



UNIVERSITI TEKNOLOGI MARA

**THE RELATIONSHIP BETWEEN
QUARTERLY REPORT AND THE
PRICE OF STOCK IN CONSUMER
INDUSTRY**

AMIRA SYAHIRA BT MUHAMAD

ESA

2015152475

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ABSTRACT

This study is aim to identify the effect of the quarterly report towards stock price of the company in consumer industry. The issue of the study is to know which variable that announced in the quarterly report of each companies can make the stock price to change either to increase or to decrease. The data for this study have been collected from ten companies that have been listed in Malaysia Stock Biz from 129 companies. The data collected for this study is seven years starting from year 2010 until year 2016. In this study, variables such as revenue, price to book value, net profit, earnings per share, and dividend are used to determine the relationship that exists between them. The method that have been used is panel regression analysis and this study is panel data. The result from this research show that that revenue, price to book value, earning per share, and dividend shows positive and significant relationship while net profit shows negative and significant relationship for top companies. For middle companies, the result shows that revenue, price to book value and earning per share shows positive and significant relationship. For net profit, it shows negative and significant relationship while dividend shows negative and no significant relationship.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

In this chapter, it will let the readers know what is the study is about and give an overview and background of study in section 1.2 while problem statement that tells about the problem of the study in section 1.3. In section 1.4 and 1.5 will be tells about research questions and research objectives of the study.

Significance and scope of the study will be discuss in section 1.6 and 1.7 while in section 1.8 will tell the limitation of the study. The readers can get the imagination of the study to let them understand well on this study. Lastly, readers can refer the definition of the terms that rarely been used to ease them understand every word in this study in section 1.9.

1.2 Background of study

Stock price is a something that the investors and shareholders will look for before they make the investment. Stock price will show how the company's performance either in a good performance or bad performance (Ebrahimi & Chadegani, 2011). Investors and shareholders will make a decision to buy or to sell the stock based on the price of the stock. Basically, they will sell the stock if the price is going up and they will buy if the stock price is going up. The movement of the stock price will be affected because of the quarterly report that the company announce to the public.

Quarterly report is one company announce their company's report every three month a year to show their performance to the public. For the first quarter, it represent performance of month January, February and March. For month of April, May and June will be shown on the second quarter while the third quarter shows month of July, August and September. And lastly for the fourth quarter, it is for month October, November, and December. It is included income statement, balance sheet and cash flow statement (Kumar, 2015).