

Title of Thesis	Exploring the demand of gold-coins investment among Malaysians investors
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ABSTRACT

The purposes of this study were to explore the demand of gold-coins investment among the Miri investors and also investigate the willingness of investors to invest. The study was conducted IBS College students and researcher's colleagues with consist 30 respondents.

There are four objectives which the study would like to verify: (1) the current global situation of investing in gold coins; (2) the perception and demand towards the gold-coins investment among Miri investors; (3) the investing strategies which investors have; and (4) the amount of investment portfolio allocate for gold coins by investors. The research has found that the results are majority optimistic. Due to the limited resources available, the study is limited the population within Miri area.

Researcher has applied the primary and secondary research methods to gathered as much as possible information in order to enhance the study. The data was obtained through questionnaire and send out to the respondents. The data was then analyzed by using simple mathematical calculation to finds the average score based on the demographical profile.

Furthermore, the study concluded that Miri investors have the demand and willingness to invest in gold coins. However, the investment is lack of promotion and still not that popular as foreign country. In the further research, it is suggested that researcher can generalize of the research in different state of Sarawak, even

Malaysia. The second suggestion is making a comparison between gold and silver so that researcher has a better understanding of which metal the most is welcomed.

There is still much works to be implementing continuously in the future so that the study can be explained in more detail.