additionally, Rahman et al. (2023) recommended the implementation of standardized Hibah guidelines to avoid disputes and stressed the importance of raising awareness about proper Hibah protocols through information dissemination, as Hibah is seen as an effective method for asset management and preventing unclaimed Muslim properties. Additionally, Mustafa et al. (2022) highlighted the crucial role of knowledge in predicting Hibah, based on their study of the Muslim populations at Politeknik Sultan Salahuddin Abdul Aziz Shah, MSU, UNISEL, and UiTM in Selangor. Thus, it is hypothesised that:
H3: There is a relationship between education and awareness of the benefits of Hibah in Takaful products.

3. Research Methodology

A survey design was used to achieve the research objectives. Sekaran and Bougie (2016) provide a definition of population as a group of individuals, events, or objects that researchers aim to investigate. This group of individuals is crucial to the research as they are required to fill out the provided questionnaire to provide a response. This study employs convenience sampling. According to Saunders et al. (2019) convenience sampling is a non-probability sampling strategy based on the researcher's judgement. By using this selection technique, a sample of respondents with similar characteristics is chosen to assess community awareness of the benefits of Hibah in Takaful products in Lembah Pantai, Malaysia. 100 questionnaires were gathered, surpassing the minimum sample size of 30 participants required for the probability sampling technique. This indicates that the data are suitable for analysis using descriptive statistics (Sekaran & Bougie, 2016). Awareness of the benefits of Hibah in Takaful products was employed as the dependent variable in this study, whereas age, promotion and education were the independent variables.

All instruments were adapted from previous studies. The survey utilised a questionnaire consisting of five parts. The respondents' questionnaire replies were measured using a Likert scale, which ranged from 1 indicating strong disagreement to 5 indicating strong agreement. The data collected from the questionnaire were subjected to statistical analysis using the Statistical Package for the Social Sciences (SPSS). In achieving each objective, the respondents' responses to independent variable questions on age, promotion and education were assessed using correlation, multiple linear regression, and ANOVA analysis.

4. Results

This section describes a study that comprised descriptive, reliability, correlation, and regression analyses. This section presents sets of results related to the profile of respondents' awareness of the benefits of Hibah in Takaful products, the characteristics of the overall sample, and the comparison of respondents' experiences based on demographic and geographic characteristics (gender, age, marital status, level of education, and types of insurance protection). Table 1 illustrates the frequency of socioeconomic factors among respondents that were investigated to ascertain their impact on awareness of the benefits of Hibah in Takaful products. The frequency of male respondents is 40, while female respondents are 60 in the sample size of 100 respondents. The number of female respondents is higher than that of males because, according to the Department of Statistics Malaysia Official Portal, the female population is higher than the male population.

The age distribution of the respondents is as follows: 75 respondents were between the ages of 21 and 30, 14 respondents were between the ages of 31 and 40, 10 respondents were between the ages of 41 and 50, and just 1 respondent was between the ages of 51 and 60. The data were collected from a sample of predominantly young adults, aged below 30, who work in proximity to where the researcher distributed the questionnaire. This is because those between the ages of 21 and 30 are predominantly recent graduates, while those below the age of 49 are often engaged in employment. In contrast, individuals aged 50 and above are more likely to be retired. Other than that, marital status showed that the frequency of respondent that is single is high compared to the married respondent with 68 and 32 respectively. The number of respondents who are single is high because most of the respondents are aged 21 to 30 years old. It is known that most of the individuals above the age of 25 have obtained a degree. Consequently, most individuals under the age of 25 are unmarried due to their intense focus on pursuing higher education.

In addition, the data revealed that the majority of respondents held a degree, with 73 individuals. This was followed by 20 respondents with a diploma, 4 respondents with SPM (the Malaysian Certificate of Education), 3 respondents with a master's degree, and no respondents with a PhD. This educational program will assess the level of comprehension and awareness among the community regarding the benefits of Hibah in Takaful products. Lastly, the analysis of insurance protection preferences revealed that most of the respondents (69) opted for Takaful, while just 31 respondents chose traditional insurance as their preferred form of protection. This is due to the fact that the majority of the population in Lembah Pantai is comprised of Malays, as stated by the Department of Statistics Malaysia Official Portal. Malays, who adhere to the religion of Islam, are more likely to have takaful as their insurance cover due to its adherence to Shariah compliance (Salman & Kawata, 2022). Takaful is an insurance product that adheres to Shariah compliance, as mandated by the Islamic religion, which is the religion of the Malays.

Profile of Respondents: Table 1 displays a summary of the characteristics of a total sample of respondents who participated in the study.

Table 1: Demographic and Geographic Information About Respondents

Variables	FREQUENCY	PERCENTAGE (%)
Gender		
Male	40	40
Female	60	60
Age (years)		
21 - 30	75	75
31 - 40	14	14
41 - 50	10	10
51 - 60	1	1
MARITAL STATUS		
SINGLE	68	68
MARRIED	32	32
LEVEL OF EDUCATION		
SPM	4	4
DIPLOMA	20	20
DEGREE	73	73
MASTER	3	3
PHD	0	0
INSURANCE PROTECTION		
TAKAFUL	69	69
CONVENTIONAL	31	31

Descriptive Statistics: According to Sekaran and Bougie (2016), descriptive analysis employs statistical methods such as mean, frequency, and standard deviation to describe a given dataset in detail. The mean is a statistical measure of the center of a dataset. The term 'mean' refers to a score that represents the value of the data as a whole. Standard deviation is a measure of the dispersion or spread of values in a dataset.

Table 2 reports mean scores and standard deviations for all study variables. These mean scores and standard deviations represent community awareness of Lembah Pantai regarding the Hibah in the Takaful product offering, differentiated by variables of age, promotion, and education. For these mean scores, all scores are between 3 and 4. Therefore, the promotion mean score was the highest of the three individual variables (μ = 4.39, sd = 0.395), with education next (μ = 3.99, sd = 0.704) and age (μ = 3.97, sd = 0.675). For the dependent variable, participants were asked to rate their awareness of the benefits of Hibah in Takaful products, and the mean score was (μ = 3.91, sd = 0.801). For the majority of the participants, it was clear that the awareness of the benefits of Hibah in Takaful products was mostly driven by promotions. For the standard deviation scores for awareness of the benefits of Hibah in Takaful products, the mean score was (0.801) and was the highest of the other standard deviation domains. For this study, all scores for the variables were less than one, indicating that the scores were concentrated.

Table 2: Descriptive Statistics

Variables	Mean	Std. Dev.

Age	3.97	0.675
Promotion	4.39	0.395
Education	3.99	0.704
Awareness of the benefits of Hibah in Takaful products	3.91	0.801

Reliability Analysis

The data were tested for reliability. Referring to Sekaran and Bougie (2016), the findings from this reliability study indicate that the research includes both consistency and stability. The reliability test used is the Cronbach's Alpha test. Cronbach's Alpha can indicate the strength of the association. The higher the value for Cronbach's Alpha, the more internal consistency reliability it indicates. Additionally, Nunnally (1994) supported the point that the Cronbach's Alpha value must be over 0.60 for the variables to be acceptable. As evidenced in Table 3, the awareness of the benefits of Hibah in Takaful products has strong internal consistency and is indicated by a Cronbach's Alpha value of 0.863. The items for age, education, and promotion also indicated fair to strong internal consistency, respectively, of 0.762 and 0.863. The promotion variable, however, scored 0.584, which was on the borderline of acceptability for exploratory research according to Hair et al. (2022). It is due to the low number of items had pushed the Cronbach Alpha to reduce. Cortina (1993) explained that in the case of a construct which only contains 2 to 4 items, the lower value of Cronbach's alpha denotes the brief scale length, thus defeats the assumption of poor item alignment.

Table 3: Reliability Analysis

Variables	Number of Items	Item Deleted	Cronbach's Alpha
Age	6	-	.762
Promotion	6	-	.584
Education	7	-	.824
Awareness of the benefits of Hibah in Takaful products	5	-	.863

Correlation Analysis

The analysis utilises the Pearson correlation coefficient to examine the strength of correlation between variables Saunders et al., 2019). The purpose of this study investigation is to ascertain the correlation between variables, as well as the direction and magnitude of their influence. The result should be closer to 1, as it signifies a robust correlation between the two variables. Table 4 shows that the Pearson correlation coefficient value closest to 1 is education, with 0.783, which falls under acceptable according to Sekaran & Bougie (2016); this value is the highest compared to other variables. This means that education and awareness of the benefits of Hibah in Takaful products have the strongest relationship between the variables as the value is 0.783, which is the highest value among other variables. Moreover, this concludes that the changes in age are strongly correlated with changes in education. The second-highest Pearson correlation coefficient value is between age and education, with 0.743, from which the researcher can also conclude that the changes in education are strongly correlated with changes in awareness of the benefits of Hibah in Takaful products. The lowest value for this analysis is awareness of the benefits of Hibah in Takaful products and promotion, with only 0.251. This shows that the changes in promotion are not strongly correlated with changes in awareness of the benefits of Hibah in Takaful products. Besides that, the positive value in the Pearson correlation coefficient, which is0.783 with no negative sign in front of the value indicates that if the education increases in value, the awareness of the benefits of Hibah in Takaful products will also increase in value. This result is also called a positive correlation.

Assumptions for multiple regression were tested before the regression analysis through SPSS software. The findings stated that all the assumptions including normality of data, skewness, and kurtosis values are acceptable. Regarding linearity, it was found that the observed p-plot was close to the diagonal line, which indicates that linearity among the variables is observed and met. With respect to homoscedasticity, the results showed it was justified for further analysis, as the scatterplots for the model were constant and fit the best line. The last assumption is that multicollinearity issues among all variables were absent since the value of the variance inflation factor (VIF) is less than the threshold of 3.3, as recommended by Hair et al. (2022). Overall,

the assumption procedure was conducted and verified.

Table 4: Correlation Analysis

	Age	Promotion	Education	Awareness of the benefits of Hibah in Takaful products
Age	1			
Promotion	.415**	1		
Education	.743**	.354**	1	
Awareness of the benefits of Hibah in Takaful products	.702**	.251**	.783**	1

Analysis of Variance (ANOVA)

Table 5 shows a p-value of 0.000, which is less than the 0.05 significance level. This shows that the whole model is significant for Hibah in Takaful awareness. The F-test is also significant with a value of 60.142, which shows that the combination of age, promotion, and education can explain the gaps in awareness of the Hibah in Takaful products.

Table 5: Analysis of Variance (ANOVA)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.477	3	13.826	60.142	.000[b]
	Residual	22.069	96	0.230		
	Total	63.546	99			

a. Dependent Variable: Awareness of the benefits of Hibah in Takaful products
b. Predictors: (Constant), Age, Promotion, Education

Regression Analysis

Regression analysis is a statistical tool to predict the value of a variable based on the value of another variable to explain the relationship between one dependent variable and two or more independent variables. It is also effective in estimating the mean value of dependent variables. The results of a multiple regression analysis in Table 6 demonstrate the association between age, promotion, and education and awareness of the benefits of Hibah in Takaful products. The R-value is 0.808, which indicates that the degree of association between the dependent and independent variables is very good, as it is below 0.90. It shows that there is a strong positive linear association between the dependent variable, which is awareness of the benefits of Hibah in Takaful products, and the independent variables which are age, promotion and education. Moreover, the R^2 value is 0.653. It can be concluded that 65.3% of the variation in awareness of the benefits of Hibah in Takaful products can be explained by the variables of age, promotion, and education. The other 34.7% variation cannot be explained by the variables. In addition, the Durbin-Watson, d = 2.181 which falls between the critical values of $1.5 < d < 2.5$. Therefore, it can be assumed that in the multiple linear regression data there is no first-order linear autocorrelation.

Table 6: Multiple Regression-Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.808	0.653	0.642	0.479	2.181

The unstandardised coefficient beta indicates that a 1-unit rise in the independent variable will directly correspond to a 1-unit increase in the dependent variable, which is community awareness of the benefits of Hibah in Takaful products (Saunders et al., 2019). Table 7 indicates that the age variable received a beta coefficient of .358 and a t-value of 3.251. This indicates that age did have a substantial impact on the awareness of the benefits of Hibah in Takaful products, as the p-value was .002, which is below the 0.05 significance level (95%). The results align with prior research where Kamarudin and Alma'amun (2013) discovered that older cohorts are consistently more knowledgeable and familiar with Hibah processes than younger age groups.

Retirement preparedness and inheritance distribution become acute considerations as people age. The promotion coefficient is β = -0.166 with a t-value of -1.239. The value was significant at p = .000. Therefore, promotion did not have a substantial impact on the awareness of the benefits of Hibah in Takaful products. According to Kamis and Abd. Wahab (2022), traditional commercial advertising does not transfer into an understanding of Hibah's legal mechanics or practical benefits such as avoiding frozen assets and estate administration delays. Muhammad Nasir et al. (2023) concur and stated that Takaful operators' marketing activities are mostly focused on product sales pitches and commercial promotion, rather than educating customers on underlying principles and product mechanisms. On the other hand, the scores for education were β = 0.670 and t = 6.526. This indicates that education has a substantial impact on the awareness of the benefits of Hibah in Takaful products. Kamis and Abd. Wahab (2022) found that education is a significant factor affecting individuals' understanding of Hibah. Moreover, Basir and Rahman (2022) also found similar findings, which showed that education and knowledge are expected to positively influence the intention to purchase takaful Hibah products.

Table 7: Multiple Regressions – Coefficients

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	.548	.545		1.004	.318	
	Age	.358	.110	.301	3.251	.002	2.375
	Promotion	-.166	.134	-.082	-1.239	.218	1.214
	Education	.670	.103	.588	6.526	.000	2.247

a. Dependent Variable: Awareness of the benefits of Hibah in Takaful products

(*p<0.05; **p<0.001)

Discussion

This study examined the relationships between age, promotion, and education level regarding community awareness of the benefits of Hibah in Takaful products among residents in Lembah Pantai, Malaysia. Hypothesis 1 (Age) and Hypothesis 3 (Education) were supported, whereas Hypothesis 2 (Promotion) was rejected due to statistical insignificance. The significant relationship between age and Hibah awareness (p = 0.002) aligns with prior literature indicating that older individuals demonstrate higher awareness of estate planning instruments. As individuals age and accumulate assets or family responsibilities, the necessity to secure financial protection and prevent asset freezing becomes more pronounced. This finding supports the observations of Kamarudin and Alma'amun (2013), who noted that older individuals actively utilize Hibah to manage asset distribution and protect their dependents' financial future.

Education level emerged as the strongest predictor associated with Hibah awareness p=0.000. Individuals with higher educational attainment possess greater financial literacy, enabling them to better comprehend complex estate planning instruments such as Hibah within family Takaful policies. This finding is consistent with research by Basir and Rahman (2022) and Latib et al. (2022), which established that formal education and specialized knowledge significantly enhance public understanding and adoption of Takaful Hibah products.

Conversely, promotion did not have a statistically significant effect on awareness (p = 0.218). This indicates that general promotional campaigns do not automatically translate into improved public understanding of Hibah. While promotional activities may raise general awareness of Takaful as an insurance alternative, they often fail to educate consumers on specific operational mechanisms, such as Hibah nominations versus traditional Faraid distribution. This aligns with Kamis and Abd. Wahab (2022) and Muhammad Nasir et al. (2023) who noted that general marketing presence is insufficient without clear information quality regarding product mechanisms. Therefore, promotional campaigns must move beyond surface-level brand exposure to address specific knowledge gaps in Shariah-compliant estate management (Ahmad et al., 2023; Abdul Rahim et al., 2021).

5. Managerial Implications and Recommendations

The study findings probably provide insight into the community awareness, understanding, and acceptance of Hibah in the context of Takaful products. These insights are extremely helpful for Takaful providers, regulators, and legislators. Because promotion did not significantly influence Hibah awareness, Takaful operators should shift their focus away from general promotional campaigns and instead prioritize targeted educational programs. Marketing efforts that merely increase product visibility without explaining legal and Shariah mechanisms fail to translate into meaningful public understanding. Takaful providers should enhance product development and marketing by developing more targeted Hibah-based products that cater to specific demographic segments or needs. Furthermore, the marketing efforts should emphasize the unique benefits of Hibah, such as estate planning, wealth distribution, and charitable giving. Policymakers should develop favourable regulatory frameworks and support initiatives related to Hibah to increase awareness of the benefits of Hibah in Takaful products. Azmi et al. (2021) agreed and highlighted that the biggest problem society is having right now is that society is still not clear about Hibah. Thus, this study could provide a beneficial perspective on the awareness of the benefits of Hibah in Takaful products.

Conclusion

This study examined the relationships between age, promotion, and education level regarding community awareness of the benefits of Hibah in Takaful products within Lembah Pantai, Malaysia. The findings indicate significant positive associations between both age and education level and awareness. Conversely, promotional efforts showed no statistically significant relationship with awareness of Hibah benefits. Multiple regression analysis demonstrated that higher educational attainment is the strongest predictor associated with increased awareness of Hibah mechanisms.

These findings suggest that enhancing general education and targeted financial literacy regarding estate planning plays a pivotal role in public understanding of Hibah. However, because this study utilized a cross-sectional design with a convenience sample of 100 respondents in a specific urban area, the results indicate statistical associations rather than direct cause-and-effect relationships and cannot be generalized to the broader Malaysian population. Future research should employ longitudinal methods and representative samples across diverse geographical locations to further evaluate these relationships as Malaysia's regulatory frameworks for Hibah and Takaful continue to evolve (Rosele et al., 2024).

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