

UNIVERSITI TEKNOLOGI MARA

**AWARENESS OF SHARIAH
COMPLIANT GOLD INVESTMENT
AS AN ALTERNATIVE ASSET
AMONG YOUNG GENERATION IN
TERENGGANU, MALAYSIA**

AISYAH BINTI HARUN

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ABSTRACT

As we know, gold acts as a reliable store of value because it fulfils the characteristics and functions of money. In Malaysia, gold investing offers a profitable and safe asset class for investors by holding and storing physical gold or opening a gold investment account. In Malaysia, the awareness of the public or gold investors has grown over the past few years but not among the younger generation. Gold investment also refers to the portion of income that is not spent on consumption but to reap further benefits in the future. Nowadays, chronic financial crises are often experienced by the younger generation as a result of failure to save money and gold as assets and property for daily life. The objective of this study was to examine the level of awareness of Shariah - compliant gold investment as an alternative asset among the younger generation of Muslims in Terengganu, Malaysia; identify the factors that influence the awareness of the younger generation of Muslims towards Shariah compliant gold investments as an alternative asset; to propose solutions in raising awareness of Shariah compliant gold investments as an alternative asset among the younger generation of Muslims. The younger generation nowadays, there are many constraints and factors that prevent them from investing in gold. This study was conducted using a quantitative method that is the data collected was taken from a survey conducted by researchers through google form and distributed using social media applications such as WhatsApp and Telegram. In the findings of the study, there are several factors such as knowledge, family influence, personal interest in gold investment and religion studied by researchers in this study to meet the objectives of the study.

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