## FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES

### UNIVERSITI TEKNOLOGI MARA



# FACTORS THAT CONTRIBUTE SAVING BEHAVIOUR AMONG YOUTH IN SUNGAI PETANI

### WAN NURUL IZZATI BINTI WAN ABD RAZAK 2017274326

NUR SHAZALINA BINTI OTHMAN 2017290426

**JULY 2019** 

## CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE SUPERVISOR

Name of Supervisor	:	Associate. Professor. Dr. Zaherawati Zakaria
Title of Research Report	:	The Factors that Contribute to Saving Behaviour among Youth in Sungai Petani
Name of Students	:	Wan Nurul Izzati Binti Wan Abd Razak (2017274326) Nur Shazalina Binti Othman (2017290426)
I have reviewed the final artfor evaluation.	nd	complete research report and approve the submission of this report
ASSOCIATE. PROFESSO		DR.ZAHERAWATI ZAKARIA

#### TABLE OF CONTENT

DEC	CLARATION	i
LET	TTER OF SUBMISSION	ii
ACI	KNOWLEDGEMENT	iii
TAI	BLE OF CONTENTS	iv-vii
LIS	vii	
LIS	T OF FIGURES	ix
LIS	T OF ABBREVIATIONS	X
ABS	STRACT	xi
CH	APTER 1: INTRODUCTION	
1.1	Introduction	1
1.2	Research Background	1-2
1.3	Problem Statement	3-5
1.4	Research Questions	6
1.5	Research Objectives	7
1.6	Scope of Study	7
	1.6.1 Level	7
	1.6.2 Territory	8
	1.6.3 Time	8
1.7	Significance of the Proposed Study	8
	1.7.1 Contribute to Body of Knowledge	9
	1.7.2 Increase the Knowledge among Researcher	9
	1.7.3 Assist the Understanding among Youth	9
1.8	Definition of Terms, Terminology and Concepts	10
	1.8.1 Youth	10
	1.8.2 Saving Behaviour	10
	1.8.3 Parents Influence	10
	1.8.4 Peer Influence	11
	1.8.5 Financial Literacy	11

1.8.6 Self-Control	11	
1.8.7Amanjaya Shopping Mall Profile	12	
Conclusion	12	
	13	
Saving Behaviour among Youth	13-14	
Factors that Related to Saving Behavior	15	
2.3.1 Ethnic Culture	15	
2.3.2 Gender Differences	16	
2.3.3 Parents Influence	17-18	
2.3.4 Peer Influence	18-19	
2.3.5 Financial Literacy	19-20	
2.3.6 Self-Control	20-21	
Variable of this study	21	
Conceptual Framework	22-23	
2.5.1 Parents Influence	23	
2.5.2 Peer Influence	23-24	
2.5.3 Financial Literacy	24	
2.5.4 Self-Control	24-25	
Hypothesis	25-28	
Conclusion	28	
PTER 3: RESEARCH METHOD		
Introduction	29	
C		
•		
•		
	30-31 31-33	
	33	
	1.8.7Amanjaya Shopping Mall Profile Conclusion  PTER 2: LITERATURE REVIEW & CONCEPTUAL FRAMEWORK Introduction Saving Behaviour among Youth Factors that Related to Saving Behavior 2.3.1 Ethnic Culture 2.3.2 Gender Differences 2.3.3 Parents Influence 2.3.4 Peer Influence 2.3.5 Financial Literacy 2.3.6 Self-Control Variable of this study Conceptual Framework 2.5.1 Parents Influence 2.5.2 Peer Influence 2.5.3 Financial Literacy 2.5.4 Self-Control Hypothesis	

#### **ABSTRACT**

Youth are asset of country. However, there is still low awareness among youth to manage their saving due to this current situation when youth tendency wasted much money buying the desired items. If the youth did not have capability to manage their saving, how they can have a secure future especially when dealing with difficult situations? Therefore, this paper is to know the factors that related with saving behavior among youth in Sungai Petani. Data collection method used is self-administrative questionnaire and it scope among 200 youth of Amanjaya Shopping Mall Sungai Petani. The samples are chosen by using Rule of Thumb. The findings shows parents influence and financial literacy had positive correlation with saving behaviour, whereas peer influence and self-control showed negative correlation with saving behaviour. The mean values for saving behaviour among the respondents are at positive level. The parents influence has the greatest impact on saving behaviour among the independent variables. For the future research, hope the focusing on the wider scope to study factors of saving behaviour among youth instead stick or focusing in one place only.