

Title of Thesis	A Study on Investment Behaviour among Different Gender of Generation Y
Name	Flora Yakel
Program	BA (Hons) Accounting and Finance (In collaborations with UCSI)
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### **ABSTRACT**

This research was conducted to study the investment behaviour among different gender of generation Y. Generation Y also known as Millennials, born between 1982 to 2004. (Paul, 2017). The emphasis on studying Gen Y because this group of population will soon control the consumer market. Nowadays, investment has become well known for everyone as it can potentially bring good return in future. However, investment has their own complication to every investor particularly to Gen Y. Thus, the purpose of this research aims to identify types of investment preferred by male and female Gen Y and also to determine investment methods preferred by male and female Gen Y. This research had adopted a quantitative method and data was collected through self-administered questionnaires that were distributed to 60 random respondents in Miri. The data are collected and analyze using simple statistic method. There are recommendations suggested for this research which Gen Y should focus on investment method which is passive because it aims to maximize returns on the long run and keeping the amount of selling and buying to a minimum. Gen Y need to take initiative to do self-studied such as online search on investment as it is easier and not cost consuming. For further research suggested to more researches can be studied to find out more results on the investment behaviour among Gen Y specifically male or female and either to studied on the younger generation which is Gen Z. Future research also can explore more on the investment behaviour among the Gen Z.