



**INVESTMENT AWARENESS AMONG YOUTH GENERATION IN
JOHOR**

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ABSTRACT

In Malaysia, young people or 'young people' produce a significant proportion of the population of Malaysia and are very reluctant to engage in the share market. Investment serves as the foundation of the economy of Malaysia. It is important to understand their characteristics and behaviour in order to achieve this new blood community in order to sustain the economies of Malaysia. There may be one particular question as to whether this generation is concerned about and aware of its future financial role and investment. It suggests that many investment development programs have been initiated by government and private companies to ensure investment for younger generations. The purpose of this study is to explore the relationship between financial literacy, personal interest, self-image/firm image coincidence, accounting information, and younger generations' awareness of investment. This survey includes 173 respondents from the young generation in Johor aged between 20-48 years. Convenience sampling methodology was used to assess the young generation's financial literacy, personal interest, self-image/firm-image coincidence, climate, accounting information, and investment awareness.