LEVEL OF AWARENESS ON MALAYSIA STOCK MARKET:
A CASE STUDY OF UNIVERSITY TECHNOLOGY MARA

MUHAMMAD MAHATHIR BIN YAHAYA
2011624948
NUR FARRAHEEDA BINTI ROSLAN
2011260254

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS

JULY 2013
ACKNOWLEDGEMENT

In the name of Allah SWT, the most Gracious and most Merciful

First and foremost, we gratefully thank to Allah S.W.T for giving us time, energy and knowledge to complete this research paper and grab opportunity to gain experience at our practical training in which to fulfil the graduation requirement for Bachelor of Business Administration (Hons) Finance, University Technology Mara (UITM) Malacca City Campus.

Second, we like to place our gratitude to our advisor, Madam Maizatul Saadiah Binti Mohamad, lecturer of UITM Malacca City Campus for her valuable guidance, continuous support and encouragement that she has provided to us through the completion of our internship. Thank you for the time we had spent to read, evaluate, analyzed and giving an opinion to a better outcome of this report. From her suggestions and kindness, it allowed us to make improvement which is very valuable. We also thank to our second lecturer, Miss Haslinda Hashim, who guide us and give fully support and understanding.

Next, we would like to express a big appreciation to our internship organization by giving us the opportunity to perform practical training. It is a pleasure acknowledged and provided us opportunity to broaden our knowledge and make significant progress for this research. We also thank to the respondents who are very tolerate and cooperate to answer our questionnaire. They are the most crucial part in completing this study.

Last but not least, we hereby dedicate special thanks to our family and friends their ever-present love and support. Without them, none of this never happened.

Thank you.
# TABLE OF THE CONTENT

<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE PAGE</td>
</tr>
<tr>
<td>DECLARATION OF ORIGINAL WORK</td>
</tr>
<tr>
<td>LETTER OF SUBMISSION</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
</tr>
<tr>
<td>TABLE OF CONTENT</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
</tr>
<tr>
<td>ABSTRACT</td>
</tr>
</tbody>
</table>

## CHAPTER 1 INTRODUCTION

1.0 Introduction  
1.1 Background of the study  
1.2 Problem Statement  
1.3 Research Questions  
1.4 Research Objectives  
1.5 Hypothesis of the Research  
1.6 Significance of the study  
1.7 Scope and coverage of the study  
1.8 Limitation of Study  
1.9 Definition of Terms (AIDA Concept)  
1.9.1 Attention  
1.9.2 Interest  
1.9.3 Desire  
1.9.4 Action

## CHAPTER 2 LITERATURE REVIEW

2.0 Introduction  
2.1 Level of awareness on Stock Market (Dependent Variable)  
2.2 AIDA Theoretical Concept  
2.3 Theoretical Framework  
2.3.1 Attention to the stock market  
2.3.2 Interest on investing in stock market  
2.3.3 Desire to know more about stock market  
2.3.4 Action to participate in stock market
ABSTRACT

The concept of the study level of awareness among Uitm students on stock market is based on Attention-Interest-Desire-Action, which are to discover the comprehension and understanding of respondents towards Malaysian stock market. The factor of independent variable (Attention, Interest, Desire and Action) towards level of awareness are been used on this study. The distribution of structured and online questionnaire are been used to collect the information needed from the respondent. Then, the questionnaire were analyzed and interpreted using SPSS software Version 21 which is the latest program. Each of the variable were tested by several analysis such as Pearson Correlation to find the relationship between dependent and independent variable. On the other hand, the results indicate the significant of the variable and meet the objective of the research. After the study held, researchers raised several opinions and recommendation of the study that awareness on the investment very essential because it can shape our future financial.
CHAPTER 1
INTRODUCTION

1.0 Introduction

Malaysian stock market is well-known among the Asean Exchange due to its sustainability of diligent performance since it was established in 1962 during the time where it was still in collaboration with Singapore Exchange. Since then, Malaysian stock market that were formerly known as Bursa Malaysia Berhad has developed their market to the worldwide exchange and recently, strategizing their marketing objective where the target is to create a vibrant market in order to tapped audience from worldwide region to participate in their local stock market. Therefore, before tapping the foreign investors to actually participate in stock market, they must first convince the local investors to invest in their own exchange so that the hype can be created to make the stock market become more exciting than it was.

Stock market is one of the major contributions to the economic performance and therefore, it is really important to keep it stable and sustain or improved the vibe of the market progression. Besides that, in this era of globalization and competition, the success of an industry is determined by the market performance of its stock (Saini et al, 2011). Participation from the crowd is really important to support the market energy as well as moving the market towards the fluctuation of stock price to make it more interesting for people to put attention on it and having interest to participate in the market. The efficiency of stock market efficiency is indicated by market capitalization, market turnover and market liquidity (Yartey and Adjasi, 2007). In order to make it marketable not only on the local act but as well as in regional market, participation from the crowd is