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**FACTORS INFLUENCING STUDENTS' SPENDING  
HABITS IN MALAYSIA**



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**Universiti Utara Malaysia**

**MASTER OF SCIENCE (FINANCE)  
UNIVERSITI UTARA MALAYSIA  
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**FACTORS INFLUENCING STUDENTS' SPENDING HABITS  
IN MALAYSIA**



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**Thesis Submitted to**

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Othman Yeop Abdullah  
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# **FACTORS INFLUENCING STUDENTS' SPENDING HABITS IN MALAYSIA**

## **ABSTRACT**

The spending habits of students nowadays has become a major concern in our society in view of the increase in bankruptcy cases and social problems among younger generation in Malaysia which are often associated with their financial instability due to poor individual financial management. This study aims to know the factors influencing the spending habits of students and to fill the knowledge gap on their spending. In this study, dependent variable is spending habits, and four independent variables have been determined, namely product usage and purchasing power, social status, promotional approaches and prestige. The respondents of this research are college students currently studying at the colleges located in Klang Valley, Malaysia, The method used is a Quantitative Approach by survey through questionnaires which are adapted for this study in addition to questionnaires adopted from previous researchers of which the Cronbach Alpha Coefficient value is greater than 0.70. A total of 384 samples of the questionnaires have been collected manually and via e-mail from the college students, age 17-22. The significance of data has been determined using Descriptive Statistics, Normality Test, Frequency Test, Validity Test, Factor Analysis, Reliability Test and Multiple Regression Analysis. This study has concluded that prestige factor, promotional approaches and social status are factors which influence the spending habits of the students, whereas the product usage and purchasing power do not have significant influenced the students' spending habits, but there is an indirect factor influencing the spending habits because it is correlated to prestige factor and promotional approaches. Nevertheless the results of this research only reflect the finding from limited students in Klang Valley, further efforts to conduct the research on a national basis would be beneficial, which should include students in rural areas, small town and other cities to reflect the demographic composition of Malaysia.

**Key words:** college student, spending habits, financial literacy, product usage, purchasing power, social status, promotional approaches and prestige.

## **FAKTOR-FAKTOR YANG MEMPENGARUHI TABIAT PERBELANJAAN PELAJAR-PELAJAR DI MALAYSIA**

### **ABSTRAK**

Tabiat perbelanjaan di kalangan pelajar pada masa kini telah menjadi perhatian utama dalam masyarakat kita berikutan peningkatan kes kebangkrapan dan masalah sosial di kalangan generasi muda di Malaysia yang sering dikaitkan dengan ketidakstabilan kewangan mereka disebabkan pengurusan kewangan individu yang lemah. Kajian ini bertujuan untuk mengetahui faktor yang mempengaruhi tabiat perbelanjaan di kalangan pelajar dan untuk mengisi jurang pengetahuan mengenai perbelanjaan mereka. Dalam kajian ini, pembolehubah bersandar adalah tabiat berbelanja, dan empat pembolehubah bebas telah ditentukan, iaitu penggunaan produk dan kuasa beli, status sosial, pendekatan promosi dan prestij. Responden kajian ini terdiri daripada pelajar-pelajar kolej di sekitar Lembah Klang, Malaysia. Kaedah yang digunakan ialah Pendekatan Kuantitatif melalui proses soal selidik berdasarkan soalan-soalan yang telah disesuaikan untuk kajian ini dan termasuk juga soalan soal selidik yang digunapakai oleh penyelidik sebelum ini dengan nilai Cronbach Alpha melebihi 0.70. Sebanyak 384 set borang soal selidik telah dikumpul secara manual dan melalui e-mel daripada pelajar kolej, berumur di antara 17-22. Kepentingan data telah ditentukan dengan menggunakan Statistik Deskriptif, Ujian Kenormalan, Ujian Frekuensi, Ujian Kesahan, Analisis Faktor, Ujian Kebolehpercayaan dan Analisis Regresi Pelbagai. Kajian ini merumuskan bahawa prestij, pendekatan promosi dan status sosial adalah faktor-faktor yang mempengaruhi tabiat perbelanjaan pelajar. Namun begitu, kajian ini merumuskan bahawa penggunaan produk dan kuasa beli bukanlah factor yang mempengaruhi tabiat perbelanjaan pelajar, sebaliknya ia mempengaruhi tabiat pelajar secara tidak langsung kerana ia ada berkaitan dengan prestij dan pendekatan promosi. Walau bagaimanapun hasil kajian ini hanya memberi gambaran maklumbalas daripada pelajar kolej yang terhad di Lembah Klang, usaha selanjutnya untuk menjalankan penyelidikan di peringkat nasional akan dapat memberi manfaat, yang mana harus termasuk pelajar-pelajar di kawasan luar bandar, bandar kecil dan bandar-bandar lain untuk mencerminkan komposisi demografi Malaysia.

Kata kunci: pelajar kolej, tabiat perbelanjaan, literasi kewangan, penggunaan produk, kuasa pembelian, status sosial, pendekatan promosi dan prestige.

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## TABLE OF CONTENTS

	Page
Certification of Thesis Work	ii
Permission to Use	iii
Abstract	iv
Abstrak	v
Acknowledgement	vi
Table of Content	vii
List of Tables	ix
List of Figures	xi
List of Abbreviation	xii
CHAPTER ONE	
INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statement	4
1.3 Research Questions	7
1.4 Research Objectives	8
1.5 Significance of the Study	8
1.6 Scope and Limitations of the Study	9
1.7 Organization of the Thesis	14
CHAPTER TWO	
LITERATURE REVIEW	
2.0 Introduction	16
2.1 Theoretical Underpinning	16
2.2 Spending Habits	20
2.3 Product Usage and Purchasing Power	20
2.4 Social Status	22
2.5 Promotional Approaches	23
2.6 Prestige	24
2.7 Research Model and Hypothesis	25
2.8 Chapter Summary	25

		Page
CHAPTER THREE	RESEARCH METHODOLOGY	
	3.0 Introduction	27
	3.1 Research Framework	27
	3.2 Hypothesis/Propositions Development	28
	3.3 Research Design	32
	3.4 Operational Definition	33
	3.5 Measurement of Variables/Instrumentation	34
	3.6 Data Collection	39
	3.7 Sampling	40
	3.8 Data Collection Procedures	41
	3.9 Techniques of Data Analysis	43
	3.10 Pilot Test	45
	3.11 Chapter Summary	53
CHAPTER FOUR	RESULTS AND FINDINGS	
	4.0 Introduction	55
	4.1 Descriptive Statistics	55
	4.2 Normality Test	56
	4.3 Descriptive Statistics for Demographic Profile	57
	4.4 Validity Test	66
	4.5 Factor Analysis	68
	4.6 Reliability Test	71
	4.7 Checking Relationship between Variables	72
	4.8 Hypothesis Tests	76
	4.9 Chapter Summary	80
CHAPTER FIVE	RESEARCH METHODOLOGY	
	5.0 Introduction	83
	5.1 Findings on Product Usage and Purchasing Power	83
	5.2 Findings on Social Status	84
	5.3 Findings on Promotional Approaches	86
	5.4 Findings on Prestige	87
	5.5 Theoretical and Practical Contribution of the Study	88
	5.6 Recommendations for Future Research	90
	5.7 Conclusion	91
REFERENCES		93
APPENDICES		101

<b>LIST OF TABLES</b>		<b>Page</b>
Table 1.1	Financial Challenges faced by undergraduates.	6
Table 1.2	2010 Malaysia Population Distribution By Age Group	11
Table 1.3	2010 Malaysia Population Distribution By State	13
Table 3.1	Reliability Test - Cronbach's Alpha	36
Table 3.2	Survey Questionnaire Design	42
Table 3.3	Descriptive Statistics Test for Components	46
Table 3.4	Descriptive Statistics – Skewness and Kurtosis	46
Table 3.5	KMO and Bartlett's Test - Overall	47
Table 3.6	Communalities	48
Table 3.7	Total Variance Explained-Initial Eigenvalues	49
Table 3.8	Rotated Component Matrix	51
Table 3.9	Reliability Test for Components	52
Table 4.1	Descriptive Statistics Test for Components	55
Table 4.2	Descriptive Statistics – Skewness and Kurtosis	56
Table 4.3	Test of Normality – Shapiro-Wilk	56
Table 4.4	Frequency Table – Age	57
Table 4.5	Frequency Table – Gender	58
Table 4.6	Frequency Table – Marital Status	58
Table 4.7	Frequency Table – Race	59
Table 4.8	Frequency Table – State	60
Table 4.9	Frequency Table – Major field of study	61

	Page
Table 4.10	Frequency Test - What is Your Parents' Highest Education Attained? 62
Table 4.11	Frequency Test - Parents' Monthly Income Zone 63
Table 4.12	Frequency Test - Allocation of Money For Emergency 65
Table 4.13	Frequency Test - Do You Consistently Spend More Than You Have? 65
Table 4.14	KMO and Bartlett's Test - Overall 66
Table 4.15	Communalities 67
Table 4.16	Total Variance Explained-Initial Eigenvalues 68
Table 4.17	Rotated Component Matrix 70
Table 4.18	Reliability Tests for Components 71
Table 4.19	The Correlation results for all variable relationships 72
Table 4.20	Component Correlation Matrix 74
Table 4.21	Product Usage and Purchasing Power – Total Statistics 76
Table 4.22	Social Status – Total Statistics 77
Table 4.23	Promotional Approaches – Total Statistics 78
Table 4.24	Prestige Factor– Total Statistics 79

<b>LIST OF FIGURES</b>		<b>Page</b>
Figure 3.1	Theoretical Framework	28
Figure 3.2	Strength of Association Guideline	45
Figure 3.3	Scree Plot – Eigenvalues	50
Figure 4.1	Scree Plot - Eigenvalues	69



## LIST OF ABBREVIATION

CCIR	Central Credit Reference Information System
DV	Dependent Variables
IBM SPSS	Statistical Package for Social Science version 22
IV	Independent Variables
KMO	Kaiser-Meyer-Olkin
MVM	Muslim Volunteer Malaysia Association
PA	Promotional approaches
PF	Prestige factor
PU	Product usage and purchasing power
PTPTN	National Higher Fund Corporation
SD	Standard Deviation
SE	Standard Error
SH	Spending habits
SS	Social Status



# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of The Study

Spending habits cannot be separated from the daily life of the people due to the rapid change of the competitive global business environment. It resulted the decision-making has become complicated and more complex. This phenomenon impacts the students' life as they exposed to advertising campaigns, internet provider and electronic purchasing facility.

According to social learning theory, spending habits defined as a learned habits that influence by parents and other influential individuals. Therefore, predominantly, one that is passed from generation to generation. In the United States, Spending by the students have been identified as an important component of total consumer spending. Wong & Smith (2002) stated that the students are one of the most important markets for many businesses based on the size and characteristic of the market. Ring (1997) concluded that the full time students spent \$23 billion on essential items such as books, tuition ,food and rent, whereas another \$7 billion was spent on nonessential items such as accessories, fashion and entertainment.

Spending habits has never been stable. It changed over the time, especially among college students. In the ages past, clothes, printing and stationery, books

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developing financial and economic education programs which will help the students in managing their personal financial in the most effective manner. In addition, this study will be very informative for the marketers in identifying and taking steps to improve their products.

At the end of this chapter, an area of improvement to this study had been recommended. Future measures for this research to be conducted on a national basis which should include rural areas, small towns and other cities to reflect the demographic composition of Malaysia and to increase the number of factors such as gender, family background, marital status, financial literacy, parental and peer influences that being used in conducting the research.



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