UNIVERSITI TEKNOLOGI MARA

IMPACTS OF THE QUARTER DIVIDEND ANNOUNCEMENT ON THE STOCK PRICE: STUDY ON CONSUMER PRODUCT INDUSTRIES

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AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

In Malaysia, people start to actively involve themselves in investment and stock trading. This is because people realise that they can make a good amount of money when invest in stock. To gain profit in stock price, Investor need to know the correct indicator on predicting the movement of the stock price. The lack of the understanding on the factor that effect the stock price can cause the investor to experience loss on their investment. They need to consider the factor which can help the investor on forecasting the stock price.

To solve this problem, this research focus on the effect of the quarter dividend announcement on the stock price. The variables that were chosen from the quarter dividend announcement are the companies' revenue, profit before tax, net profit, earnings per share and dividend. By using these variables, the effectiveness of the quarter dividend announcement on the stock price can be examined.

This study can determine which factor that can influence the stock price. This result can help the investor in forecasting the movement of the stock price and can choose the best stock that can give them the most profit. The other researcher can use this research as their reference. This paper can enlighten their thinking on making further research and explore new information on variables that affect the price of the stock.

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