



THE DETERMINANTS OF FINANCIAL BEHAVIOUR AMONG
PRIVATE EMPLOYEES IN SELANGOR, MALAYSIA

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ABSTRACT

This study investigates factors affecting financial behaviour by examining the relationships among three factors including financial attitude, financial knowledge, and financial goals. The research model is examined by using a survey approach on the employees in Phileo Damansara 1. In the paper, Cronbach's alpha, Pearson's Correlation Coefficient and Multiple Regression analysis were used for measuring the relationships. The findings suggest that, all three key factors have effects on financial management behaviors. On the basis of the study, all variables are influenced by financial behaviour. These three variables involved financial attitudes, financial knowledge and financial goals. Based on the results of this research, a correlation analysis was conducted to examine the relationship between financial attitudes, financial knowledge, financial goals and financial behaviour. The result shows that all variables significantly associated with financial behaviour. In addition, regression analysis was conducted to examine the relationship between three independent variables and a dependent variable to look for the most influential factor on financial behaviour. The result shows that financial attitude is most influenced by financial behaviour. Therefore, these findings could be useful references for related organizations as well as financial institutions that are interested in developing financial behaviour. Thus, all the research aims have been answered in this chapter.

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