



**AN EMPIRICAL ANALYSIS OF FIRMS' PERFORMANCE DETERMINANTS:
A CASE OF MALAYSIAN CONSUMER PRODUCT COMPANIES**

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ABSTRACT

This paper is to examine the determinants of Malaysian Consumer Product performance in relation to 30 listed consumer product companies. The dependent variable is a return on equity and the independent variable are dividend, debt and tangibility. It will be measure by the year of 2005 until 2010. The quarterly year will be use as to run the data.

Objective of this research, which is looking for the consumer product companies within the global financial crisis in pre, during and post which is pre on 2005 and 2006, during on 2007 and 2008 and post on 2009 and 2010 whether the dividend, leverage and tangibility used were significant or not significant with the firm performance. Panel data approach will be used to test the relationship towards a consumer performance.

For the event of pre (2005-2006) there are no significant relationship between the dividend yield with return on equity, while debt ratio and tangibility have significant relationship with return on equity. For during event (2007-2008) all of the variable which are dividend yield, debt ratio and tangibility have no significant relationship with return on equity. Last but not least for the event post (2009-2010) shows that dividend yield and debt ratio have no significant relationship with the return on equity, while tangibility have significant relationship with the return on equity.