

Factors That Influence Investment Decision Making Among Potential Individual Investors in Malaysia

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Abstract

Individual investments behaviour is concerned with choices about purchases of small amounts of securities for his or her own account. Decision tools often support investment decisions. It is assumed that information structure and the factors in the market systematically influence individuals' investment decisions as well as market outcomes. Decision tools often support investment decisions. It is assumed that information structure and the factors in the market systematically influence individuals' investment decisions as well as market outcomes. Investor market behaviour derives from psychological principles of decision making to explain why people buy or sell stocks. These factors will focus upon how investors interpret and act on information to make investment decisions. The purpose of the study was to identify the factors that influence investment decision making among potential individual investors in Malaysia. Three behavioural factors might influence investment decision making which are accounting-information, firm-image coincidence and personal-financial-needs. A set of questionnaire was distributed to 384 potential investors in Malaysia specifically in housing area of Klang Valley as population of this study. Based on the findings, it showed that there is positive relationship between accounting-information, firm-image-coincidence and personal-financial-needs in investment decision making. Hence, between these three behavioural factors, accounting-information, firm-image coincidence and personal-financial-needs, the main influential factor is accounting-information. This study also proposed a future research for investment decision making and give implications to the potential investors, community, organization, policy makers and investment practitioners.

Keywords: Investment Decision, Accounting-Information, Firm-Image-Coincidence, Personal-Financial-Needs

INTRODUCTION

Former Prime Minister, Datuk Seri Najib Tun Razak announced the 2018 Budget Thrusts that included invigorating investment, trade and industry. The first thrust mentioned that we should emphasising high impact investment which will promoting economic growth and create job opportunities (Ministry of Finance Malaysia, 2018).

The main purpose of potential individual investors engaged in investment is to both maximize their income and minimize their expenses. Invest Malaysia Kuala Lumpur (IMKL) is one of the Bursa Malaysia Berhad's flagship event organized annually for the global investing audience. The IMKL platform highlights the diversity of Malaysia's capital market and introduces key multinational companies and global champions that are set to drive economic growth within the ASEAN marketplace (Bursa Malaysia, 2017).

Global economic was projected to improve in 2017, underpinned by an expansion in domestic demand in the advanced and emerging market economies boosted in part by expansionary fiscal policies in selected major economies. These pro-growth policies would spur global demand and provide impetus to global trade (Annual Report Bank Negara, 2016). Therefore, this will convince the potential investors that maximizing their income will become reality.

Former Prime Minister, Datuk Seri Najib Tun Razak announced in 2016 during Budget 2017 that the incentive amount for Private Retirement Scheme has increased from RM500 to RM1,000.

According to Securities Commissioner, the providers were selected based on their expertise in investment or pension fund management, experience in global pension's management, financial strength, governance structure and proposed business model (Private Pension Administration, 2016). Hence, potential investors should not be worried since there are many offers came in once they invest their money.

Investment can be defined as when an individual saves current financial resources to use for future consumption by investment products. There are various investment options like banks, Fixed Deposits, Government bonds, stock market, real estate, gold and mutual funds. Hence, the common investors were faced with difficult decision to make when opting to invest his resources. These decisions are characterized by several factors such as ability to understand financial matter, income level, like safety, liquidity of the company, risk, dividend paid, share price and many more. Investment is known to have positive impact on the economy as a whole because funds that are placed in financial assets are then moved through financial intermediaries to fund investments by individuals and firms. These investments will finally benefit the potential investors through higher productivity and economic growth (GISS, 2015).

The investment objective and asset familiarity exert an impact on investor behaviour, with asset familiarity having the strongest impact. Investor behaviour, in turn, influences the choice of a portfolio of the investors. Although this is true, the hypothesis has not been tested in an island economy like Singapore. This study hence provides useful insights and information regarding the factors that investment planners, financial advisers and individuals need to consider to improve their choice of the portfolio and its performance. It is clear that the investment objective and asset familiarity play a vital role in the choice of the portfolio. This shows that asset familiarity introduces the bias and creates the confidence that the returns are guaranteed. This may prevent individuals from diversifying their portfolio, and hence there is a need to create awareness. Some people may have a long-term objective, like investing for retirement, child education and so on, while others may save for short-term objectives, like buying a house or holiday, which will influence the type of investments that they choose and hence their portfolio returns (Seetharaman et. al, 2017).

Financial decision-making has been widely acknowledged as one of the important factors that influences financial capability and financial wellbeing. Thus, identifying factors that are significantly associated with financial decisions is relevant and is one of the crucial issues for individual and national development. With the dynamism in the nature of current financial landscape, not only it highlights the importance of research in investment decision but also on the level of financial literacy and its impact on financial decision. Moreover, wealth accumulation has been identified as an important implication for the relative well-being of households (Hawati et.al, 2016).

In conventional financial theory, investors are assumed rational wealth-maximizes, following basic financial rules and basing their investment strategies purely on the risk-return consideration as the factors expected to influence investment decisions. Traditional economic theory assumes that people are rational agents who make decisions objectively to take advantage of the opportunities available to them. Investors think of themselves as rational and logical. However, when it comes to investing, their emotional inclinations, ingrained thought patterns and psychological biases, colour how they perceive the world and how they make decisions. The controversy of this area of study was the different findings that researchers came up with (Ambrose and Vincent, 2014).

For instance, a survey was contended that dividends, expected returns and the firm's financial stability are critical investment considerations for individual investors. Another researcher identifies six factors: dividends, rapid growth, investment for saving purposes, quick profits through trading, professional investment management and long-term growth that affect individual investors' attitudes towards their investment decisions (Ambrose and Vincent, 2014).

A survey conducted by Volpe (2012) to investigate investment literacy among online investors. In his findings, he argued that online investors should have more knowledge than normal investors to succeed in the securities markets, because they are more likely to be surrounded by financial misinformation and manipulation. In the global scene, various studies have connected financial literacy with increased investment. Al-Tamimi (2009) when studying financial literacy and investment decisions of UAE investors, the results indicate that there is significant relationship between financial literacy and investment decisions.

Financially educated investors help financial markets to operate efficiently, as they take better trading decisions based on fundamental and or technical analysis instead of acting irrationally. On the other hand, the principles of behavioural finance suggest that individuals often do not make decisions in rational, well-informed and unbiased manner (Byrne, 2007). To make an effective investment decision, the investor needs to select the right stock among different alternatives at the right time. In order to choose superior stock, the investor has to evaluate alternative investments and specify criteria to minimize those alternatives and rank the lifted ones (Albadvi et al. 2006). Merikas et al, (2003) found that individuals base their stock purchase decisions on; fluctuation in the price index, recent price movement in a firms' stock and current economic indicators.

Now, it is important to realize that stock returns as a function of multiple interacting factors in the capital market. It has been gradually affected by the defined and undefined factors. The information available in the market could be disseminated by the management or could be developed through the end of invisible hands. The magnitudes of the information that incorporated in stock prices are determined by the nature and form of the capital market. Along with the information effect, the variation in stock prices can also be affected by the future prospects and the other unseen factors.

A number of studies have concentrated on area of financial literacy but few have narrowed down to factors that influence investment decision among potential individual investors in Malaysia hence a bigger gap. This study sought to establish the factors that influence investment decision among potential investors in Malaysia as investment decision is very crucial due to our current inflation rate.

METHODOLOGY

Hypothesis Development

Those factors of investing are seen as those exercises and practices that ought to be tended to keeping in mind the end goal to guarantee investment decision making among potential investors within various sectors. All the part of factors of potential investors is presented, so those factors contributing to the investment decision making are grouping into three groups, which include accounting-information, firm-image-coincidence and personal-financial-needs. These factors will be examined as hypotheses that are significantly influence investment decision making among potential investors.

For example, East (1993) concluded that the attitudes of potential investors are the main predictor of financial decisions. However, most often in previous studies, economic behaviour of individuals was limited to certain fields as risk taking or savings (Alleyne and Broome, 2010). Anyway, these studies indicated that enough attention has not been paid to the behavioural tendency and attitudes of individual investors in financial issues. The importance of this issue becomes clear when we pay attention to the point that according to the rational behaviour theory, the behaviour of individuals is anticipated by the tendency of individuals to perform a certain action.

However, the intention of performing a specific behaviour and in particular the willingness of potential investors to make investment behaviour itself is influenced by several factors. Previous studies indicated that according to the theory of rational behaviour, the intentions of people to perform behaviour is affected by two factors namely individual attitude toward the behaviour and subjective norms (Fishbein and Ajzen, 1975). Also, based on the theory of planned behaviour beliefs, behaviour and assessment of results make a set of favourable or unfavourable attitudes toward behaviour. Results of normative beliefs and motivation to achieve the normative expectations of others are represented by subjective norms and control beliefs determine perceived behavioural control. In general, attitudes toward a behaviour, subjective norms and perceived behavioural controls lead to the formation of tendency toward doing a behaviour. Intentions and subjective perceptions, with regard to an individual's ability to control the results of his behaviour lead to a substantial portion of the variations in his actual behaviour.

Beck and Ajzen (1991) stated, overall, more positive attitudes, subjective norms, and perceived behavioural control and a more desirable behaviour, makes an individual intention more intense to perform behaviour under the same conditions. Empirically, the theory of planned behaviour can significantly indicate the relationship between intentions and increase in access to new risks.

Investors may face with investment opportunities that have ambiguous possibilities and the results. Previous studies also have shown that risk and uncertainty are important predictors for the attitude of investors and the investment behaviour (Alleyne and Broome, 2010). Hence, the purpose of the present study was to investigate factors influencing investment intentions using the theory of planned behaviour and the theory is risk.

Various theoretical approaches have been used to investigate the factors affecting the adoption and utilization of new technologies (Vankatesh et al, 2003). One of the most important aspects in this context focuses on the determinants of the use of new technologies, by the desire to use a new technology or actual behaviour (actual adoption of technology) as the dependent variable (Davis, 1989).

The most important approaches in this field are rational action theory (Fishbein and Ajzen, 1980), Technology Acceptance Model (Davis, 1989), innovation diffusion theory (Rogers, 1962) and the theory of planned behaviour-program (Ajzen, 1985). Nagy and Obenberger (1994) in their study entitled "Factors affecting investor behaviour," concluded that recommendations from family members and friends are effective on investment decisions. They also found that offers of institutional brokerage, individual stockbrokers and colleagues have a great impact on investment decisions.

Solomon (1999) expressed that different factors can affect the choice of a product by consumers and financial markets are sound and suitable places for the investigation of client's behaviour. The behaviour of investors has a critical role in individual life and it depends on various factors. Investors usually make their decisions and choose among different choices (for example to determine how much money to invest). Yet, financial specialists cannot obtain certain information about future returns and therefore, the attitudes of investors sound completely important in their decision making for investments.

Gill and Biger (2008) investigated the factors influencing investment decisions of foreign direct investment in the Indian real estate market. Data collection was conducted in Canada and the analysis suggested a positive relationship between investment skills and Canadian investor's willingness to invest in the Indian real estate market.

Shanmugasundaram and Balakrishnan (2010) analyzed the factors affecting the behaviour of investors in the capital market of Nairobi, Kenya. Empirical evidence suggested that demographic factors affect the investment decisions of investors. Gupta and Sharma (2011) examined the role of social influence on investment decisions of unprofessional investors. Their study indicated that personal experience and social influences play an important role in investor's decision-making.

Factors are required in order for an organization want to accomplish its goals. The factor is a methodology that endeavours to recognize variables fundamental to the achievement of the business, association or the individual's work. This approach comprises of recognizing key objectives from the association's procedures and its missions. From this, components are resolved, which are works as a basic to acquiring the distinguished objectives (Ghazali, 2011).

Gill et al (2012) studied the factors influencing investment decisions of Indian investors in the real estate market. Results of their studies suggested that investment skills, motivation derived from an investment advisor, the Propensity to invest, as well as age of the investor positively influence the investment decisions of Indian investors in the real estate market. The findings of this study indicated that the behaviour and investment decisions of investors vary their age.

Nesma (2012) discussed the factors that affect Saudi female students as potential non-professional investors. The results indicated that if the students had high financial information, they would probably buy stocks. Age, income, average scores obtained during the financial semesters, and risk tolerance are the main factors that influenced student's decisions for stock ownership.

Ambrose and Vincent (2014) have recognizable proof of adequately vital potential investors, and justifying data gathering concerning desires is basic a base to meet the test of investment decision making. The factors were categorized into accounting-information, firm-image coincidence and personal-financial-needs. Hence, this has led to this hypothesis:

H₁: There is a positive relationship between accounting-information in investment decision making.

Bashir et al(2013) results reveal that all the variables were somewhat affecting the decision-making behaviour of investor and accounting-information category of variables is most influencing which advocate recommendation is the least influencing category.

Hossain and Nasrin (2012) revealed that accounting-information were the most important principal factors rather than company specific attributes/reputation, net asset value and; trading opportunity, publicity, ownership structure, the influence of people and personal financial needs were ranked the least. Findings suggest that extent of importance given to each of the factors excluding ownership structure significantly differs with at least one demographic characteristics of sample respondents.

Dr Syed Tabassum et al.(2012), it was found that the following ten factors individual eccentric, wealth maximization, risk minimization, brand perception, social responsibility, financial expectation, accounting-information, government & media, economic expectation and advocate recommendation factors will have an impact on investors. However, the most factors that have an impact on investor are because of accounting-information.

Volpe and Chen (2006) surveyed 212 benefit administrators in charge of personal finance programs in the US-based companies in order to specify important personal accounting-information for working adults and assess their level of knowledge. The results revealed that the least important areas were estate planning and investment. Specifically, the least important topics were having knowledge of mutual fund prospectuses, mutual fund fees, and expense ratios. The participants also indicated that working adults were actually least knowledgeable about the same topics that they viewed as least important. In general, the benefit administrators indicated that the level of knowledge of working adults was relatively low.

Mirshekary and Saudagaran (2005) assessed how different users of financial statements use the information items disclosed in the annual reports, as well as the importance of different sources of information in making investment decisions. They distributed a questionnaire to seven different groups of users of financial statements in Tehran including stockbrokers, bank investment officers, and institutional investors. In general, respondents ranked the annual reports as the main influential source of information. The second most influential source of information was oral information and the third was published daily share price. On the other hand, the respondents ranked the least influential factors in sequence of importance: advice of friends and acquaintances, tips and rumours, and stockbroker's advice. Mirshekary and Saudagaran concluded that the accounting-information is used regularly in Iran as a basis for making investment decisions.

H₂: There is a positive relationship between firm-image-coincidence in investment decision making.

Viswanadham, Edward, Dorika and Mwakapala (2014) this study attempts to identify the factors influencing the buying behaviour of investors in Tanzania Equity market. Data was collected with the help of interview, questionnaire and documentary evidence. It was found in the paper that all listed companies which have good firm-image-coincidence give more importance to the factors like quality management decisions, building brand, transparency in settlement issues. Specifically, companies should constantly review the interest rates and observe alternative companies marketing strategies to acquire better position in market.

Qureshi and Hunjra (2012) result demonstrate that firm-image coincidence of corporate governance plays important role in investment decision making and it was found that even equity fund managers of institutions were also found to be risk averse.

Sayilir et al. (2012) express that individual investors erroneously believe that firms with better corporate reputation or so called as better firm-image coincidence would become good investment opportunity, produce higher investment returns. They also have a tendency to consider firm's social responsibility and environmental control level while making investment decisions.

According to Joshi et al.(2011), the most influencing factors are firm-image coincidence, financial performance of the company, long term performance of stock, sentiment for the stock market, expected results of the company (Cash dividend, bonus share, buyback of shares), reputation of firm, movement in stock market, affordability of share price and the less influencing factors are coverage in print media, company's ratio analysis, corporate social responsibility of the company, share traded in multiple stock exchanges.

Williams (2007) surveyed on 5170 investors across five countries, namely Australia, Canada, United Kingdom and United States, to analyze determinants of socially responsible investments. The results showed that investors took company environmental and social behaviour which resulting in good firm-image coincidence into consideration in making investment choices, which is actually reflected though the stakeholder's attitude toward the company from different sides of company performance.

H₃: There is a positive relationship between personal-financial-needs in investment decision making.

Daiva et al., (2016) personal investments are one of most important personal-financial-needs. Investments are additional source of income ensuring regular capital to meet of personal needs and to implement financial purposes, the main of that is the financial independence. In a broad sense, investment is financial resources of investment in various assets which have value growth trend temporal in respect of.

Hossain and Nasrin (2012) revealed that company trading opportunity, publicity, ownership structure, influence of people and personal-financial-needs were ranked the least. Other than specific attributes or reputation, net asset value and accounting information are the most important principal factors. Findings suggest that extent of importance given to each of the factors excluding ownership structure significantly differs with at least one demographic characteristics of sample respondents.

According to Van et al., (2011) from the viewpoints of both academicians and also policy makers, financial literacy has been phenomenon of interest. Nowadays, individuals are more responsible towards their personal-financial-needs and active for their individual retirement plans. It is more difficult to allocate individual's excess funds across possible investment instruments than before. This hardness might be arisen due to the fact that they are confused with these complex and multiplexed products. This seems more valid especially for the inexperienced or the unsophisticated.

Hoffmann, Eije, and Jager (2006) researched of the personal-financial-needs and conformity behaviour on investors. The results indicated that besides satisfying the financial needs investors also struggle to satisfy socially oriented needs making them changed their mind to think about future investment.

Merikas, Andreas, George, and Prasad (2004) studied that the most important variables were related to classic wealth maximization criteria which contributed most to their personal-financial-needs. Coverage in the press, statements from politicians and government officials, and political party affiliation were unimportant to most stock investors. Five important factors identified as accounting-information, personal-financial-needs, subjective/personal, advocate recommendation, and neutral information.

H₄: Accounting-information is the main factor in influencing the investment decision making.

According to Bashir et al(2013) results reveal that all the variables were somewhat affecting the decision making behaviour of investor and accounting-information category of variables is most influencing which advocate recommendation is the least influencing category.

Other than that, Hossain and Nasrin (2012) revealed that company specific attributes/reputation; net asset value and accounting-information were the most important principal factors. Findings suggest that extent of importance given to each of the factors excluding ownership structure significantly differs with at least one demographic characteristics of sample respondents. They also revealed that accounting-information as the most influential factor in making investment decision.

Furthermore, Elizabeth et al. (2012) revealed the results shows that the most disposition affect before and after treatment of accounting-information and there is positive interaction between the effects of disposition, cognition level of risk and accounting-information.

In Jordan, Al-Sawalqa (2012) also agreed that accounting- information is a critical source in obtaining good investment opportunities, and individual investors depend on written information issued by internal companies rather than verbal information in their investment decisions.

According to Anna, Andreas, George & Prasad (2004), the empirical factors that influence the individual investor behaviour have varying degree of effects on the investors of Greeks Stock Exchange. The variables accounting information, subjective/personal, neutral information, advocate recommendation and personal financial needs were subdivided into other 27 variables. This study indicated the factors that have significant influence and the factors that have least influence on the Greek Stock Exchange investors. The research result showed the accounting information has significant and personal financial needs have least influence in Greek.

In Saudi Arabia, Al-Mubarak (1997) undertook a study to discover the usefulness of accounting-information in the investment activities from financial analysts’ view. Based on the statistical analysis of the results, the study found that financial analysts consider accounting-information as the most important source of financial information in their decision.

Measurement

In this study, the dependent variable is the investment decision making of the potential individual investors in Malaysia and the independent variables are accounting-information, firm-image-coincidence and personal-financial-needs. All of the data was collected by the questionnaire and face-to-face communication.

Table1: Measurement of Each Variable

Concept	Variables		Symbols	Measurement
Factors of Investment	Independent Variables	Accounting-Information	AI	The influence affect the potential individual investors in the investment
		Firm-Image-Coincidence	FIC	The influence affect the potential individual investors in the investment
		Personal-Financial-Needs	PFN	The influence affect the potential individual investors in the investment
Level of Investment Decision Making	Dependent Variable	Investment Decision Making	IDM	Level of investment decision making among potential individual investors in Malaysia

Next, the researcher uses Statistical Package for Social Science (SPSS) version 22 software for the purpose of analysing and measuring the quantitative data.

FINDINGS AND CONCLUSION

A normality test is required to look at the data whether they are normally distributed and continuous checking is needed to look at whether the assumption is violated. It is also a requirement in measuring relationship because normal data is an underlying assumption in parametric testing. Skewness and Kurtosis measured the normality based on the distribution shape. The value of Skewness and Kurtosis should be within the range of +/- 2. However, Kline (2005), he stated that the value can be up to +/- 3 for Skewness and +/- 10 for Kurtosis.

Based on the table 2, all the variables are normal of skewness and kurtosis. Kline (2005) stated that the value of Skewness can be up to +/-3 and +/- 10 for Kurtosis. The skewness of all independent variables is > 0 which indicated as right skewed distribution where the values are mostly on the right side of the mean. On the other hand, accounting-information, firm-image-coincidence and personal-financial-needs have the negative value of kurtosis that can be interpreted as flat and light-tailed distributions of data. While the positive value of kurtosis for investment decision making can be interpreted as there are pointy and heavy- tailed distribution of data. Thus, all the variables were normal and are suitable for the study.

Table 2: Skewness and Kurtosis for all variables

Variables	Skewness	Kurtosis
Investment Decision Making (DV)	-0.073	0.261
Accounting-Information (IV)	0.300	-0.352
Firm-Image-Coincidence (IV)	-0.461	-1.282
Personal-Financial-Needs (IV)	-0.143	-1.444

The R in the table indicated the correlation coefficient between independent variables and dependent variables. The value of R in the table 3 is 0.392 which represent the correlation between accounting-information; firm-image-coincidence and personal-financial-needs affecting the investment decision making. The adjusted R square value which is 0.137 represented the independent variables (behavioural factors) which the value explained 13.7% of the variation in the indicator of investment decision making.

Nevertheless, there are 86.3% unexplained in this study which this value cannot be explained by the factors of investment alone. This means that there are other variables that are more important in indicating the investment decision making through the influence affect the potential individual investors in the investment. The range of Durbin-Watson to ensure that the data is not violates falls between the ranges of 1.5 to 2.5. The value of Durbin-Watson is 2.007 which indicate that the study is in the acceptable range. This means that the value is acceptable.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.392 ^a	.154	.137	.49954	2.007

a. Predictors: (Constant), IV3, IV1, IV2

b. Dependent Variable: DV

Table 4 shows accounting-information, firm-image-coincidence and personal-financial-needs contributed toward the influence affect the potential individual investors in the investment with the beta value of $\beta = 0.336, 0.019$ and 0.095 . The most important contribution in affecting investment decision making is accounting-information as it assumed that the accounting-information is significant with investment decision making with the value of 0.000.

The result of regression represents the best prediction of dependent variable from several independent variables. The coefficient; β of accounting-information is 0.339 with a significance value of 0.000 and t is 4.958. The coefficient; β of firm-image-coincidence is 0.019 with a significant value of 0.821 and t is 0.226. The coefficient; β of personal-financial-needs is 0.095 with a significant value of 0.325 and t is 0.988. Firm-image-coincidence and personal-financial-needs show less contribution in affecting investment decision making. The value of Sig for accounting-information is 0.000 which indicates that it is important and the most influence variable in contributing to the investment decision making.

Table 4: Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	Constant	2.361	.492	4.796	.000		
	AI	.339	.068	.380	4.958	.000	.988 1.012
	FIC	.019	.086	.017	.226	.821	.988 1.012
	PFN	.095	.096	.075	.988	.325	.997 1.003

The first hypothesis concern on the accounting-information has significant impact on the investment decision making among potential individual investors in Malaysia. Jagongo and Mutswenje (2014) investigated the factors that influence the individual investor's decisions at Nairobi Stock Exchange (NSE). An instructed questionnaire was conducted to collect the perceptions of individual investors at the NSE, and found that firms position and performance, investment returns, economic conditions, goodwill of the firms, accounting information, environmental factors, and risk minimization are the most important factors influencing the individual investor's decisions at the NSE.

Bashir et al(2013); Hossain and Nasrin (2012) and Dr Syed Tabassum et al.(2012), revealed that accounting-information were the most important principal factors rather than company specific attributes/reputation, net asset value and; trading opportunity, publicity, ownership structure, the influence of people and personal financial needs were ranked the least. Findings suggest that extent of importance given to each of the factors excluding ownership structure significantly differs with at least one demographic characteristics of sample respondents. However, the most factors that have an impact on investor are because of accounting-information.

The second finding of this study reflects the firm-image-coincidence does not influence investment decision making which contradict with the expected hypothesis. Viswanadham, Edward, Dorika and Mwakapala (2014) revealed that their study attempts to identify the factors influencing the buying behaviour of investors in Tanzania Equity market. Data was collected with the help of interview, questionnaire and documentary evidence. It was found in the paper that all listed companies which have good firm-image-coincidence give more importance to the factors like quality management decisions, building brand, transparency in settlement issues. Specifically, companies should constantly review the interest rates and observe alternative companies marketing strategies to acquire better position in market.

However, the study found an inconsistency with the study conducted by prior researcher. The prior researchers found a positive relationship between firm-image-coincidence and investment decision making. This can be seen in the study conducted by prior researchers (Folorunsho et al., 2017; Ambrose et al., 2014; Viswanadham et al., 2014; Jagongo et al., 2014; Qureshi et al., 2012; Sayilir et al., 2012; Hayat et al., 2012; Joshi et al., 2011). The outcomes of this study shows negative relationship between firm-image-coincidence and investment decision making. The result may be different as the previous study since most of the studies were done before the revision of the Budget 2018.

The third finding of this study reflects the personal-financial-needs do not influence investment decision making which contradict with the expected hypothesis. Daiva et al., (2016) personal investments are one of the most important personal-financial-needs. Investments are an additional source of income ensuring regular capital to meet personal needs and to implement financial purposes, the main of that is the financial independence. In a broad sense, investment is financial resources of investment in various assets which have value growth trend temporal in respect of.

However, the study found an inconsistency with the study conducted by prior researcher. The prior researchers found a positive relationship between personal-financial-needs and investment decision making. This can be seen in the study conducted by prior researchers(Akbar et al.,2016; Van et al., 2011; Hoffmann et al., 2006; Merikas et al., 2004). The outcomes of this study shows negative relationship between personal-financial-needs and investment decision making.

The study found consistency with the study conducted by Hossain and Nasrin (2012) which revealed that company trading opportunity, publicity, ownership structure, influence of people and personal-financial-needs were ranked the least. Other than specific attributes or reputation, net asset value and accounting information are the most important principal factors. Findings suggest that extent of importance given to each of the factors excluding ownership structure significantly differs with at least one demographic characteristics of sample respondents.

The forth findings in this study reflects the accounting-information as the most influential factor in investment decision making. Researchers suggested that accounting-information category of variables is most influencing investment decision making (Bashir et al, 2013; Elizabeth et al, 2012; Al-Sawalqa, 2012). Previous study has shown that accounting-information were the most important

principal factors (Hossain et al., 2012). This means that accounting-information link to the increasing in level of investment decision making.

The consistency of this study with prior study suggested that accounting- information is a critical source in obtaining good investment opportunities, and individual investors depend on written information issued by internal companies rather than verbal information in their investment decisions. According to Anna et al. (2004), the empirical factors that influence the individual investor behaviour have varying degree of effects on the investors of Greeks Stock Exchange. The variables accounting information, subjective/personal, neutral information, advocate recommendation and personal financial needs were subdivided into other 27 variables. This study indicated the factors that have significant influence and the factors that have least influence on the Greek Stock Exchange investors. The research result showed the accounting information has significant influence in Greek.

CONCLUSION AND FUTURE RESEARCH

This paper concludes how factors of investment can influence investment decision making among potential individual investors. Nevertheless, the factors of investment only influence 13.7% on the investment decision making and the remaining 86.3% refers to other factors that may affect the investment decision making by potential individual investors. From the percentage itself, there are several remaining questions that can be used to guide future. First, in carrying out future study, future researchers may increase the number of potential individual investors as well as may also focus on Investment Company only. Furthermore, future researchers may also focus on other types of investors whereby they can choose retail investors to be focus on. Next, retail investors or institutional investors may be the future respondent since this study focus on potential investor. Retail investors and institutional investors can give more explanation on the issues as they already knew the challenges and possibility to invest in any sectors.

Lastly, for future study, research also can be conducted by taking into consideration on the new implementation of Companies Act 2016 since there is no par value on shares issued. This may be one of the reasons on decision made by the investors as they would like to see the performance of the company. The future research may also relate with the corporate governance framework since nowadays, potential investors would also invest in the company with good governance and maximize the shareholder's wealth.

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