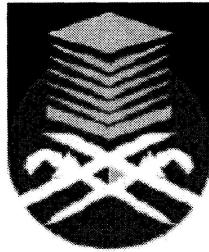


**PERSONAL FINANCIAL BEHAVIOR AMONG STUDENTS: THE
CASE OF UITM MELAKA**



**UNIVERSITI TEKNOLOGI MARA
78000 ALOR GAJAH, MELAKA
MALAYSIA**

BY:

**ZARINAH ABU YAZID
SHAHREENA DAUD
NUR ASYIRA NAZIRON**

SEPTEMBER 2012

ACKNOWLEDGEMENT

We would like to express our special gratitude to Research Management Institute (RMI) of UiTM for providing us the grant to begin and carry out this one year study.

Sincere thanks to Datuk Prof. Madya Dr. Mizan Hitam (Rector of UiTM Melaka) and Prof. Madya Dr. Roaimah Omar (Deputy Rector of PJI UiTM Melaka) for their kindness and moral support.

Finally yet importantly, our utmost gratitude for the respondents who have participated and gave a sincere response to the completion of this study.

Thank you very much!

Table of Contents

Letter of Report Submission	iii
Letter of Offer (Research Grant)	v
Acknowledgement	vi
List of Tables	ix
List of Figures	x
Abstract	xi
1.0 INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statement	2
1.3 Research Questions	3
1.4 Research Objectives	3
1.5 Significance of Study	4
1.6 Scope of Study	4
1.7 Organization of the Study	4
2.0 LITERATURE REVIEW	
2.1 Introduction	6
2.2 Personal Financial Planning	6
2.3 Theory of Planned Behavior	7
2.4 Financial Knowledge and Financial Behavior	8
2.5 Financial Attitudes and Financial Behavior	9
2.6 Theoretical Framework	11
2.7 Research Hypothesis	11
2.8 Conclusion	12
3.0 RESEARCH METHODOLOGY	
3.1 Introduction	13
3.2 Sampling	13
3.3 Questionnaire Design	13
3.4 Procedure for Data Analysis	14
4.0 RESULTS AND DISCUSSION	
4.1 Introduction	16
4.2 Reliability Test	16
4.3 Demographic Profile of Respondents	16
4.3.1. Gender, and Age	17
4.3.2. Programs and Parts	17
4.3.3. Parents Income	19
4.3.4. Working Experience	19
4.3.5. Personal Finance Class/Seminar	20
4.4 Descriptive Statistics	21
4.5 Regression Analysis	21
4.6 Conclusion	22

5.0	CONCLUSION AND RECOMMENDATIONS	
5.1	Conclusion	23
5.2	Recommendations	23
		25
REFERENCES/BIBLIOGRAPHY		
RESEARCH OUTCOMES		
APPENDICES		
Appendix I – Sample Questionnaire		
Appendix II – Conference Proceeding and Papers		

ABSTRACT

Financial management is very important to secure a good quality of life. People must plan for long-term investments for their retirement and children's education. They must decide on short-term savings and borrowing for a vacation, a down payment for a house and a car loan. Therefore, to make a good financial decision, we must have a proper financial planning and basically we need to start at a young age. Due to this, a study on personal financial behavior among students at Universiti Teknologi MARA Melaka was undertaken. The purpose of this paper is to highlight the impact of two independent variables (financial knowledge and financial attitude) on the dependent variable, personal financial behavior. Questionnaires were used to collect data and 143 students were involved as respondents. The collected data was then will be analyzed by using SPSS 20. Findings revealed that financial knowledge and financial attitude are significant predictors of students' personal financial behavior and it was concluded that financial knowledge has the most impact on the students' personal financial behavior. Recommendations for future research have also been put forth in this paper.