



UNIVERSITI TEKNOLOGI MARA

**THE AWARENESS AND ATTITUDE OF BUMIPUTRA PARENT
TOWARD THEIR CHILDREN EDUCATION SAVING
FOR HIGHER EDUCATION.**

FREDRICK ANAK JURAY

99546464

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (FINANCE)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA SAMARAHAN**

APRIL 2003

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENTS	vi
TABLE OF CONTENTS	viii
LIST OF ABBREVIATIONS	x
LIST OF DEFINITION OF TERMS	xi
LIST OF TABLES	xii
ABSTRACT	xiii
CHAPTERS	
1. INTRODUCTION	1
1.1 Background of study	1
1.2 Problem Statement	6
1.3 Objective of the study	7
1.4 Scope of the study	8
1.5 Significant of the study	9
1.6 Research Hypothesis	10
1.7 Limitation	11
2. LITERATURE REVIEW	12
3. RESEARCH METHODOLOY AND DESIGN	14
3.1 Research design	14
3.2 Modes of Data Collection	14
3.3 Sampling Technique	19
3.4 Data Analysis	20
3.5 Pilot test on the Questionnaire	28

ABSTRACT

All parents want the best for their children. In today's consumer-oriented world, this often equates with giving them the best that money can buy but what most important is the best education they can afford so that the young ones will have a good start in life. This, coupled with the reality of escalating tuition fee, often means that parents have to start planning for their child's education as early as their birth. Today's parents have more factors to consider. Not only do they have more investing option but with changing social and demographic trends, they have to save for their own retirement.

Paying for a child tertiary education is one of the heaviest financial burdens for many Malaysian parents. Whether by choice or circumstances, many Malaysians are now sending their children abroad. In most cases, this will prove to be an undertaking that requires year of careful planning and saving.

Education financing is any type of assistance used to pay for college or university fees. There are basically four main types of financing namely; (1) Scholarship awards, (2) Education Funds, (3) Unit trusts & Insurance schemes and (4) Bank loans.

Hence, this study is aimed at determining the awareness and attitude of bumiputra parent toward their children saving for higher education. The scope and area of this study is being conducted at a selected place that is Batu Kawa stretching from 3rd bazaar up to Batu Kawa bride including resident of nearby residential area. The respondents selected for this study are base on convenience sampling technique.

1. Introduction

1.1 Background of study.

As parent, we don't want our children to grow without the benefit of a higher education and thus be handicapped in today world. Our children's education may involve a huge financial sacrifice, but it will be the greatest gift that we as a parent can give to them.

We want the best for our kids, the best education, the best home, the best lifestyle. When they're little, there's the cost of uniforms and books, etc. We work hard, very hard; we get caught up in the day-to-day struggle at work and at home. Time slips by so fast and before we know it, they're grown up and ready for university. But how are we going to afford to pay for their university education (whether locally or internationally)?

A great education doesn't just happen. Every parent need to have a proper planning either by supporting their children development from every aspect of life as well as planning financially for their future university education costs.

Because of ever-rising job market expectations, funding a tertiary education for the next generation is a critical financial goal for most people. According to Rajen Devadson, there are several stages where parent save for their child's

2. Literature Review

Prime Minister Datuk Seri Dr Mahathir Mohammad (Borneo Post, September, 2002) announced that out of the RM109.8 billion, 27 percent or RM29.6 billion would be allocated for education in his speech during Budget 2003 announcement. Through the education budget, a loan scheme will be created through financial institutions to provide loan for students furthering their studies.

Rajen Devadson (The Star, Saturday, November 30 2002) said that because of ever-rising job market expectations, funding a tertiary education for next generations is a critical financial goal for most people. He stress that the best time to start saving for your kids' education is before they are born. The second best time is when they are born, and the third best time is today. The absolute worst time is some elusive "tomorrow" that you think you'll get to after you're taken care of more urgent (but less important) issues.

State Deputy Director of Education Encik Mohamad Abdul Rahman stated that although the government had allocated funds for further education for the benefits of poor students, one should however, not be overly dependent on such funds, which are actually very limited. He was disappointed with the reluctance of many parents to save for their future education of their children. There are parents who preferred to squander their money over unnecessary purchases or for personal pleasures.