



**UNIVERSITI TEKNOLOGI MARA,
JOHOR BRANCH, SEGAMAT, JOHOR**

**DEFENSIVE VS GROWTH STOCKS:
INTERACTION EFFECTS BETWEEN QUARTER
REPORT ANNOUNCEMENT
WITH
STOCK PRICE**

**AZAM AZLI
2015144005**

**BBA (Hons) Business Administration
Investment Management**

December 2017

LETTER OF SUBMISSION

Dr. Roslina Mohamad Shafi
Faculty of Business Management,
Universiti Teknologi MARA,
85000, Segamat,
Johor Darul Takzim.

21st Dec 2017

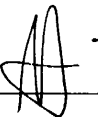
Dear Dr.,

SUBMISSION OF PROJECT PAPER

Attached is the research report titled “Defensive VS Growth Stocks: Interaction Effects Between Quarter Report Announcement with Stock Price” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



Azam Bin Azli

2015144005

Bachelor of Business Administration (Hons) Investment Management

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA Johor. 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 Johor, regulating the conduct of my study and research.


Name of Student : AZAM BIN AZLI

Student I.D. No. : 2015144005

Programme : Bachelor of Business Administration (Hons)
Investment Management

Faculty : Business Management

Thesis : Defensive Vs Growth Stocks: Interaction Effects
Between Quarter Report Announcement with Stock
Price Volatility

Signature of Student : 

Date : 21st December 2017

ABSTRACT

This paper aim study the effectiveness of company quarter performance toward stock price of Defensive industries and Growth industries of public listed company in Malaysia and also want to know the variable which effects the most for each of the industries for better understanding toward stock price movement. This study focuses on public listed company in Malaysia for Defensive industries and Growth industries for every quarter for six years, started from 1st quarter of 2010 until 4th quarter of 2015. Unlike previous study done on effectiveness of financial earnings announcement toward stock price, this study focusses on quarter financial earnings announcement that might influence the stock price. The internal factors such as firm's revenue, profit before tax, net profit, earnings per share, dividend and net tangible asset that updated quarterly in the financial report are used as the independent variables for the research. Hence, all six independent variables were used in this study to examine the effectiveness of company quarter performance toward stock price. In order to answer the first objective of this study, the statistical analysis like descriptive statistic, normality test, correlation analysis, heteroskedasticity test, and panel ordinary least square analysis were done individually for each type of industries. This is to identify which factors can actually influence the changes in stock price. To answer the second research objective, panel least square regression is used to measure the level of significant of the variables used to know which variables have the stronger effect towards firm stock price.

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	viii
CHAPTER ONE INTRODUCTION	1
1.1 Introduction	1
1.2 Research Background	2
1.3 Problem Statement	3
1.4 Research Questions	4
1.5 Research Objectives	5
1.6 Significance of the Study	5
1.7 Scope of the Study	6
1.8 Limitation of the Study	6
1.9 Summary	7
CHAPTER TWO LITERATURE REVIEW	8
2.1 Introduction	8
2.2 Literature Review of Stock Announcement	8
2.3 Literature Review on Stock Price (SP)	8
2.4 Literature Review on Revenue	9
2.5 Literature Review Market to Book Ratio	10
2.6 Literature Review on Net Profit	10
2.7 Literature Review on Earnings Per Share	11
2.8 Literature Review on Dividend	11