

**UNIVERSITI TEKNOLOGI MARA**

**THE IMPACT OF MARKET ANOMALIES ON  
STOCKS' ANNUAL RETURNS**

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**BBA (HONS) FINANCE**

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**THE NATURE OF STOCK PRICES IN MARKET  
ANOMALIES' PERSPECTIVES**

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of the requirements for the degree of  
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### AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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## **ABSTRACT**

This study focuses on the impact of variables of market anomalies on stocks' annual returns. A number of 70 securities were selected out of 130 securities listed on Bursa Malaysia under the consumer product category. This study covers the sample in 10 years period starting from the year 2008 until 2017. The study will also be conducted through the method of multiple regression analysis which will be conducted using E-Views in order to identify the impact of the variables of anomalies on stocks' annual returns. Hypotheses will then be tested using the Multiple Least Squares Method. The study reveals a positive relationship between dividend yield and year-end closing price with stock returns. Likewise, there is negative relation between book to market, market capitalization and P/E ratio with stock return. It is hoped that this study could improve the ways investors make investment decisions by taking into account the presence of market anomalies.

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