



**A STUDY ON INVESTOR'S AWARENESS IN MUTUAL FUND AS AN
INVESTMENT OPTION**

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FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

JANUARY 2013

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**Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration
With Honours (Finance)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

JANUARY 2013

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, SITI AISYAH BINTI DAUD

I/C NUMBER: 880312-04-5450

Hereby, declare that

- This work has not previously been acceptance in substance for any degree, locally or overseas, and not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged

Signature: _____

Date: 6 JANUARY 2013

LETTER OF SUBMISSION

JANUARY 2013

The Head of Program

Bachelor of Business Administration (Hons) Finance

Faculty of Business Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka, 110 Off Jalan Hang Tuah

75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (FIN 660)

Attached is the project paper titled “**A STUDY ON INVESTOR’S AWARENESS IN MUTUAL FUND AS AN INVESTMENT OPTION**” to fulfill the requirement as needed by the Faculty of Business Administration, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

.....

SITI AISYAH BINTI DAUD

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Bachelor of Business Administration (Hons) Finance

ABSTRACT

In Malaysia and throughout the world, Mutual Trust funds have experienced phenomenal growth in the past few years. This growth reflects the suitability of collective investments in Malaysia, as a means for the smaller investor to accumulate capital over the longer term. Researcher conducts this study to study investor's awareness in mutual fund as an investment option. The independent variable that researcher been used was return potential, liquidity, transparency, and social influences. A 100 questionnaire was distributed to the respondent to know investor's awareness in mutual fund as investment option. Researcher gives questionnaire to the staff in Kolej Universiti Islam Melaka as a sample in this study. The design of questionnaire is focus on likert scales to know the level of understanding how strongly agree or strongly disagree of the respondent with the statement regarding the principles. As a conclusion, this study gets the appropriate data to measure the level of investor's awareness in mutual fund as investment option.