

## **Factors influencing the intention of young Investors to invest in amanah saham Bumiputera fixed price unit trust in Sabah**

### **ABSTRACT**

The focus of this research is to investigate the factors that influence young investors' intention to invest in Amanah Saham Bumiputera fixed-price unit trust. In this study, intention focuses on young investors selecting Amanah Saham Bumiputera as one of their wealth accumulation platforms. Using the theory of planned behaviour (TPB) as a baseline theory, this study proposes attitude, subjective norm and perceived behavioural control and awareness as factors influencing the intention to invest in Amanah Saham Bumiputera (ASB) unit trust. Using a sample of 150 respondents among young Bumiputera investors, this study tested the causal pathway of factors that influence young investor's intention to invest in Amanah Saham Bumiputera fixed-price unit trust. SmartPLS software was used to conduct the analysis and it was found that all hypotheses have positive relationship towards intention to invest in Amanah Saham Bumiputera fixed-price unit trust. This research adds to the body of knowledge in offering theoretical support of TPB and broadening the understanding on the field of unit trust. The findings also show that attitude has the biggest influence factor affecting young investors to invest in ASB. Hence, this research offers practical insights that potential investors might use to discover investment opportunities in the future.