



A STUDY ON INVESTOR'S BEHAVIOR TOWARDS INVESTMENT AVENUES IN MALAYSIA

**FATIN SYAFIQAH BINTI MOHAMAD GHAZALI
2010263826**

**MASITAH BINTI SALLEH
2010281422**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (FINANCE)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

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**FATIN SYAFIQAH BINTI MOHAMAD GHAZALI
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Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (Finance)

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
BANDARAYA MELAKA**

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY F BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, Fatin Syafiqah Binti Mohamad Ghazali, (I/C Number: 91011701-01-5226)

Hereby, declare that:

- This work has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: _____ Date: _____

LETTER OF SUBMISSION

July 2013

Puan Nor Aizan Bt Mohamed
The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi MARA Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Madam,

A STUDY ON INVESTOR'S BEHAVIOR TOWARDS INVESTMENT AVENUES IN MALAYSIA

I'm required to do a project paper on the above topic, I hereby submitted this report and I really hope that this work will fulfill the requirement for the Bachelor of Business Administration (Hons) Finance.

Thank you.

Yours sincerely,

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FATIN SYAFIQAH BINTI MOHAMAD GHAZALI
2010263826
Bachelor of Business Administration (Hons) Finance

.....
MASITAH BINTI SALLEH
2010281422
Bachelor of Business Administration (Hons) Finance

ABSTRACT

Nowadays people start to realize the importance of stability of finance to ensure future life. One of the ways is by make an investment. But, from the study done by Howard (2013) stated that there are some investor make an investment based on emotional and not by rational. The main purpose of this study is to determine the factors that influence the investor behavior towards the investment avenues in Malaysia. This study was done to identify the most effective variables that will influence investor behavior such as investor's effort, risk appetite and market psychology. Primary data was used in this using distribution of questionnaire. The aim is to get 150 respondents. From the distributed questionnaires, the data collected are analyzed using the Statistical Package for the Social Sciences (SPSS) 19.0. The Pearson Correlation was used to find the significant relationship between those variables. From the findings, all independent variables have significant result toward dependent variable and can be used in making evaluation for this study.