

Title of Thesis	A Study on Factors Influencing Gold Investment Decisions among Residents in Miri
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ABSTRACT

Gold investment was growing popularity and has become one of the ways of people's choices of investment avenues. In considering that gold investment is still at the early stage of development in Miri and residents are not properly aware about gold investment, hence the purpose of this research aims to identify the factors influencing gold investment decisions among residents in Miri, Sarawak. There are four factors that had been identified which included: the level of knowledge about gold investment, market information and condition, risk and return, and liquidity of gold. This research had adopted a quantitative method and data was collected through self-administered questionnaires that were distributed to 80 random respondents in Miri. The data are collected and analyze using simple statistic method. There are recommendations suggested for this research which included residents should actively attend any gold related seminars, talks or programs that may conduct by banks or relevant organizations to increase their level of knowledge about gold investment. It is advisable that they should go through a very long and thorough information search and evaluation period before making the gold investment decisions. Nonetheless, future research can explore more in depth on factors influencing gold investment decisions among residents in Miri. Future research can also investigate the factors influencing gold investment decision in whole Malaysia, instead of in Miri. Besides, future research can also carry out the research based on the comparison study such as comparison between different genders, age groups or income groups.