



**THE SELECTION OF FINANCIAL BEHAVIOR OF CONSUMER PRODUCT COMPANY IN
MALAYSIA**

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TABLE OF CONTENT

CONTENT	PAGES
ACKNOWLEDGEMENT	iii
LIST OF TABLE	vi
LIST OF FIGURE	vii
ABSTRACT	viii
CHAPTER ONE: INTRODUCTION	
1.0 Introduction	1
1.1 Problem Statement	4
1.2 Research Question	5
1.3 Research Objectives	5
1.4 Scope of the Study	6
1.5 Significance of the Study	7
CHAPTER TWO: LITERATURE REVIEW	8

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Design	15
3.2 Method of Data Collection	15
3.3 Theoretical Framework	16
3.4 Hypothesis	17
3.5 Data analysis and administration	21

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

4.0 Introduction	22
4.1 Data Analysis	
Table 4.1.1: Descriptive Statistics	22
Table 4.1.2: Correlation Coefficients	24
Table 4.1.3: Pooled OLS Regression	25
Table 4.1.4: Breusch and Pagan Larangian multiplier test	27
Table 4.1.5: Hausman Fixed Test	28

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions	31
5.2 Recommendations	32

BIBLIOGRAPHY	33
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APPENDICES	35
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ABSTRACT

The Selection of Financial Behavior of Consumer Product Company in Malaysia

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Abstract: The researcher examine the determinants of debt ratio of Consumer Product Sector in Malaysia by utilizing the data of **37** companies for the year from **2002 until 2011 (10 years)** covering the companies that public listed in Bursa Saham Malaysia. By conducting **panel data analysis**, the researcher found that the determinants factors such as **tax** and **tangibility assets** are significantly related to debt ratio of the firm. Both **tax** and **tangibility assets** is found to be significantly and **positively related** to debt ratio of the firm. However, the study found that the growth and profitability has no impact in determine the debt ratio of the firms.

Key words: debt ratio, growth, profitability, tax and tangibility assets