



Changemakers: Creativity and Value Creation

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Task 1 – Research Question

Stock market investment decisions are crucial for financial success, and understanding the factors influencing them is essential for investors, financial institutions, legislators, and regulators in Malaysia. However, according to Barkovi (2019), there is a lack of research on factors influencing investing choices in the Malaysian stock market. Overconfidence in market behavior and emotional reasons can influence investors' decisions, leading to inefficient markets. Thus, this research aims to address this gap by exploring factors influencing investment decision-making in the Malaysian stock market. This study, informed investment strategies for millennials and identified a few essential values. According to research conducted by Hossain and Siddiqua (2022), Malaysian millennials' investing choices are influenced by accounting information, overconfidence, and firm image, allowing for more informed stock market navigation and strategic planning. Enhancing Financial Literacy and Decision-Making will come next. By focusing on accounting data analysis, overconfidence, and firm image, enabling wise investment selections, eliminating biases, and detecting behavioral aspects influencing financial choices, the study improves financial literacy among millennials. Guidance for Financial Institutions and Policymakers is the last section. Research findings that concentrate on investment selections, accounting data, overconfidence, and firm reputation might assist financial organizations and politicians in designing educational programs, investment platforms, and regulations for millennials. This supports the development of a diverse financial ecosystem (Quaicoe & Eleke, 2021). This research aims to close the information gap and offer useful insights for stakeholders in Malaysia's stock market. Here are the research questions: -

1. What effect does accounting knowledge have on Malaysian millennials' stock investment choices?
2. What effect does overconfidence have on Malaysian millennials' stock investment choices?
3. What effect does the firm image have on Malaysian millennials' stock investment choices?

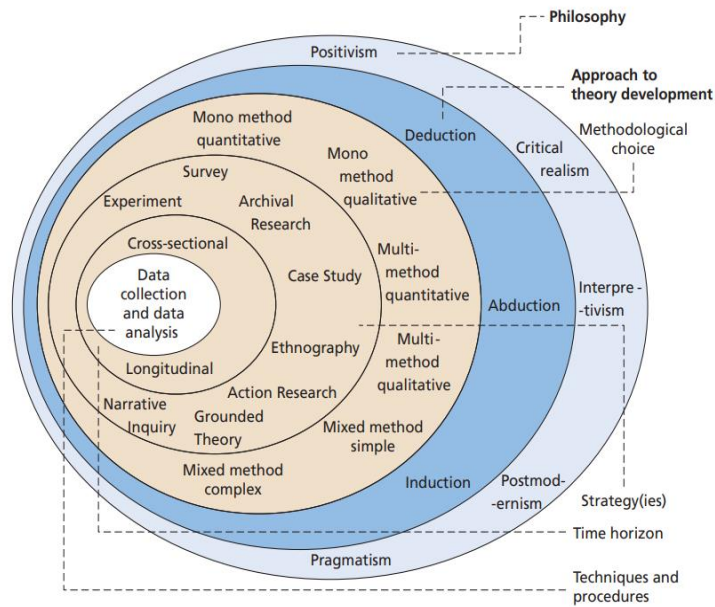


Figure 1: Nicosia Model of Decision Process

Source: (Thesismind, 2019)

Research paradigms are overarching perspectives or ideologies among scientists, addressing ontology, epistemology, and methodology. The layers of the onion, as depicted in Figure 1, encompass various components (Thesismind, 2019). This study, grounded in positivism philosophy, uses a deductive methodology and surveys to gather data and evaluate hypotheses. Moreover, a cross-sectional study will use self-administered questionnaires and electronic surveys to investigate relationships between independent and dependent variables in this research.

Research Approach

The three-part classification of deductive, inductive, and abductive approaches is most frequently used in the literature on research procedures, according to Saunders et al. (2019). Deductive reasoning is a top-down logical process that draws conclusions from general premises, ensuring that the conclusion is true if the premises are true. Inductive reasoning is a bottom-up logical process that infers general conclusions from observations or evidence, assuming that a fact is likely for similar cases but not guaranteed. Abductive reasoning generates the best explanation for observations, phenomena, or evidence, aiming to bridge knowledge gaps and inspire further investigation by proposing hypotheses that fit available data.

The deductive reasoning approach is appropriate for this research topic because it enables the development of preexisting theories, the formulation of testable hypotheses, and a systematic investigation of the relationships between variables influencing Malaysian millennials' decision-making regarding stock market investments. It offers a well-organized framework that strengthens the impartiality and accuracy of the research while also allowing for wider consequences if the hypotheses are supported (Woiceshyn, 2018).

Research choices significantly impact the success and quality of a research study and its documentation (Streefkerk, 2019). There are three primary research options: quantitative, qualitative, and mixed methods. Quantitative is commonly employed as a synonym for any data collection technique that produces or utilizes numerical data. Conversely, qualitative research is frequently implemented as the principle to define methods of data collection that employ data that are non-numerical (Streefkerk, 2019). Meanwhile, mixed method of research associates both quantitative and qualitative approaches in solitary research, permitting researchers to advance better consideration of a query by assembling numerical as well as non-numerical data and fitting in results to gain a complete understanding.

Therefore, this research is based on the utilization of a quantitative approach where this research is primarily focused on the interconnection that occurs between the independent variable and the dependent variable in the targeted population with the application of various variables. Moreover, this research also implements a deductive approach and multiple quantitative analysis methods; for instance, statistical modeling as well as descriptive analysis to observe variables and launch relationships that are statistical. Despite that, it is also quicker in reaching the target and better accessibility establishing it as a most-known approach for researchers. Quantitative data analysis enables better exploration of generalizations as well as predictions of extreme populations in this research.

Data Collection Method

The data collection method however can be classified into two distinct assemblies, such as main data and secondary data (Nupurjain, 2023). Firstly, primary data is well-defined as material collected through direct and firsthand research. Surveys, questionnaires, interviews, and observations are the main types of data that are frequently used in research. The researcher goes on to claim that primary data is more valid than secondary data since it is unmodified or unaffected by human modification. Secondary data, on the other hand, describes information that has been gathered from published sources in a variety of formats. Newspapers, social media sites, online publications, books, magazines, and academic journal articles are among the sources of secondary data (Nupurjain, 2023).

As a result, the use of a questionnaire is thought to be more appropriate for this research. The use of questionnaires will be made to collect primary data for this investigation. Surveys are frequently used in descriptive and explanatory research (Surveys, 2023). The accessible data will make it easier to examine and explain relationships between variables in the context of this explanatory study, with a focus on cause-and-effect relationships.

Sampling Method & Sample Size

To generate statistical deductions and estimate the characteristics of the entire population, sampling is the practice of selecting a limited number of people or a fraction of the population (Bukhari, 2021). In research investigations, a variety of sampling techniques are frequently used. The researchers added that these techniques include panel sampling, matched random sampling, stratified sampling, simple random sampling, and systematic sampling.

Convenience sampling with a sample size of 30 has been chosen for this study based on practical factors. The accessibility and feasibility it provide in quickly gathering data from the target audience covered by Malaysia's millennials, which corresponds well with the limits in terms of time and resources, serve as the foundation for the use of convenience sampling. Given the exploratory nature of the research, which aims to uncover preliminary insights and patterns within a tight schedule, this approach proved particularly effective (Nikolopoulou, 2023). Additionally, convenience sampling's affordability and suitability for a smaller-scale project like this one offers a way to thoroughly analyze the data gathered, adding to the interpretive depth of this research.

Task 2 – Research Techniques

Choosing a relevant technique for collecting data acts as a fundamental principle to gain insight. The collection of data, term primary data refers to knowledge gained directly from experience. Secondary data refers to material that has been compiled from published sources in a range of formats (Atmowardoyo, 2018). In this research, the attention to testing the independent variables with two questions each sourced from the intention of getting accuracy of results as well as a solid grace of studies conducted. Moreover, choosing the questionnaire has helped in building the accuracy level of each hypothesis.

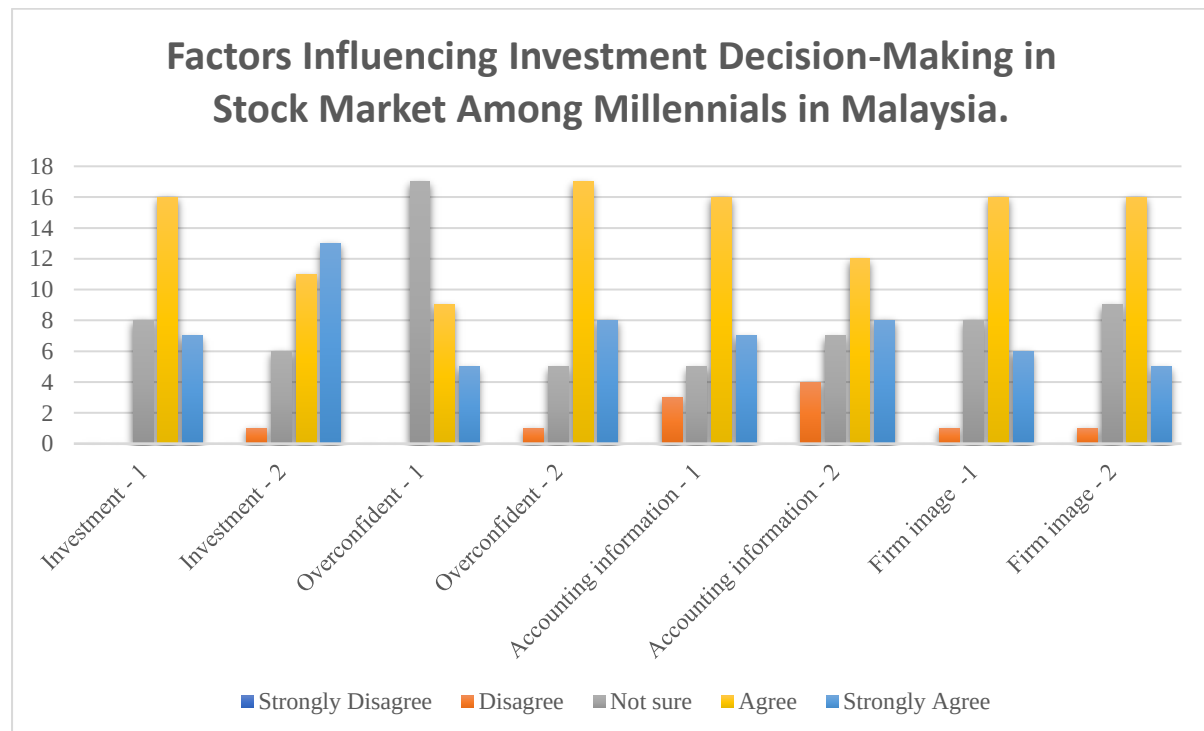


Figure 2: Average Percentage on the Respondents

Source: Developed for this assignment

Based on secondary research, this study will contain independent variables like accounting knowledge, overconfidence, and business image in addition to the dependent variable of investment decisions. The first section is overconfidence which it is also a psychological bias that leads investors to assume they are more knowledgeable than other investors (Shiller, 2016). Consequently, based on the findings of the survey, participant responses regarding overconfidence indicated a neutral agreement with investment decisions, which was also consistent with the research According to Tabassum et al (2021), overconfidence has a neutral bearing on investing choices.

The net panel which is accounting information analyses financial activities and provides third parties with external reporting (Amahalu et al., 2018). Accounting data and investment choices have a beneficial association, according to Somathilake (2020). Thus, according to the survey conducted, the responses of participants regarding accounting information portrayed a positive agreement with investment decisions which also aligned with the research conducted by Zaidi and Tahir (2019) where they discovered a connection between accounting knowledge and investment choices.

The final segment of this survey indicates the firm image where it is the perception of a company's reputation within its industry. Therefore, compared to the survey, participant responses regarding firm image reflected a good alignment with investment decisions, which was also in line with the research done by Safdar et al. (2020) where they found that corporate image has a positive impact and a substantial correlation with investment choices.

Link to questionnaire

<https://forms.gle/rx8kCVwbRLUgwMvj7>

Link to your survey results

https://drive.google.com/file/d/1BTeJ8fhRV-0RU3X_S0JMIN29jegCHxpB/view?usp=sharing

Task 3 – Presentation on Ideas

Finding out that my presentation has been enlightening. I'm honestly happy that my upbeat and cheerful demeanor was apparent. It's reassuring to hear emotions expressed clearly through pitch, tone, and pace (Begley, 2017).

I find the feedback regarding the slides to be of special value. I'm happy to say that the harmony of the text, graphics, and color worked well to support the content. I appreciate the advice to think about dividing the information on Slide 3 into several slides. In retrospect, I see that packing the audience with too much information would have been detrimental.

I'm determined to organize my slides in a more methodical manner. I'll put in more time to evaluate how much information is displayed in each presentation. I've come to understand that breaking up large amounts of information into manageable chunks not only makes it easier to understand but also makes the conversation more interesting. I want to develop a seamless succession of concepts that the viewer can easily follow by logically segmenting the content. I'll pay more attention to slide structure in my upcoming presentations to ensure a better information flow.

Overall, I'm appreciative of the positive feedback on the presentation, which encourages further development and progress by boosting confidence and enhancing communication.

Link to my elevator pitch

https://drive.google.com/file/d/1_ggRRGZcnP1wVg4c7zb5oIqHEA475a58/view?usp=sharing

Task 4 – Data Analysis

Poster link

<https://drive.google.com/file/d/1sIXJH6gu3LNbw4VhvZsePdtgra1aSqHv/view?usp=sharing>

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