

Title of Thesis	The Study of the Understanding of the Reward-Based Crowdfunding among Young Adults in Miri: A Case Study of IBS College Students
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ABSTRACT

Crowdfunding is getting the world's attention due to the fact that it is particularly useful to support the development of new ideas and initiatives that cannot be funded by traditional mode of financing such as financing from financial institutions. Being globally recognized as the next best alternative for entrepreneurs to raise funds, it is highly important to discover the factors contributing to the success of raising funds through this mechanism. In this research, the researcher wants to find out the level of the understanding of the young adults towards the reward-based crowdfunding in Miri, and makes a case study in IBS College. Apart from enriching the literature in crowdfunding, this research is expected to spur awareness on the importance and implications of reward-based crowdfunding in the Malaysian capital market.

Keyword: reward-based crowdfunding, level of understanding, young adults, Malaysia, Miri