

**FACTORS INFLUENCING INVESTOR DECISION MAKING TOWARDS INVESTING IN
SHARIAH COMPLIANT SECURITIES IN MALAYSIA**

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**Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration with Honors (Marketing)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TECHNOLOGY MARA

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JULY 2014

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

Hereby, we declare that,

This work has not previously been submitted for a degree or diploma at any university.

To the best of my knowledge and belief, the thesis is the result of our independent work and contains no material previously published or written by another person except where due reference is made in the thesis itself.

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LETTER OF TRANSMITTAL

2 July 2014

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Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled '**FACTORS INFLUENCING INVESTOR DECISION MAKING TOWARDS INVESTING IN SHARIAH COMPLIANT SECURITIES IN MALAYSIA**' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ABSTRACT

The decision making process is a cognitive process which results in the selection of a course of action among several alternatives. Every decision-making process produces a final choice. The output can be an action or an opinion of choice. Investment decisions made today often are critical for financial security in later life, due to the potential for large financial loss and the high costs of revising or recovering from a wrongful investment decision. Most of the equity investors or also known as retail investor do not have the sufficient knowledge of basic economic concepts required to make investment decisions. Therefore, this research is to find out what factors that make investors select shariah compliant securities as the statistics show in increasing over the year. To identify these factors the current study has applied factor analysis.

Keywords: Malaysia Retail Investor, Decision making, Factors Influencing Decision Making.

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