



FACTORS IN INVESTMENT DECISION MAKING FROM DIRECTORS' PERSPECTIVES

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Abstract- An informed investment decision is by clarifying a better understanding of the financial risks and returns along with the financial analysis. Naturally, most of the investors anticipate the investment portfolio that promises a high return. Through investment strategy, an individual should be equipped with better information about the investee company to protect themselves from the risk of wrong financial decisions. This paper aims to explore the factors in investment decision making in Malaysian Public Listed Companies (PLCs) based on the directors' perspectives. There is dearth of studies focusing on the perspective of directors of the company who act as agents to the individual shareholders in managing the management of the company. These are some of the aspects that are less emphasized by previous studies. This paper applied a qualitative approach by interviewing four directors of Malaysian PLCs from trading services sector, industrial product sector and consumer product sector in the Klang Valley area, data was then managed through Nvivo software. The findings revealed that there are four contributing factors that influence individual shareholders' investment decision making, these are; (i) type of company; (ii) the growth of the investee company; (iii) size of the company; and (iv) the sustainability of the company. Based on the directors' perspective, it can be concluded that the four factors in investment decision making shall be regarded as the characteristics of the company. These findings meaningfully indicate the criteria of the company which can be helpful to investors and other stakeholders. It is noteworthy that, this study acknowledges that there is a number of additional areas that requires further research, such as, exploring the perspectives of the directors from large group sectors in Malaysia.

Keywords: investment decision making, directors, individual shareholders, type of company, size of company, sustainability of company, growth of company.

I. INTRODUCTION

Investment decision making is a complex process because of the uncertainty conditions associated with the investment risks. Naturally, people go for the investment that provides a fast-track profitable to them, such as investment in stocks. This is because investment in stocks just requires a simple process as an individual can have a small capital, like RM10 and able to open up the Central Depository Service (CDS) account for the stocks trading and transactions. Investment decision making phases becomes complex when an individual have to select the best company as they contribute the capital for the company's business operations through buying the company's stocks. However, the decision-making process is attributed to the individual demographics, financial needs, investment objectives and the level of risk taking. Notwithstanding, the decision-making process becomes critical when it is affected by external factors, such as economic conditions, political upheaval and global business environment.

In addition to CDS account, the individual has to be familiar with the stock market environment in Malaysia. Stock market is a platform where financial instruments, such as stocks are traded on a day-to-day basis. Bursa Malaysia is the only stock exchange in Malaysia that gives the shareholders and stakeholders platform to sell and buy securities by offering a range of exchange-related services and products. These include trading, clearing, settlement and depository services, which are not limited to the stocks only. However, the central roles and responsibilities of Bursa Malaysia is to ensure that any information pertaining to the securities trading on the exchange is disseminated effectively and efficiently. As one of the frontline regulatory authorities in Malaysia, Bursa Malaysia has authority over the rules and listing requirements. Among the functions include imposing fines and reprimands for those who contravene the laws, supervise the company and stock broking, regulating listed companies and controlling admissions of the managements of the company.

Bursa Malaysia's platform acts as a way to ensure easy financial transaction can be done by the public. However, there are still loopholes in the investment environment in Malaysia, such as the less participation among public especially Malays. The less numbers of investors are likely due to the lack of exposure on the stock investment, misperception of the investment, to keep up with debt payments, rising income inequality and less income available for the investment. Furthermore, the chances of incurring losses from the investment is due to the wrong decision making. It might be affected by the behavioural finance as a result of irrational thinking. Naturally, behavioural finance from the field of psychology, influences limits of self-control, own biases and greed in financial dealings.

Hence, most of the regulatory authorities in Malaysia play active roles in encouraging high level of investment participation among the public through proper channel. Among them are Bursa Malaysia, which promotes investment-based campaigns, partnership with the brokers, advice and training. In addition, Securities Commission Malaysia (SC) has launched various frameworks to facilitate the financing of sustainable and responsible investment and collaboration with industry players. The initiatives intended to meet the demand of investors for a better access of investment portfolio and ensure strong rules and regulations enforcement which facilitates greater involvement among the public.

Recently, Malaysia's Prime Minister, Tun Dr Mahathir Mohamad delivered a speech at Invest Malaysia Day 2019, which reiterated the fact that there are a lot of improvements planned for the economic growth in Malaysia, such as incorporate governance, minimize gaps of public' income level and build ties with other potential countries. Moreover, the new amendment of Companies Act 2016 safeguards positive structure that provide benefits to the shareholders, companies and the public. In order to ensure that the management of companies are liable to their roles and responsibilities to the shareholders, the powerful fine and punishment had been implemented. The next section provides an understanding of previous relevant literature reviews on the research topic.

II. LITERATURE REVIEW

With the vital growth of the investment in developing the economic expansion, there has been a plethora of works of literature on the factors contributing in the investment decision making. Among them are, Jaiyeoba, Adewale, Haron and Che Ismail (2018), investigating the investment behaviours among fund managers and retail investors in Malaysia. By approaching the respondents through semi-structured interview, the study was able to form different views provided by eight respondents. Based on the analysis, it was discovered that the fund managers and retail investors were influenced by the segmented factors, such as characteristic of the company and investment behaviours. They empirically analysed fundamental data, technical analysis result, understanding the company, forecast earnings, company management, economic condition, high dividend, company performance and risk, future prospect, competitive manner, company strength, return of the investment and business activities. However, for the investment behaviour, it seems that fund managers were tried to mitigate the irrational thinking by making a thorough analysis on the stock selection, in comparing to the retail investors.

A study conducted by Mahalakshmi and Anuradha (2018) in India, to determine the factors of investment decision making among individual investors. Their review of literature revealed that behavioural factors, level of engagement and spouse effect influence the investment decision and investment performance. The study proposed a conceptual framework, moderated by spouse effect and mediated by level of engagement.

Mumtaz, Saeed and Ramzan (2018) explored the factors in investment decision making focusing in the Pakistan Stock Exchange. The study makes a specification on the contributing and through the analysis by ordinary least square, revealed that all the factors, which are heuristic, risk aversion, financial tools and techniques have a significant positive impact to the individual investors' decision making. Furthermore, it was noted that the remaining factors, namely day-to-day experience and corporate governance had major contribution on the respondents' investment decision.

To determine the factors affecting investment decision in portfolio management, Peter, Muli and Muema (2017) conducted a study on the listed companies of Nairobi Securities Exchange. The management of the company is among the largest group in the financial market and make them as a significant contributor to this study. Through quantitative analysis of 62 management and investment advisers, the study found that the risk tolerance level has a significant relationship with the investment decision. The result of the study meets the natural concept of the financial market, there is a positive linearity between the risk and return.

In a broad view, Seetharaman, Niranjana, Patwa and Kejriwal (2017), gained insight into the factors affecting the choice of investment portfolio among individual investors in Singapore. With the involvement of investment planners, financial advisers and individual investors, the result of the study was analysed through Smart PLS software and revealed that among the contributing factors, namely asset familiarity and investment objective, only the risk profile has an insignificant relationship to the investment choice of portfolio. The introduction of mediation, which is investment behaviour, the result of the study remained the same as risk profile did not have a direct nor indirect effect on the investment behaviour.

In addition, a study conducted by Hunjra and Rehman (2017) in determining the core factors affecting investment decision making among institutional and individual shareholders in Pakistan, added with a mediating variable, risk aversion. The study focused on the respondents that made an investment in the Lahore and Islamabad Stock Exchange, analysis was done using AMOS and structural equation modelling. The findings reveal that Pakistani investors investigated the factors of information asymmetry and financial literacy on investment decision and also the factors had a significant relationship mediated by the risk aversion. In contrast, personal values showed an insignificant relationship to the investment decision and for the mediating.

Mohamad and Perry (2015) gained an in-depth information by interviewing the fund managers to the issues on investment decision making process in Malaysia. Indirectly, the respondents revealed that the factors contributing in making wise investment decision making are working experience as a financial analysts or brokers, familiarity with the financial specialisation and education.

In summary, review of previous studies has shown that even though similar factors were examined on the investment decision, the results were inconsistent. These inconsistencies can be attributed to different investment behaviour criteria in different geographical areas. It can be concluded that even though previous studies in Malaysia identified factors in investment decision, there are very limited studies emphasizing the involvement of the directors of the company. This study aims to fill in the gap by identifying the factors in investment decision making conducted by the top-level management in the Malaysian PLCs. The details of the research methodology used to accomplish the research objectives were presented in the next section.

III. METHODOLOGY

This study adopts qualitative methods in exploring the directors' perspective regarding the factors of investment decision making in the Malaysian PLCs. The sample size for this study consists of four directors from Malaysian PLCs, located in the Klang Valley area. This location is deemed appropriate because many global businesses are in that area and most of the PLCs are registered in the Klang Valley area. However, the respondents are among the directors from trading services sector, industrial product sector and consumer product sector.

This study adopted a purposive sampling technique, which is synonym with qualitative research, to select the right respondents in determining the objectives of the study. According to Etikan, Musa and Alkassim (2016), purposive sampling technique is a non-random sampling technique that does not need to decide the set number of respondents. The respondents were selected because they are proficient and well-informed on the subject matters. Basically, the researcher decides what the information needed, who can provide the data and identify their willingness to get involved in the study. In contrast to the random technique, the researcher conducted the data collection into a broad respondent regardless of the demographic variables. Purposive sampling technique will enable the respondents to assist the better information needed.

As such, the study determines the Malaysian PLCs that are categorized under the trading services sector, industrial product sector and consumer product sector, located in the Klang Valley area. Although there are more than one hundred Malaysian PLCs in that sector, it was difficult to approach all the directors to be involved in the study. It might be due to their tight schedule and the policy of the company to avoid the information seeking by outsiders in the period of preparing the financial statements. However, there only four directors willingly to cooperate in providing the information for this study. As such, formal invitation letters were sent to the respondents and an appropriate date and convenient time are agreed upon by their secretaries.

Even though there are various methods in qualitative data collection, this study decided to have a semi-structured interview with the directors of the company to ask the information needed. Defined by the Mathers, Fox and Hun (1998), semi-structured interview is a process whereby series of open-ended questions are provided by the interviewer. Open-ended questions provide opportunities for both interviewer and interviewee to give an in-depth explanation on the subjects matters. Semi-structured interview is appropriate to be applied when it covers a small number of respondents. It is believed that semi-structured interview provides a clear and reliable information to the interviewee.

As the study seeks the information from the directors of the company's perspectives, as noted they carried dual role, apart from being individual investors, they are also among the top-level management in the company. There are cross roles and responsibility between the investors and management. As known, investors are the ones who act as owners of the company, by providing the capital for the company's business operation through buying the company's shares. Hence, the one given the responsibility to maximize the wealth creation of the owners, is the management of the company. As such, the directors' perspective of this study involves dual overview, on part of investors and they themselves as part of the management in the company.

Further, the directors of the company are from the trading services sector, industrial product sector and consumer product sector. This is because among several types of sectors in the Malaysian PLCs, those type of sectors have large number of companies in each of the sectors in comparing to the others. The top largest companies are trading services sector, followed by industrial product sector and consumer product sector. As mentioned previously, all the selected companies are located in the Klang Valley area.

Prior to the interview, the draft of the questions had been distributed to the respondents upon demanded by them, as a guided and prepared to the interview questions. Hence, the preparations enable the respondents to discuss the factors of the investment decision making in a more relaxed manner. Then, with the consent of the respondents, the interview session was permitted to be recorded to be used in this study. Approximately there was 30 minutes interview session conducted for each respondent.

The interviews were transcribed from the audiotape to document to make it easier in data analysis. During the transcription, the audiotape was rewinding several times to be familiar with the data and transformed a correct information. That first data analysis procedure is called data condensation or data reduction. For the second qualitative data analysis procedure, thematic analysis was assigned to the themes and organized based on the categories. In this case, the study used the coding in classifying the factors of investment decision making from the directors' perspectives. Last data analysis procedure is making a conclusion to the report findings. This phase required this study to evaluate thoroughly the findings which is intended to explain the investment behaviour among the respondents. The data analysis, presentation and interpretation of the data analysis were employed in the next section.

IV. FINDINGS

This section presents further discussion on the analysis part. As shown in Table 1, there are four (4) directors of the company, which the number of the directors is similar to the Chinese and Malay respondents. Given the result, it is not surprising that all of the respondents are males. It is because there are a smaller number of female involvements in the directorship of companies. Government and regulatory authority in Malaysia tried to ensure at least 30% of directorship positions in Malaysian PLCs to be made up of women by 2020. Additionally, 2 respondents possessed more than 10 years of working experience in the company. Another 2 directors had less than 10 years of working experience. As mentioned before this, trading services sector is the largest sector that had more companies listed in the Bursa Malaysia. Hence, there were two respondents representing that sector and another sector is representing by one director. The illustration demographic profile of the respondent shown in the table below:

Table 1: Profile of Respondents (N=4)

Variable	Respondent
Race	
Chinese	2
Malay	2
Gender	

Male	4
Female	0
Working experience	
0-5 years	1
6-10 years	1
More than 10 years	2
Type of Company	
Trading services sector	2
Industrial product sector	1
Consumer product sector	1

Then, it is followed by the main objectives of this study, to determine the factors of investment decision making from the directors' perspectives. Generally, this study did not specialize any contributing factors that has the influential, and the information provided by the respondents is solely from the directors' perspectives. In truth, four themes emerged during the data analysis, namely, growth of investee company, type of company, size of company and sustainability of company. Each of the contributing factors are explained below together with the verbatim quotations supported by the respondents.

Growth of Investee Company

Based on the directors' perspective on the factors of investment decision, this study discovered first contributing factor, that is the growth of the company. It is supported by the directors of consumer product sector and trading services sector's justifications. The main drivers to the company's growth are run by the capable management of the company. Even though investors are entitled as the owner of the company, but the managerial decisions are implemented by the management in deciding the pathway of the company.

Directors viewed that individual shareholders referring to the past performance of the company in analysing the prospect growth in various aspects. It is either in terms of financial, structure of the company, business operations and the involvement by the institutional investors. All the criteria have the potential influencing the investment decision making. The individual shareholders believe that a well-managed company, is a great chance to ensure a continued based in the industry. Further, the individual shareholders can compare the company's evaluation between past year performance, planning performance and other companies in the same industry. It can be classified as a rapid growth company if they have the ability to perform well in every aspect.

One of the directors from trading services sector analyse the growth of the company indicated by the involvement of the institutional investors. In comparing to the individual shareholders, the institutional investors own a large block of shares and have a tremendous influence on the stock markets' movements. Normally, they will invest in a company that performs better investment performance by contributing a large amount of capital for the company's business operations. Further, the money that is invested by the institutional investors is not owned by them. They generally invest on behalf of other people, which is the beneficiaries. Hence, the supported explanation by the respondents quoted as below:

"They look into the structure of the organization, you must look into the structure of the organization, how strong the organization is, how stable the organization is, this will also reflect into the past year performance, and also, when you invest also you look at your future, so they are also must be able to foresee the company has the ability to grow." (M2, M, Trading services sector).

"There is a pure genuine public investor who just thinks the company's operations, business development, the great one of course who is their institutional investors either from the big companies in GLCs, such as EPF or other funds." (M3, M, Trading services sector).

"Okay, so the other one is the growth of investment. [...] They will look whether this company is good or not." (M4, C, Industrial product sector).

In summary, even though the main objectives of the individual shareholder are to acquire the high return from the investment, but the drivers to the sound investment decision is affected by the criteria of the

company. A well-being company is a reflection to the public on how the management operates the managerial process. In return, it provides positive thought about the company.

Size of Company

The second factor that influences the investment decision making is the size of the company. Both of the directors from consumer product sector and industrial product sector claimed that the size of the company either small and large company provides a significant contribution to the investment decision making. There are many clarifications on the aspect in measuring the size of the company, such as through the number of employees, market capitalization, turnover value and total assets. Generally, the large size company have an exceed number of every aspects that varied from the small size of company.

The goodness investing in a small size of company is depends on the certain circumstances. The respondent from industrial product sector supported that stock movement in a small company is easier than the large size of company. The individual shareholders also did not incur a large cost in buying the shares as the share price is not too expensive. Further, another reason for investing in the small size of company is, the individual has the ultimate power in affecting the share price at the stock market. Generally, it is because there are very few numbers of institutional investors that make an investment in the small companies.

However, the drawbacks for investing in a small size company is, it is not strong enough to face the uncertain investment environment globally. With the limitation of capital and resources, the individual shareholders might get affected with the low returns and share price. Even though the individual shareholders are entitled as the owner of the company, but they are the last group for the asset distributed in a corporate liquidation. If there is no money after the preferred shareholders are paid, then the common shareholders do not receive any money. The illustration mentioned by them has shown below:

"If you invest in a small cap company, it becomes speculative because small-cap companies do not give you confidence that you expect. [...] During a good time, it could be very good, making some money, some good money. But downtime, the operating cost is high, it cannot make money." (M1, C, Consumer product sector).

"When we talk about the small company, mean their capital is small; it is easier to find out the stock, it is easier to move out the stocks. Moving out the stocks mean I would make money. So, people think about that." (M4, C, Industrial product sector).

In sum, it is stressed that either invest in a small or large size of the company, the individual should be understanding on what they are doing, have the investment objectives, know how to minimize the risks and challenges. It is because the different size of the company has a different investment scenario. It is advisable that the small size of the company is fit for the young investors as it is generally known to have low risk and needed in just a small capital.

Type of Company

Throughout the data analysis, this study discovered that the third factor that contribute to the investment decision making is the type of the company. Like the size of company, the type of the company also can be classified into different categories based on their mode of incorporation, the liability of the members, and number of members. The most common types of companies are public company, private company, unlimited company and so on.

Based on the directors' perspectives, it is found that all of the directors from consumer product sector, trading services sector and industrial product sector agreed that the type of the company, in classifying Shariah and non-Shariah company, sector of the company and Government-linked companies gives a preferable choice to make a decision making among individual shareholders in Malaysia.

In the first scope, based on the findings from the respondents of consumer product sector and trading services sector, they emphasize on the company's business operations whether based on the Islamic transactions or not. It is because different individual have different preference on the adaptation of Islamic business transaction. Normally, non-Muslim go to the non-Shariah compliance securities. In classifying the non-Shariah compliance, the companies' business transactions were based on the interest,

gambling and gaming, trade in non-halal products, conventional insurance and other activities deemed non-permissible by Shariah.

Therefore, companies engaged in the core activities unlike the non-Shariah are considered as Shariah compliance securities. Investment that is derived from the Shariah principle that Muslims should not partake in an activity that does not comply with the teachings of Islam. Specifically, the core activities that are permissible by Shariah principle are manufacturing in Halal products, share trading in Shariah compliant securities and entertainment activities that are permissible by Shariah.

Hence, it is dependent on the individual shareholders preferences either to follow the Islamic securities or conventional securities. For the non-Muslims individual shareholders, their investment can be diverted into Shariah and non-Shariah securities. However, there is only Shariah compliance securities for the Muslims individual shareholders. It is noted that the performance of the Shariah and non-Shariah companies differ as the company's business transactions are different. The respondents in this study stated that:

"As for the Chinese shareholders, they are more into banking stock, gambling stock, they hold Genting Highlands in Malaysia, they hold Public Bank, they hold CIMB Bank, they hold Malayan Banking, and they die hard to those stocks." (M1, C, Consumer product sector).

"As a Muslim, there are two. Some there is an Islamic company, some non-shariah. Of course, shariah, it is more stable." (M3, M, Trading services sector).

Therefore, as mentioned before, the sector of the company is an indicator to the individual shareholders' investment decision. As the perspective from the respondent, the individual shareholders are more prone to the investment in a trending sector. Nowadays, the prospect sector that have the bright company's growth is in technological sector. It is because of the nature of the sector such as not so complicated, able to experience a prolonged growth and can becoming the matured technological stocks. More individual shareholders will be prone to the technological stocks as this is one of the public's basic consumption. It is easier for them to understand the nature of the product and company. The respondents in this study stated that:

"And then it is a trend. For example, the digital that I said. E-wallet and online marketing for example. Those accept people you know. So those people are come to invest, attract people to come." (M4, C, Industrial product sector).

Based on the qualitative analysis, the study reveals that three out of four respondents agreed that companies that are categorised under government-linked companies (GLCs) are some of the factors for the investment decision making. GLCs are defined as companies that have a primary commercial objective and in which the Malaysian Government has a direct controlling stake. 'Controlling stake' refers to the Government's ability to appoint Board members, senior management and make major decisions.

The Government intervention might give both advantages and disadvantages to investment decision among individual shareholders. From the good perspectives, the GLCs have the ability to sustain for a long term in the industry as supported by the Government, either in terms of financials and projects. The individual shareholders will be remunerated with the high return if the company can roll the company's profit in a large amount. Further, as mentioned by the respondents of consumer product sector and trading services sector, most of the GLCs were appointed by the politicians. The political appointees have a powerful influential in easily getting the projects for the company's business operations.

In contrast, investment decision is also affected by the external influences, the change of the Government is unlikely give impact to the investment environment. Malaysia had undergone major changes after the 14th General Elections (GE-14) last May. During that period, some changes were witnessed, in terms of economic, political and social. Not to mention that investment cycle fluctuates due to the changes in government administration. In fact, there are several companies that have a drop of share prices, such as Destini Bhd, Utusan Malaysia Bhd and KUB Malaysia Bhd, due to their top management of the company assembled by the previous government members. The directors mentioned as below:

"Because this is related to the government-linked related company and it's due to the certain reason because of their project being delayed or being shaded or something like that. [...]. Especially the general public at

large in the past government-linked company may be politically linked you probably seen many of this equity are hold by political members.” (M1, C, Consumer product sector).

“Some companies have more linked towards the government. So basically, when there is a switch of the government that we had recently, were affected. Because you don’t get the support anymore from the government.” (M2, M, Trading services sector).

“If GLC is different. In GLC, it has influenced by government. They are political appointees. So, the decision is not purely on investment. It covered another aspect. [...] GLC is set up by politician and even investment committee also headed by the politician.” (M3, M, Trading services sector).

Plus, the director of trading services sector added that better economic performance in GLCs is influenced by the special investment committee. The committee is only applicable for the GLCs, which specialized in handling the investment matters. The investment committee is selected among outsourced professional in giving a fair and rational investment decision, which is beneficial to the company and investors. The director explained as below:

“It is only for GLCs. If non-GLCs, there are no, especially the smaller company. [...] In GLCs because the investment is large, normally a member of the investment committee does not exist in the board. [...] They are normally professionals from outsiders” (M3, M, Trading services sector).

In summary, the respondents from all sectors have common perspective regarding the type of the company as an influential factor among individual shareholders, but in different justification. The individual shareholders will look into the sectors that they are familiar with and understand the company’s products and services.

Sustainability of Company

Based on the qualitative data analysis, this study revealed that the last factor which contribute to the investment decision making among individual shareholders is the sustainability of the company. In a simple definition, sustainability is the long-term company’s existence that meet the needs of the present community, without jeopardize the needs of the future, with the protection of the environment and economically basis.

Based on the definition, the first main pillar in the sustainability is the environment. Even though environment normally act as the secondary stakeholders, but the company have to take into consideration the company’s business operations impacts towards the environment. Notably, the concept of the environment involving care about the pollution, biodiversity and resources.

In order to build a strong relationship with the stakeholders, that is especially the individual shareholders, it is a must for a company to incorporate the environmental issue in the business model. Individual shareholders seeking for a company to be transparent in reporting any issues regarding the environmental impacts to the public.

Next, it is an ethical conduct if the company have the social concerns that might give impact to the investments. Normally, the social activities that conducted by the companies are in terms of charitable, donation and build infrastructure to the community. If the individual shareholders accept the company’s concern to the society, it will enhance the company’s business operations. Directly, social concerns will allow the individual shareholders to achieve the investment objectives and increase the returns.

The last pillar of the sustainability has a linkage between environment and society, which is economically. This is because as the main objective among the individual shareholders is the wealth creation from the investment and they are the one who inject the capital for the company’s business operations, the issues arise when the company’s profits contribute to the others than individual shareholders. Noted, the economically successful of the company is does not solely depends on the company’s products or services, but it is contributing by the company’s manner towards the environment and society. The respondent from industrial product sector claimed as below:

“And then the business is sustainability or not. It likes there is no point you are doing something not sustainable.” (M4, C, Industrial product sector).

As a conclusion, it is showed that the perspectives from the directors of the company regarding the factors of investment is not only focusing on the financial factors. It is very important for the company to add on other aspects in encouraging the individual shareholders investment. This is due to the incorporation of the company is not only focusing on the owners' satisfaction but it covered a wide area of the stakeholders' interests. Once done with the presentation of findings, this study constructs the discussion on the analysis supported with the previous studies were then explained in the next section.

V. DISCUSSION

The findings showed that there are four factors that influence investment decision making among individual shareholders in the Malaysian PLCs. Based on the directors' perspectives, the contributing factors are GLCs, growth of the company, size of the company, type of the company and sustainability of the company. Each of the directors have a different opinion regarding the investment issues and have their own justification in supporting the overview.

The advantage of the qualitative analysis is having an in-depth explanation based on the each of the factor, which is varied from the quantitative analysis. It was found that individual shareholders look into the growth of the company in terms of financial, business performance, and managerial roles, in order to analyse the performance of the company and comparing with the other companies. Based on the statement by Merrill (2018) the growth of the company can be demonstrated as a company that has better than average earnings growth, such as high price, high earnings and high volatility.

In addition, the justification made by the Schlachter (2013), claimed that there is no right or wrong investment either in a small or large size of the company. The investment in a large size of the company required an individual to be prepared with a lot of capital. Hence, there are plenty of individual shareholders were keen to the investment in a small size of company. It might be financial constraints and not well prepared for the high risk taking.

Even though there is a broad definition of the type of the company, but this study discovers that the type of the company that impact individual shareholders are Shariah and non-Shariah compliance companies and sector based of the company. The result of the study is supported by McGowan (2010), in encouraging the Malaysian companies implemented Shariah securities which can keep the investment among Muslim investors and increase the market. However, it is dependent on the investors' religiosity. For the non-Muslim investors who opt for non-Shariah investments because they have the options to go for it. Ross (2018) claimed that technology stocks can sometimes provide a high dividend to the individual shareholders as the sector have a high emphasis on growth.

The findings were discovered in the analysis is based on GLCs in attracting investors' investment. Menon (2017) agreed that GLCs in Malaysia have a high number of stock market and assets acquisition. Due to the strong performance in representing the Malaysia's GDP, it becoming quite well-known internationally and great public's influential.

The last finding for the sustainability of the company for the investment decision making is supported by a previous study from Epstein and Roy (2001) and Mackey, Mackey and Barney (2007), emphasizes that there is an increasing number of companies implementing sustainability concepts for the better performance of the company, not only for the shareholders but give benefits to the whole stakeholders. Next section presents the summary of findings, implications of the study, limitation and highlighted the areas for further research.

VI. CONCLUSIONS

In conclusion, it was found that among the four factors, which are growth of the company, size of company, type of company and sustainability of company, it can be summarised that all the factors are classified under the main scope, which is characteristic of the company. Based on the directors' perspective on the investment decision making, they looked more into the criteria of the company in attracting individual shareholders' investment.

It might be due to their roles and responsibility, as the top-level management run the company's business operations to meet the needs of shareholders and stakeholders. So that, in order to ensure more people make an investment in the company, they have to strive the action in the managerial

companies to be a better performance competing with the others. Plus, the overview from the respondents is because they are the ones who work closely to the company and the shareholders. So that, their views are based on the company's characteristics. It is discovered that all of the respondents from all sectors prone to the type of the company as the main influential factors in the investment decision making.

Accordingly, the implications of the present study are that it provides much needed empirical data on the factors contribute to the investment decision making from the perspectives of directors of the company. This information is important given that theother studies taken the perspectives from the middle-level of management. It is believed that the top level of management is the right key persons to deal with the owners of the company in relating to the companies' business operations. The findings point to a specific set of the directors' perspectives from the trading services sector, consumer product sector and industrial product sector. Further to that, the findings are the uniqueness of the knowledge and information carried out by the directors as part of the individual shareholders' investment decision.

This study might be very useful to be implemented by the management of the company, that is not only focusing by the directors of the companies. They can analyse which part of the companies' criteria that need for a critical review in order to encouraging the individual shareholders' performance. On part of the regulatory authority, they be able to strictly implement the rules and regulations pertaining to the governance areas on part of the company disclosure to the public. In contravene to the rules and regulations, the company will get the punishment and fines as well as the mistakes made by the company.

Importantly, the usefulness to the investors, either existing or prospect investors evaluation the criteria in choosing the right companies and making a wise investment decision making. The analysis from the contributing factors supported by the directors' perspectives able to reduce loss and risk in the investments.

Throughout the analysis, this study discovered that there is some limitation that need further action. This studyconducted interview with four directors, from three main sectors in Malaysia, namely, trading services sector, industrial product sector and consumer product sector. Plus, the selected companies are covering the Klang Valley area. As a suggestion forfuture study, it is advisable to make an analysis among individual shareholders themselves and make comparison to the directors' perspectives. It might be useful to have many respondentswith large amount of information, and participation by the directors from a large sector in the Malaysian PLCs that are not only limited in the Klang Valley area.

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