



## RECEPTIVENESS OF GOLD ACCUMULATION PROGRAM IN MALAYSIA: AN EMPIRICAL INVESTIGATION

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### ABSTRACT

Gold is credence as an essence of deluxe and wealth in the sight of humankind. History has witnessed that gold is one of the best high long-term investment returns. In Malaysia's context, gold investments are broken down into three (3) offerings. These include physical gold investments, gold investment accounts or gold savings accounts and blockchains for improved financial returns of the prospective gold investors or gold investors itself. Public Gold strengthens the emerging popularity of gold investment accounts in Malaysia through the offering of Gold Accumulation Program (GAP) as one of the gold investment account platforms for investors to diversify their investments. Through this facility, investors are hassle-free to invest and keep their gold with *Shariah*-based products. However, to what extent do people in East Malaysia are willing to perform in Gold Accumulation Program? It remains unexplored in the body of knowledge that warrants the undertaking of the current study to void the gap. This topic is of utmost importance. The significance of investing in Gold Accumulation Program (GAP) can solve the issues of Muslim investors. They are previously might be investing in forbidden forms of gold investments, which are non-*Shariah* compliant outlets. By all means, the current study examines the receptiveness of retail investors in performing the GAP in East Malaysia, where some deliberations of critical factors are brought into play.

**JEL classification:** D11, D12, G23, G41.

**Keywords:** Gold Accumulation Program, gold investment, Muslims, public gold, *Shariah*-based.

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### 1. INTRODUCTION

Public Gold is the first minting company for gold trading activities in Malaysia, its undertakings of minting and refinery of gold, handling gold exchange and trading also providing several products and facilities for the gold investors. Such facilities are PG Mall, POS exclusive and Gold in Transit (GIT). Meanwhile, PG Jewel, Aurora Italia, Silver Accumulation Program (SAP) and Gold Accumulation Program (GAP) are the

Public Gold products. Gold Accumulation Program (GAP) is the prominent gold product of Public Gold. In the beginning of its launch on 15 July 2014, this product was a non-Shariah endorsement. After a few years of GAP product launching, on 29 September 2017, the Gold Accumulation Program (GAP) was successfully acknowledged as a Shariah-based gold product from Amanie Advisors Sdn. Bhd. Ultimately, the purpose of the establishment of GAP is to foster people investing in gold through an allocated pool basis at affordable prices as according to Shariah principle (Public Gold, 2020).

Through GAP, people who are gold addict but have a small amount of capital for gold investing may use this contented platform to initiate their gold investment. The initial amount to open the GAP account is low as RM100 or 1g of the current gold price. However, to keep the GAP account is active, should the gold investors put at least 1g of gold. Based on this date; 15 June 2020, the gold price for 1g is RM258, meanwhile, RM100 equal to 0.3876. Although, the study suggests the prospective gold investors purchase in grams instead of RM100. Besides that, one of the advantages of GAP is the gold price quoted daily and pegged using international gold price. Public Gold also offers between 4.5% to 8% margin spread (Public Gold, 2020). Margin spread means the depreciation of the gold price from the time we buy, and we sell back. For that reason, gold investors tend to buy the gold when the price is low, sell at a profit or during the gold price escalate.

Furthermore, GAP is backed by physical gold with the highest purity of gold Au999.9 or 24K fineness. The weight of gold bar that Public Gold provides 0.5 grams, following 1 gram, 5 gram, 10 gram, 20 gram, 50 gram, 100 gram, 250 gram and the heaviest is 1000 gram of gold bar. On the other hand, Public Gold offering the gold Dinar from ½ Dinar, 1 Dinar (4.25 gram), 5 Dinar and 10 Dinar. All of Public Gold gold products are standardise and quality secure with one of the prestigious gold bar brand, namely, The London Bullion Market Association (LBMA). A study by Agha, Saafi and Abdul Qayoom (2015) mentioned that LBMA brand is widely used among the gold investors to buy the gold bars and they store their gold with the certified vault in ways to evade the scams. The official Certificate of Authenticity (serial number) on the gold bars is attached for recording, tracking, and security reasoned. Each coin or small bars are secure from being scratched or dented by fingerprints with unique plastic cover. Henceforth, the people can withdraw their physical gold at any 17 Public Gold branches throughout Malaysia. It perhaps may help the potential gold investors to build up their gold portfolio in the cheaper avenue (Public Gold, 2020). Table 1 depicts the 5 division of regions and Public Gold branches location within Malaysia.

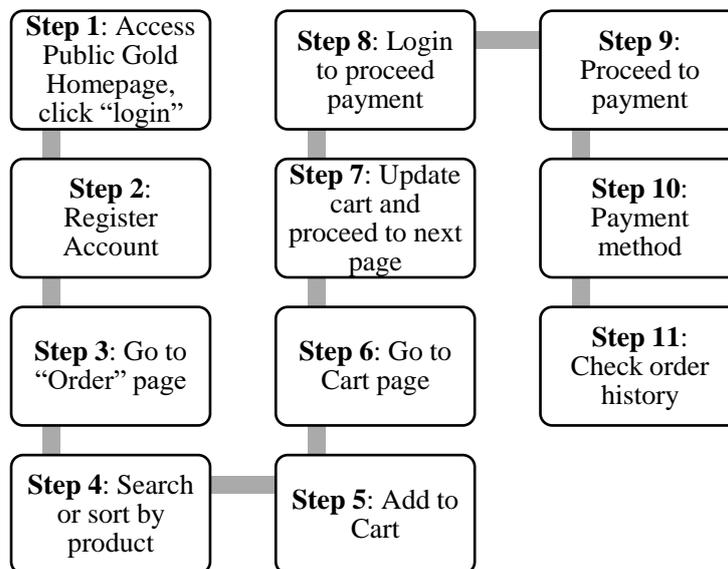
Gold Accumulation Program (GAP) platform require the prospective gold investor to register under the Public Gold official websites and follow the instructions given. They may also seek assistance from the authorised Public Gold dealer or can directly go to any Public Gold branches for face to face support. After all, people may choose the weight of gold via the websites and follow the steps to start the purchasing. It is advised to read all the terms and conditions before performing all the transactions. The prospective gold investor may click "GAP buy now" to start purchasing. In GAP, there are two modes of payment. First, via online payment (FPX). Second, through bank-in. Once the gold purchased by depositing the money to Public Gold account, it will automatically link to the system to deposit the weight of gold purchase into the respective gold account. Thus, they can keep their gold in the account, withdraw the

physical gold or sell back to Public Gold. Figure 1 portrays the step by step in performing of GAP product.

**Table 1: Public Gold's branches in Malaysia.**

Region	Location
Northern	1. Alor Setar, Kedah 2. Sg. Petani, Kedah 3. Bishop, Penang 4. Relau, Penang 5. Ipoh, Perak
Central	1. Petaling Jaya, Selangor 2. Ampang KL 3. Bangi, Selangor
East Coast	1. Kota Bharu, Kelantan 2. Kuala Terengganu, Terengganu 3. Kuantan, Pahang
Southern	1. Seremban, Negeri Sembilan 2. Malacca 3. Johor Bahru, Johor
East Malaysia	1. Kuching, Sarawak 2. Miri, Sarawak 3. Kota Kinabalu, Sabah

Source: Public Gold Official Websites



Source: Public Gold

**Figure 1: Steps to perform the GAP.**

The launching of the Gold Accumulation Program (GAP) as *Shariah*-based product fascinate the people in keeping gold. Exclusively for Muslims, it is vital for hindrance from interest, uncertainty and speculation factors. Therefore, this present study examined the Theory of Planned Behaviour in the context of consumer behaviour towards the Gold Accumulation Program (GAP) in East Malaysia, specifically in Sabah and Labuan. Therefore, the objective of the study is to identify

the applicability of the theory of Planned Behavior (TPB) in the context of receptiveness on the Gold Accumulation Program (GAP) in East Malaysia. In this study, three research questions are proposed. First, can the modified TPB be used to receipt the Gold Accumulation Program (GAP) product by East Malaysian? Second, are the attitude, subjective norm, perceived behaviour control, *Shariah* compliance and knowledge on *Shariah* Gold Investment (SGI) significant in explaining the intention to invest in Gold Accumulation Program (GAP) product among East Malaysian consumers? Three, are the attitude plays a role as a mediating factor? It is therefore worthwhile that to take a closer look at consumer intention to receipt *Shariah* products that can predict and satisfy customers' preference and company objectives.

## **2. LITERATURE REVIEW**

### **2.1 Background theory**

The Theory of Planned Behavior (TPB) is one of eminent universal theory to study human behaviour through their intention or actual in performing a specific behaviour. TPB is an extension theory from the Theory of Reasoned Action (TRA). It was developed by (Ajzen, 1991). In this theory, perceived behavioural control included being a new determinant factor for a better explanation from the prior theory of reasoned action. Previously, TRA only has two determinants, namely, attitude and subjective norm. Therefore, the current study has modified and added two new constructs, namely, *Shariah* compliancy and knowledge on *Shariah* gold investment (SGI). Attitude determinant is the mediator for *Shariah* compliance, knowledge on SGI and receptiveness of the Gold Accumulation Program (GAP).

#### **2.1.1 Attitude**

Human is unique. Every person has different behaviour and thoughts, according to Schifter and Ajzen (1985) attitude denotes to the degree to which a person has a favourable or unfavourable assessment towards receptiveness on GAP. A few studies have conveyed a significant result on the attitude variable from their studies such as Peredaryenko (2019) postulates the positive relationship on gold Dinar as a consumer product by applying the TPB. In the same note, Abdul Wahab, Abdul Rahim, Sabri, Othman and Mohd. Rasdi (2014) also applying the TPB to investigate the urban public sector employees intention investing in gold. Moreover, Amin (2016) examined the willingness to open Islamic gold investment account among the Muslims male in Labuan, Malaysia. Besides that, this study tested attitude as a mediating factor for further empirical analysis. Likewise, Mohd Yasin, Azman Ong and Abd Aziz (2020) have studied blended learning readiness with attitude as a mediator effect. Chao and Liao (2016) and Hamin, L. Tung, Baumann, and Hoadley (2018) also employ the determinant of attitude as mediator factor on their studies purchase intention and customer' savings rate and share wallet respectively. Therefore, the present study proposed the determinant of attitude as a mediator to the receptiveness of GAP in East Malaysia context.

#### **2.1.2 Subjective norm**

According to Schifter and Ajzen (1985), the subjective norm is the perceived social pressure to perform or not to perform the specific behaviour. An experienced and information from others can give moral support to person behaviour. A potential gold investor may be influenced by significant others such as from his or her family

relatives, friends or financial advisor to execute the gold investment facility. A TPB framework was used in a study and showed a significant relationship of the subjective norm for medical tourism in Malaysia by (Seow, Choong, Moorthy and Chan 2017). From their study, 380 questionnaires were collected for analyses using the Partial Least Square method. In the same vein, by applying the TPB on employees' intention to invest in gold significantly affect the subjective norm (Abdul Wahab et al. 2014). Amin, Ghazali and Supinah (2010) examined the *Qardhul Hassan* financing for bank customer in Malaysia postulates the subjective norms influence the perception acceptance of *Qardhul Hassan* financing. Their study, however, applying the Theory of Reasoned Action (TRA) and used a survey approach. Therefore, the present study proposed the determinant of the subjective norm to the receptiveness of the GAP in East Malaysia context.

### **2.1.3 Perceived behavioural control**

By definition, perceived behavioural control refers to the perception of the person in performing the behaviour of interest with ease or difficulty from vary across situations and actions (Ajzen, 1991). The ability to perform or not to perform the Gold Accumulation Program (GAP) is a potential gold investors' effort. Some of them can execute the GAP by themselves. However, some of them are not and seek for assistance to do so. As GAP is one of the Gold Investment Account (GIA) facility, those who are not familiar with the online transaction might find the difficulty to execute the GAP. Because the GAP platform is using websites like electronic commerce (E-Commerce) and online payment such as FPX, yet, a person who has the intention and wants to invest in GAP may seek help from the Public Gold official dealer and officer. In other words, the GAP is one of the recommended gold investment media for a hectic person. Though, a few studies portray a positive relationship on perceived behavioural control, for instance (Abdul Wahab et al. 2014; Peredaryenko 2019). However, the study by Seow et al. (2017) shows a negative effect on medical tourism in Malaysia. Therefore, the present study proposed the determinant of perceived behavioural control to the receptiveness of GAP in East Malaysia context.

### **2.1.4 Shariah compliance**

For Muslims prospective gold investors, they concern the *Shariah* issues pertinent to any business transaction. Notably, gold is one of the *ribawi* items. According to Hosein (2011), the *ribawi* items is the *Sunnah* money which encompasses two parts. First, precious metals viz. gold and silver. Second, commodities like wheat, barley, dates and salt. The value of *Sunnah* money was inside or possessed the intrinsic value as Allah is the creator of wealth, *al-Razzak*. Several studies have examined on *Shariah* compliancy on their studies viz. Musa, Islam and Mohamad (2013) studied hotel management from the Islamic tourism perspective. Furthermore, the *Shariah* issues on gold investment examined by (Syed Alwi, Suhaimi and M. M. 2013; Agha, Saafi and Abdul Qayoom 2015; Mas'ad, Rozali, Wan Ismail and Johari 2019; Hafizi, Syed Jaafar Alhabshi, Janor, Naseem and Kamarudin n.d.; Ab Majid and Abdullah n.d.). Therefore, the present study proposed the determinant of *Shariah* compliance to the receptiveness of GAP in East Malaysia context.

### **2.1.5 Knowledge of shariah gold investment**

The adequacy of knowledge in investment plays an essential role in a triumphant return. In investment, understanding the process, know risks and have a financial goal is crucial help to determine the successful and best return. According to Collins (2012), people with a higher level of financial literacy or capacity are more likely to use investment. Moreover, 56.7 percent respondents use financial advice as income, education and financial literacy increase. Besides that, the study by Abdul Wahab et al. (2014), gold investment literacy is critical influencing the gold investment intention. Nonetheless, from the study result, it indicates insignificant towards employees intention investing in gold. Thus, it gives some insight by improving the personal financial behaviour of employees. Therefore, the present study proposed the determinant of knowledge on *shariah* gold investment (SGI) to the receptiveness of GAP in East Malaysia context.

### **2.2 Previous studies**

The literature review on gold investment from Malaysia context is scarce and less consistent. Several previous studies on gold investment perspective in Malaysia portrays by (Syed Alwi, Suhaimi, and M. M. 2013; Abdul Wahab, Abdul Rahim, Sabri, Othman, and Mohd. Rasdi, 2014; Agha et al.; 2015; Nordin et al., 2015; Amin, 2016; Asadov, Abdul Halim, M. Rozlan, Rahamat, and M. Kamil, 2016; Mas'ad, Rozali, Wan Ismail, and Johari, 2019; Peredaryenko, 2019; Ab Majid and Abdullah n.d.; Hafizi, Syed Jaafar Alhabshi, Janor, Naseem, and Kamarudin, n.d.). According to the studies by Agha et al. (2015), Asadov et al. (2016), Mas'ad et al. (2019), Hafizi et al. (n.d.) and Ab Majid and Abdullah (n.d.), they discover the *Shariah* issues pertinent to gold investment. In general, the contract of the gold investment such as *Bai as-Sarf* and *Qard* as well as the rulings for gold investment transaction has been discussed based on 96th Discourse of the Fatwa Committee of the National Fatwa Council for Islamic Religious Affairs Malaysia (2011). Besides that, the comparison of gold investment operation has been observed between two banks, viz. Maybank Berhad as a conventional bank and Kuwait Finance House as an Islamic bank. From the findings, investing in *Shariah* compliance gold investment products is firmly suggests due to the existence of physical gold throughout the transaction (Syed Alwi et al. 2013).

From the behaviour viewpoint, Abdul Wahab et al. (2014) examined urban public sector employees intention towards gold investment. Their study applying the Theory of Planned Behaviour (TPB) with added a new construct of gold investment literacy. The gold investment literacy was not significant. However, it is still crucial in influencing the public sector employees in Malaysia to have an intention towards gold investment. In the same note, a modified Theory of Planned Behaviour has employed to explore the intended purchase of the gold Dinar (Peredaryenko, 2019). Furthermore, a study by Amin (2016) has tested the modified Theory of Reasoned Action (TRA) on the male investor of their willingness to open an Islamic Gold Investment Account in Labuan, Malaysia. From the result, it depicts that subjective norm, perceived financial benefit and consumer religiosity are significant in influencing the Muslim male investors' decision to open the Islamic gold investment account. Lastly, Nordin et al. (2015) have analysed the data of 300 respondents among Muslim professionals in Kuala Terengganu. From their study, the respondents have a

common understanding of gold investment because of less concern on issues and information of gold investment.

### 2.3 Conceptual framework

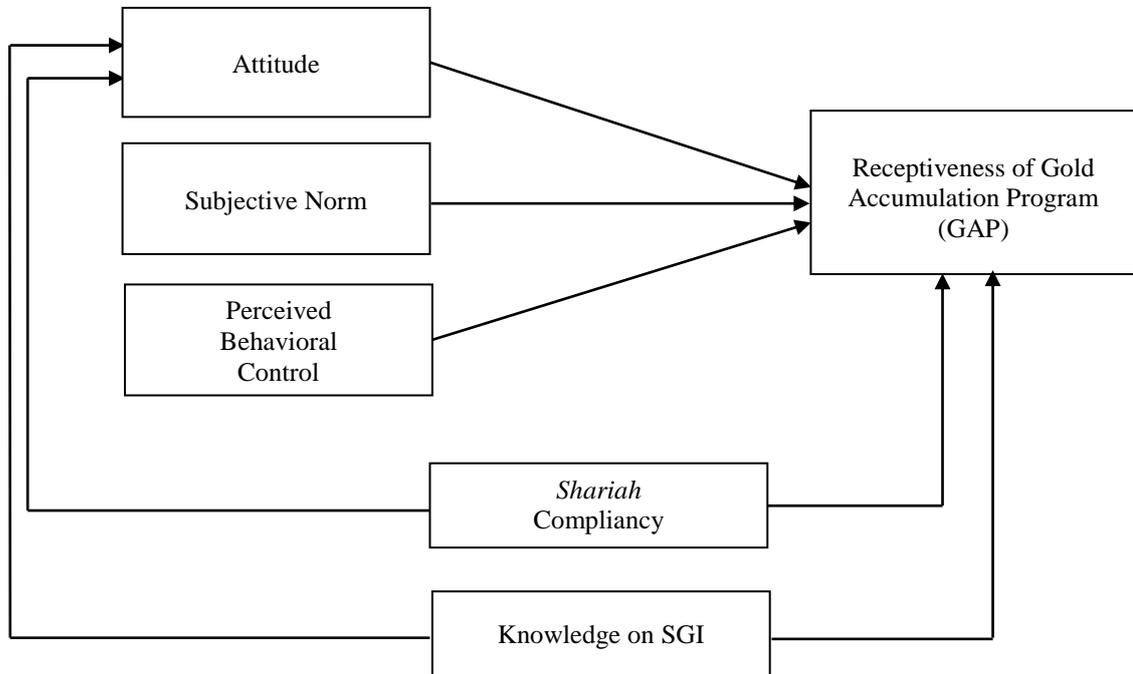


Figure 2: Conceptual framework.

## 3. METHODOLOGY

### 3.1 Subjects

A total of 150 survey questionnaires was distributed in February 2020. The researcher obtainable only 131 respondents from the overall total of the distributed questionnaire. However, from 131 return questionnaires, ten were not useable. Although only 121 respondents proceeded for further empirical data analysis. The respondents of the present study are among local folks of Sabah and Labuan who are willing to invest in the Gold Accumulation Program (GAP) and aged of 20 above.

Furthermore, this study uses judgmental sampling in selecting respondents of interest and the data were collected using a self-administered questionnaire. In more detail, the respondents are approached politely and asking their participants to complete the research questionnaires and should meet the criteria above before filling up the survey questionnaire. The particulars of the respondents are presented in Table 2.

The demographic distribution indicates on respondents' gender, age, employment and monthly income. It shows that male and female respondents were 37.2 percent and 62.8 percent, respectively. In terms of age, 52.1 percent of respondents are age between 20 to 29, followed by 24.8 percent of age between 30-39. The remaining were the age of 40 and above with 23.1 percent. On the employment side, respondents who are working in the government sector are 45.5 percent, private sector 28.1 percent, self-employed 15.7, followed by unemployed 10.7 percent. Meanwhile, the

monthly income of the respondents by the highest percentage was RM1001-RM2000 with 30.6 percent and the lowest percentage was RM3001-RM4000 with 14 percent. The rest were stated as follows, monthly income less than RM1000, RM2001-RM3000 and monthly income more than RM4000 were 16.5 percent, 20.7 percent and 18.2 percent respectively.

**Table 2: Demographic results.**

Attributes	Demographic distribution	
	Frequency	Percentile
<i>Gender</i>		
Male	45	37.2
Female	76	62.8
<i>Age</i>		
20-29	63	52.1
30-39	30	24.8
40-49	15	12.4
>50	13	10.7
<i>Employment</i>		
Government sector	55	45.5
Private sector	34	28.1
Self-employed	19	15.7
Unemployed	13	10.7
<i>Monthly income</i>		
<RM1000	20	16.5
RM1001-RM2000	37	30.6
RM2001-RM3000	25	20.7
RM3001-RM4000	17	14.0
>RM4001	22	18.2

### 3.2 Measures

The research questionnaire encompasses two sections. The first section requires the respondents to rate the relative importance of six variables using five-point Likert scales which ranging from 1-Strongly Disagree, 2-Disagree, 3-Slightly Agree, 4-Agree, 5-Strongly Agree. The questionnaire items were emanated from prior studies (Abdul Wahab et al.,2014; Agha et al. 2015; Amin, 2016; Apostolakis et al., 2018; Nordin et al., 2018; Hafaz et al., 2019). Besides that, the survey questionnaire items were translated from English to Malay for a better understanding of filling up the questionnaire. Explained in more detail, the constructs of "attitude", "subjective norm" and "perceived behavioural control" were measured and adapted from the study of (Apostolakis et al., 2018; Hafaz et al., 2019). Meanwhile, the measure of determinant "receptiveness investing in Gold Accumulation Program (GAP) was adapted from studies (Abdul Wahab et al.,2014; Amin, 2016; Apostolakis et al., 2018; Nordin et al., 2018; Hafaz et al., 2019). Finally, the added of mediating variables "Shariah compliancy" and "knowledge on *Shariah* gold investment" was adapted from (Amin, 2016; Agha et al., 2015; Nordin et al., 2015).

## 4. EMPIRICAL RESULTS

### 4.1 Factor analysis and Cronbach alpha

Factor analysis is a data reduction technique that uses correlations between data variables. The underlying assumption of factor analysis is that several factors exist to explain the correlations or inter-relationships among observed variables (Chatfield

and Collins, 1992). The study performed factor analysis using a Principal Component Analysis (PCA) alongside with Varimax with Kaiser Normalization rotation method until the Eigenvalue of each factor was equal to 1 or more. According to Tabachnick and Fidell (1996), there are several methods of rotation used in a research-based study such as Quartimax, Direct Oblimin and Varimax rotation. Varimax rotation is most commonly used and it aims to maximise the variance of factor loadings by making a high loading higher and low ones lower for each factor.

Factor analysis conducted at two different levels, in which at the first level only independent variables and a mediator are gauged whilst the second level only includes a dependent variable under contemplation. The details are provided in Table 3. Given the factor analysis, we discover that the first factor, ranked according to importance is knowledge, followed by attitude, subjective norm, *Shariah* compliance and perceived behavioural control.

**Table 3: Factor analysis (independent variables & mediator).**

	Factor				
	K	Att	SubN	SC	Pbc
K4	.880				
K2	.853				
K3	.817				
K5	.813				
K1	.699				
Att_4		.874			
Att_3		.864			
Att_2		.858			
Att_1		.855			
Att_5		.743			
SubN_4			.854		
SubN_3			.853		
SubN_5			.851		
SubN_2			.839		
SubN_1			.808		
SC3				.774	
SC2				.747	
SC1				.739	
SC5				.678	
SC4				.658	
Pbc_1					.823
Pbc_3					.783
Pbc_4					.687
Pbc_5					.675
Pbc_2					.650
Eigenvalue	14.990	2.678	1.805	1.216	1.102
Variance explained	59.959	10.711	7.221	4.864	4.408
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.933 (93.3%)				
Bartlett's Test of Sphericity	Chi-square 4084.470 (df 300, <i>p</i> -value=.000)				
Cronbach alpha ( $\alpha$ )	.968	.974	.954	.944	.947

The results for the reliability test are presented in Table 2. According to Black (1999) "reliability is an indication of consistency between two measures of the same thing". The employed items in this research were found to be reliable. All values ranged from 0.944 to 0.974. Explained in more detail, the results for the tested items were as follows: knowledge 0.968 (5), attitude 0.974 (5), subjective norm 0.954 (5), SC 0.944 (5) and perceived behavioural control 0.947 (5). Thus, all items were deemed reliable (Ramayah *et al.*, 2003). Likewise, the Kaiser-Meyer-Olkin (KMO)

measure for the combined items of the independent variables shows a value of 0.933, indicating that the sampling adequacy was greater than 0.5 and therefore, satisfactory. Barlett's Test showed a  $\chi^2$  of 4084.470 with a significance level of 1 percent, where the total variance explained was 87.163 out of 5 components.

Table 4 presents the factor analysis for the dependent variable in which all items loaded greater than the threshold value of 0.60. Similarly, KMO for the dependent variable depicts a value of .860, which tells us that the sampling was satisfactory. Barlett's Test also found to be significant at 1 percent significance level. The reliability test is also satisfactory.

**Table 4: Factor Loadings (the dependent variable).**

	Component
	1
Rgap_2	.964
Rgap_4	.955
Rgap_1	.955
Rgap_3	.950
Rgap_5	.939
Eigenvalue	4.538
Variance explained	90.757
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.860 (86%)
Bartlett's Test of Sphericity	Chi-square 882.523 (df 10, <i>p</i> -value=.000)
Cronbach alpha ( $\alpha$ )	.974

#### 4.2 Bivariate correlations

The following tables present the mean, standard deviation and correlation of the study's variables. Table 5 presents the bivariate correlations of the independent and dependent variables.

**Table 5: Correlations.**

	MeanATT	MeanSN	MeanPBC	MeanRGAP	MeanSC	MeanK
MeanATT	1					
MeanSN	.574**	1				
MeanPBC	.622**	.504**	1			
MeanRGAP	.652**	.499**	.759**	1		
MeanSC	.647**	.638**	.700**	.665**	1	
MeanK	.590**	.464**	.771**	.748**	.703**	1

Note: \**p* < 0.05; \*\* *p* < 0.01, <sup>ns</sup> not significant

As shown in Table 5, it is reported that all of the independent variables were positively related to the RGAP. The attitude was positively related to the RGAP at 0.01 significance level (*r*=.652). Similarly, the subjective norm was positively related to the RGAP at 0.01 significance level (*r*=.499). Knowledge was positively related to the RGAP at the 0.01 significance level (*r*=.748) and the same trend of outcome was also found to *Shariah* compliance. Taken as a whole, when the independent variables are increased, the dependent variable is also increased positively.

In a similar vein, before multiple regression, the data were assessed for multicollinearity. As reported in Table 4, the correlation results indicated that some significant intercorrelations among the independent variables existed. As none of

these intercorrelations exceeded .80, the likelihood of multicollinearity was relatively low, as shown in Table 4. Hence, the independent variables can be further utilised for multiple regression analysis.

### 4.3 Multiple regression analysis

Considering the outcome from the factor analysis, the items for independent variables and the dependent variable were aggregated in which factor loadings exceeded .60 were selected. Once the data were aggregated, the multiple regression was conducted to reveal how different factors affect intention to use SMS banking. This approach has been widely employed in survey-based studies (Wang *et al.*, 2003 and Ramayah *et al.*, 2003). Aggregation of the research results allows combining of all items under one particular heading or label, which thus is easy to analyse using regression analyses, as noted earlier.

**Table 6: Multiple regression analysis.**

Variable	Standardized $\beta$	t-value	p-value
Attitude	.199	2.658	.009**
Subjective norm	.029	.414	.680ns
Perceived behavioural control	.319	3.634	.000**
<i>Shariah</i> compliance	.065	.667	.506ns
Knowledge	.266	.317	.001
F-value	47.924 (.000)		
R square	.676		
Adjusted R square	.662		

Note: \* $p < 0.05$ ; \*\* $p < 0.01$ , <sup>ns</sup> not significant, DV= RGAP

Table 6 reports the  $R^2$ . The  $R^2$  was 0.676, indicating that the five independent variables could explain 67.6 % of the variation in the RGAP and the  $F$ -value of 47.924 was significant at 0.01 significance level. As depicted in Table 6, the attitude was found to have a significant effect on the RGAP ( $t=2.658$ ,  $p$ -value=0.009) at 1 percent significance level. In a similar vein, perceived behavioural control shows a significant effect towards receptiveness on GAP with ( $t=3.634$ ,  $p$ -value=.000). Meanwhile, knowledge shows ( $t=.317$ ,  $p$ -value=0.001) also give significant influence to receptiveness on GAP. However, subjective norm and *Shariah* compliancy portrays insignificant results with ( $t=.414$ ,  $p$ -value=0.680) and ( $t=.667$ ,  $p$ -value=0.506) respectively.

### 4.4 Mediation analysis

Following Hayes (2012), a mediation analysis of the level of attitude is conducted involving two different relationships. To improve the statistical power of mediation analysis, the study applies resampling with a replacement or bootstrapping of 5,000. The bootstrapping results are reported in Table 7. In more detail,  $\beta_1 = 0.2646$ , and  $\beta_2 = 0.1600$  are significant with  $SE$  of 0.0899 and 0.0473, respectively. Denotes that *attitude* mediates the relationship between *Shariah* compliance and the receptiveness. At the same outcome, second testing was found. The level of *attitude* becomes a mediator in the relationship between knowledge and receptiveness. Further examination indicates that CI for estimation of indirect effects did not straddle across zero. Thus, attitude is a mediator for both relationships; that is the argument.

**Table 7: Mediation testing.**

Indirect effect	Estimate ( $\beta$ )	Standard Error (SE)	Percentile bootstrap 95% confidence interval	
			Lower	Upper
$\beta_1 = a_1 b_x$	0.2646	0.0899	0.1235	0.4749
$\beta_2 = a_2 b_x$	0.1600	0.0473	0.0791	0.2645

Notes.  $\beta_1 = SC \rightarrow ATT \rightarrow RGAP$ , and  $\beta_2 = K \rightarrow ATT \rightarrow RGAP$

## 5. CONCLUDING REMARK

An innovative *Shariah* compliance product, Gold Accumulation Program (GAP) may aid individual financial goals in a short-term or long-term period. The unique characteristics of GAP which facilitate hassle-free investment, physical gold safety, affordable price, free seminar, informative websites and *Shariah* compliance products boost people's attitude for consistently keeping the real wealth, gold. Even though gold is perceived as an expensive investment, those who have financial literacy towards gold investment will perceive to be more accessible and understandable to apply in real life with peace of mind. Another point to concern, surrounded by people whom gold addict like close friends and family relatives as well as the agent or dealer of the gold services provider may trigger their eagerness to attempt the gold investment facility for the diversification investment portfolio.

As the present study applying the Theory of Planned Behaviour (TPB), the two additional constructs have tested namely, *Shariah* compliance and knowledge on *Shariah* Gold Investment (SGI) towards the receptiveness of Gold Accumulation Program (GAP). The location of East Malaysia, precisely, Sabah and Labuan were the subject area for empirical analyses in explaining their receptiveness on the prominent gold investment product of Public Gold, GAP. Based on the results, it depicts that the attitude, perceived behavioural control and knowledge are significantly related in the study. Conversely, subjective norm and *Shariah* compliance are found insignificant. The negative relationship of subjective norm occur, might be of their relatives or friends does not have experienced and knowledge to execute the GAP. So, they are unsure and uncomfortable to do so.

Meanwhile, the new construct of *Shariah* compliance reveals an insignificant effect. Because, the lack of understanding on *Shariah* law in gold transactions as well as the Arabic terms, namely, *ribawi* items, *gharar*, *riba* and *maysir*. Besides, however, the subjective norm and *Shariah* compliance also play an essential role for better enlightenment when it comes to performing the gold investment from the behaviour perspective. Therefore, the present study suggests considering escalating the sample size across Malaysia by including Sarawak and Peninsular to explain the overall behaviour of Malaysian potential gold investors towards gold investment.

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