

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON THE AWARENESS LEVEL OF
STOCK TRADING BUMIPUTERA AMONG**

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Thesis submitted in fulfillment
of the requirements for the degree of
Bachelor in Muamalat (Hons.)

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AUTHOR'S DECLARATION

I declare that the work in this thesis 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 Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Generally, people realized that investment is one of the ways to increase savings and stock trading have been widely develop in Malaysia stock market. However, the question is that do the Bumiputera as a whole able to access to the stock trading, especially to those who are in the lower income group. The study also proposed to examined the awareness level and participation of Bumiputeras community in stock trading and observing the opportunities it can brought to them as an alternative in balancing their financial growth, increase their welfare and reduce poverty. Besides, this study also aims to study their level of understanding on investment concept in stock trading. The data for this research is collected by distributing questionnaires among the Bumiputeras community as the sample research which only focusing at the area of Desa Pinggiran, Kajang. The sampling method involved in the research is stratified random as the questionnaires are distributed in different time in one same place. All the data is successfully collected and analyzed by descriptive statistic. The study found that, even though the Bumiputera do have general knowledge on the concept of investment, their direct involvement and accessibility to it are limited. The two main factors that hinder their ability to invest in Islamic stock trading are low financial literacy and exposure to the stock trading. As a whole, the Bumiputera participation in the Islamic stock trading is low and very limited. These phenomena are obvious when most of them are not able to maintain and increase their initial investment value.

Keywords: Awareness, Bumiputera, Stock Trading.

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