

Title of Thesis	A Study On Investment Behaviour Among College Students In Miri
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ABSTRACT

Investment environment is always shifting, so investment behavior of college student changes as well. It is thus imperative to study the investment behavior of college students. Bank Negara always highlight that people should save and invest more since a lot of retirees use up their retirement funds sooner than expected and thus has to live a poor standard of living. This study seeks to provide recommendations that can improve investment behavior of college students and for other institutions to better aim investment products at college students. This study focuses on the types of investment vehicles college students' use, investment amount, sources of influence in investment behavior for college students, and the expectations for investment these college students have.

According to past studies, college students are generally aware of products like unit trust, fixed deposits, and EPF but there are no notable studies on investment products of college students in Miri. Past studies also reveal a lack of investment awareness in Malaysian youth. Past studies also reveal that parental socialization and peers affect Malaysian Youth's investment behaviour.

This research was done in a quantitative manner. A total of 50 valid questionnaires were collected after participants answered the questions in it. Descriptive analysis was used on the data obtained to provide insight into investment behavior of college students.

Most of the respondents are females. The respondents are also single and young between 17 and 24 years of age with Chinese being the majority of respondents. Respondents are full-time students with income that falls mostly within Rm0 to 900.

Respondents are aware of generic investment products like fixed deposits, unit trusts, ETFs but understanding of advanced investment products are average at best. College students are also affected by parents who practice what they preach, college students also find motivation for investment behavior when they see other peers achieving their goals. Respondents think

that inflation affects their investment behavior the most and that they expect their investments to be consistently above market average for a long investment horizon.

College students don't know about advanced investment products because these products are usually restricted to high-net worth individuals. Direct debit is preferred because it is easier and less tedious compared to manual investment. It also makes dollar cost averaging a viable strategy. College students are better educated than high school graduates so they know inflation can corrode purchasing power. College students also regularly associate with family members and peers so their investment behavior affect college students' investment behavior. Banks and government can improve their marketing strategy to get the desired behavior in college students as they are young and susceptible to perspective change. Parents should also do more than just teach their children how to invest, they should show their children how they invest. Lastly, insurance agents can capitalize on the fear of inflation by offering inflation protected annuities.

Future research should increase the scope and depth of studies examining different income segment, or examine the difference between stated investment behavior and actual behavior in college students.