



**CASE STUDY: THE ACCEPTANCE OF INVESTOR TOWARDS MAYBANK GOLD  
INVESTMENT PASSBOOK ACCOUNT**

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## **ABSTRACT**

This study is to determine the acceptance of investor towards Maybank Gold Investment (MGIA) passbook account at Maybank Satok Branch.

The factors for independent variables are awareness on MGIA, the benefits of investing in MGIA, investor perception and investor satisfaction towards MGIA are expected to influence the investor acceptance towards MGIA.

Pearson correlation analysis is used to determine the difference between independent and dependent variables. The finding reveals that all independent variables do influence the investor acceptance on MGIA.

Reliability, frequency and descriptive analysis also used and based on the finding of analysis, it seem that majority of the respondents come from those age 20-50 years old with income range from RM2001 to RM5000. This indicates that this group are satisfied and accept Gold Investment at Maybank Satok Branch.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 OVERVIEW OF GOLD INVESTMENT INDUSTRY IN MALAYSIA**

Professor Omar Ibrahim Vadillo, a founder of the Morabeteen International Organization in South Africa, first introduced gold Dinar investment in 1983. The main purpose is for the unification of the economy among the Islamic country (Meera, 2006). In Malaysia, former Prime Minister Tun Dr. Mahathir Mohamad was first expressed interest in universal currency (gold Dinar) after Malaysia and other Asian countries were attacked by the speculators, which leads to financial crisis in 1997 (Mohd Dali, Muhammad, Azizan 2004). He suggested that universal currency (gold Dinar) could be used to help unite Muslim countries due to the fact that, since beginning of Islam, the value of the Islamic bimetallic currency has remained surprisingly stable in relation to basic consumable goods (Mahathir, 2001).

Historically, gold is perceived to be a safe haven during uncertainties and economic crises as it is considered to be more stable than other asset classes. It is generally an effective hedge against inflation and fluctuations in the US dollars. Gold is an investment tool for preservation of wealth and a store of value in times of market volatility. It is an asset diversifier that could lower the overall risk in an investment portfolio.

Gold and gold-related funds are unit trust funds that allow individuals, corporations and institutions with common investment objectives to pool their money for investment in gold and other precious metals. Professional fund managers then use the pooled money to acquire assets which will help meet those objectives.

Gold is a popular investment because it is believed to be a stable way of hedging your savings against inflation. Malaysia offers both residents and non-residents a unique method of investing in gold. Banks in Malaysia allow anyone to open a gold investment account, where your balance is measured in grams of gold rather than as a traditional currency. This allows you to make deposits when gold prices are low, and then withdraw

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 INTRODUCTION

The topic that I would like to cover for this literature review is regarding the case study on investor acceptance towards Maybank Gold Investment Account (MGIA) at Maybank Satok Branch. This topic explores whether there is a need for clearer and substantive acceptance by investor towards MGIA in terms of awareness, benefits, perception and satisfaction from investor.

The consumers differ from each other by age, income, education, lifestyle, character, etc and all this influences their purchasing decisions. The consumer is not as trusting, loyal and malleable than in the past. Having and preserving their independence and individuality is highly valued by today's consumers, even more than being in conformity with social norms. Today's consumer is skeptical towards advertising and even though they are very busy, they try to find time to search product information and check the information they are given, all in order to avoid manipulation (Vihalem 70). While this suggests that today's consumers make very rational purchase decision, there are several authors who say that today's consumer is mainly an emotional buyer.

#### 2.2 DEMOGRAPHIC PROFILE

##### 2.2.1 Gender

Garland (2002) observed that retail banks usually operate on a long term "cradle-to-grave" customer management strategy. It means that some customers maybe regarded as being unprofitable in the short terms but become profitable overtime. This situation according to Stafford (1996) has encouraged banks to identify the key demographics of their target market upon which they discriminate against women. Evidence revealing the female's involvement with financial decision in the household has been uncovered (Plank et al, 1994). Hence, understanding key differences between males and female about attributes of bank services is critical.