



A STUDY OF FINANCIAL CRISIS AMONGST MARRIED COUPLE

MAIZIRA BINTI AHMAD

2012431332

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

(ISLAMIC BANKING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

DUNGUN, TERENGGANU

JULY 2014

Declaration of Original Work



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
(ISLAMIC BANKING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
DUNGUN, TERENGGANU**

I AM MAIZIRA BINTI AHMAD (I/C Number: 910519-06-5322)

We hereby declare that:

- This work has not previously been accepted in substance for any degree locally or oversea, and is not being concurrently submitted for any degree.
- The project paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: Maizira

Date: 30/6/2014

ABSTRACT

This research investigates the factors of financial crisis amongst married couple. The objectives of this research are to examine the relationship between unemployment, debt and family financial crisis, to investigate relationship between life style, consuming behavior and family financial crisis, and to investigate the main factors that influences family financial crisis. The researchers take 200 samples as appropriate respondents to analyze the data in this study. The questionnaire was designed and distributed to the respondents in order to collect all relevant data. The questionnaire was designed and distributed to the married peoples by using Personally Administered Questionnaire approaches. The instrument was made up of four sections measured by using Likert Scale. By using this scale, the respondents need to indicate a degree of agreement or disagreement with each series of statement about stimulus object. The researchers are using several analysis methods which are reliability testing, frequency testing, correlation of coefficient and multiple regression analysis.

LIST OF CONTENT

CONTENT	PAGE
ABSTRACT	iv
ACKNOWLEDGEMENT	v
CHAPTER ONE INTRODUCTION	
1.1 Introduction	1
1.2 Background of the study	2
1.3 Problem statement	3
1.4 Objectives of study	4
1.5 Scope of study	4
1.6 Significant of study	4
1.7 Limitations of study	5
1.8 Operational definition	5 - 6
CHAPTER TWO LITERATURE REVIEW	
2.1 Financial crisis	7
2.2 Unemployment	7 - 8
2.3 Debt	8
2.4 Life Style	8 - 9
2.5 Consuming Behavior	9
CHAPTER THREE RESEARCH METHODOLOGY	
3.1 Introduction	10
3.2. Theoretical Framework	10
3.3 Hypothesis Formulation	11
3.4 Research Design	11
3.5 Data Collection Method	12
3.6 Data Analysis	13

CHAPTER FOUR FINDINGS AND DATA ANALYSIS	
4.1 Frequency Distribution	14 - 18
4.2 Reliability Analysis	19
4.3 Coefficient Of Correlation	20
4.4 Multiple Regressions	21
CHAPTER 5 CONCLUSION AND RECOMMENDATION	
5.1 Conclusion	22
5.2 Recommendation	23
BIBLIOGRAPHY/REFERENCES	24 - 25
APPENDICES	26 - 53