



**A STUDY ON THE FACTORS ENCOURAGE PEOPLES  
INVEST IN GOLD**

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## DECLARATION OF ORIGINAL WORK



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## ABSTRACT

Gold investment is one mechanism investment offered in Malaysia and become rival to other investment. This study to find out what the factors that substantially affect the investors to invest in gold investment. Approximately 200 people in Dungun, Terengganu was chosen to become as a respondent where two area was selected which is Sura and Paka. The target respondent are those having a middle and high income group who work at the public sector, private sector and self-employment. This study focused on several factors that influence investors choose to invest in gold investment which is gold price, profitability and marketing as an independent variables and the investment among investor as dependent variable. This study was used cluster sampling and emphasizes two hundred pieces questionnaire was distribute to the respondent thus the feedback was analyzed by using spss (statistical package for social science). The study found out, marketing have a significant relationship with the investment among investor. Based on analysis, it indicated that the marketing are the main contribution people invest in gold investment.

Field of Research: gold investment, gold price, profitability, marketing.

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