

**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

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TABLE OF THE CONTENT

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x
 CHAPTER 1 INTRODUCTION	
1.0 Introduction	1
1.1 Background of the study	3
1.2 Problem Statement	5
1.3 Research Questions	7
1.4 Research Objectives	7
1.5 Hypothesis of the Research	8
1.6 Significance of the study	9
1.7 Scope and coverage of the study	10
1.8 Limitation of Study	10
1.9 Definition of Terms (AIDA Concept)	11
1.9.1 Attention	11
1.9.2 Interest	11
1.9.3 Desire	11
1.9.4 Action	12
 CHAPTER 2 LITERATURE REVIEW	
2.0 Introduction	13
2.1 Level of awareness on Stock Market (Dependent Variable)	13
2.2 AIDA Theoretical Concept	14
2.3 Theoretical Framework	15
2.3.1 Attention to the stock market	15
2.3.2 Interest on investing in stock market	16
2.3.3 Desire to know more about stock market	16
2.3.4 Action to participate in stock market	17

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