

7. Determinants of Personal Financial Management Behavior among Debre Markos University Staffs

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Abstract

Today, personal financial management behavior has received an increasing concern of researchers because failure in managing an individual's finance can lead to serious long-term consequences not only for that person but also for the society. Therefore, the objective of the study is to investigate the determinants of personal financial management behavior among Debre Markos University staffs. Explanatory and descriptive quantitative cross-sectional study was employed to investigate this study. A total of actual 224 Debre Markos University staffs were used as a sample for data collection and two stage proportional stratified random sampling was used to select the required sample size. Primary data was collected using structured survey questionnaire. The survey instrument was developed by integrating the constructs from family resource management model and theory of planned behavior together with financial anxiety, self-control, income and age. Descriptive statistics and multiple linear regression were used to analyze the collected data. The findings from descriptive statistics indicated that the majority of the respondents have below average personal financial management practice whereas the findings from multiple linear regression revealed that financial knowledge and self-control have significant positive effect on individual's personal financial management behavior while subjective norm has significant negative effect. However, financial attitude, financial anxiety, income and age have no significant effect on individuals' personal financial management behavior. Hence the researcher recommends that in order to educate the general public about personal financial management, financial institutions and higher educational institutions should provide personal financial management education using different channels such as seminars and workshops.

Key Words: *Personal financial management, family resource management model, theory of planned behavior, financial education, financial Anxiety.*

1. Introduction

1.1. Background of the Study

Empirical evidence indicated that today people have much more money than they used to have generations ago; however, financial experts and researchers agree that the amount of knowledge on how to manage that money hasn't kept pace- not at all (Maura, 2012). Planning and managing our finance and putting it into implementation are very important for every individual. Every individual must know how to manage their money, and it helps not only to set up our household budget but also to save for the future as well as plan for our retirement and invest for our better future. This is also important as every individual would like to live debt free and not going through stressful life, working until our old age just to survive and educate children. Every human being should have this awareness and know the importance of their financial planning and management.

Financial management deals with managing money in all areas of life. Financial management includes personal financial management and organization management. Personal financial management helps us to manage the finance of our home which includes budgeting, saving, investing, debt management and other aspects related to personal money where by an individual can achieve personal goals. Failure in managing an individual's finance can lead serious long-term consequences not only for that person but also for enterprise, society (Ismail et al., 2011, as cited in Mien and Thao, 2015). Hence, personal financial management behavior has received an increasing concern of researchers in recent years.

Many definitions are given with regard to this concept; for example, according to Bimal (2011) personal financial management is defined as the process of controlling income and organizing expenses through a detailed financial plan while Skripak (2016) defined personal finance as the application of financial principles to the monetary decisions that you make either for your individual benefit or for that of your family. Similarly, in the study by Deacon and Firebaugh (1988), personal financial management is defined as the set of behaviors performed regarding the planning, implementing, and evaluating involved in the areas of cash, credit, investments, insurance and retirement and estate planning. Learning to keep track of money coming in, and tailoring the use of this money to fit expenses provides a systematic way and utilizing income (Joseph, 2009). Personal financial management is a key component to making our money work

for us. It is also very important for every individual to plan and manage their personal finances in order to lead a happy life. It is important for every individual to have personal financial plan in order to meet their financial goals and obligation, help to retire in comfort, achieve financial freedom, make rational financial decisions and take advantage of every financial opportunity. We are all not born with these knowledge, so it should be everyone's responsibility to learn the strategies to plan and manage our personal financial as this does not only help to lead us to a happy life but also contribute to the development of the nation in the long run (Munohsamy, 2015).

Financial products have increased faster than the knowledge required to acquire these products (Monyoncho, 2010). Strengthening of any economy depends upon the financial well-being of the residents of the country. Past researches show that financial well-being of an individual depends upon their financial behavior, which in turn depends upon attitude towards personal financial planning and the financial literacy of an individual. Stable personal financial management practice also plays critical role for financial well-being of an individual (Patel, 2017).

Financial decision making in the case of individuals and households is not a simple process, with many influencing factors. To investigate the factors that determine personal financial management, vast amounts of researches have been done in developed countries and majority of the studies are done on graduate or post graduate students, with varying degrees of detail and specialization (Ciumara, 2014). For example a study conducted by Mien and Thao (2015) in Vietnam to investigate factors affecting personal financial management behaviors by examining the relationships among four factors including personal financial attitude, financial knowledge, locus of control and financial management behaviors revealed that all these factors have significant effect on personal financial management behavior of individuals. Specifically, the finding revealed that financial attitude and financial knowledge were significantly and positively related to financial management behavior whereas external locus of control had negative effect on financial management behavior. In their study the integration of family resource management model and the theory of planned behavior were used. According to this model, social psychological variables such as attitude, affect perceived ability or perceived behavioral control,

and past experience have significant influence on money-management behavior (Kidwell and Brinberg, 2003).

Researches' conducted in developing countries indicated that personal financial management is in a lower level among individuals and households. For instance, Nyamute & Maina, 2011 in Kenya as well as Rajna et. al., 2011 in Malaysia, as cited in Matewos and Abiy (2015) suggested that personal financial management capability of employees in developing countries is found at lower level. Signs of Lower personal financial management behavior includes: regularly running out of money (poor budgeting practice), unable to pay due bills on time, poor saving practice, unable to identify best investment alternatives, insufficient income after retirement, poor debt management practice, unable to sustain during income shock, regularly feeling emotionally stressed about money and many others etc. (Monyoncho, 2010, Matewos and Abiy, 2015).

However, in Ethiopia empirical evidences are very scarce and not comprehensive. As per the knowledge of the researcher, the only pilot research conducted in Jimma Ethiopia shows results similar to other developing countries. Their finding by calculating personal financial management capability composite index (CPFMCI) revealed that personal financial management practices are not widely used by employed people in Jimma town which implies that personal financial management is in a lower level (Matewos and Abiy, 2015). The change in the financial scenario of the world put many families in jeopardy and many were declared bankrupt (Monyoncho, 2010) in which Ethiopia is not exceptional. This provides the researcher with the opportunity to investigate the determinants of personal financial management behavior.

Therefore, due to the lower level of personal financial management behavior as well as limited empirical evidences in Ethiopia, the aim of this study was to identify the factors responsible for low personal financial management behavior as well as to assess the current practice of individuals' personal financial management behavior.

1.2. Scope of the Study

Conceptually, the scope of this research is limited to investigate the factors that affect personal financial management behavior of individuals based on integration of family resource

management model and the theory of planned behavior. In the context of this study personal financial management refers to the process of controlling income and organizing expenses through a detailed financial plan from individuals' perspective (Bimal, 2011). The target population of the study is limited to DebreMarkosUniversity staff's only.

2. Literature Review

2.1. Empirical Literature Review on determinants of Personal Financial Management Behavior

With regard to the factors that affect individuals' personal financial management behavior a number of empirical studies were conducted in the past. Accordingly, the important factors responsible for individuals' personal financial management behavior were discussed below.

A study conducted by Mien and Thao (2015) in Vietnam to investigate factors affecting personal financial management behaviors by examining the relationships among four factors including personal financial attitude, financial knowledge, locus of control and financial management behaviors revealed that all these factors have significant effect on personal financial management behavior of individuals. In their study the integration of family resource management model and the theory of planned behavior were used to investigate the factors affecting personal financial management behavior. Social psychological variables such as attitude have significant influence on money-management behavior (Kidwell and Brinberg, 2003).

The research findings by Loke (2017) in Malaysia with regard to the impact of demographic factors on individuals' financial management behavior shows that income, education, age and financial knowledge have significant effect on individuals' financial management behavior. The implication of this finding with regard to income is that compared to middle and high income earners, low income earners are more likely to have poor financial management behavior. In other words, low income earners tend to encounter liquidity constraint problems which result in failure to live within their means or are inadequately prepared for unexpected circumstances. Furthermore, irregular or seasonal income hinders an individual from planning their finances better, resulting in a poorer financial management behavior. Loke (2017) on his empirical study also suggested that with maturity, the older individuals would be more capable in managing finances especially in terms of living prudently and having better financial protection planning

for unforeseen circumstances but contradictory result is obtained with regard to the impact of age on financial management behavior. In addition, his finding imply that as a significant factor on financial management behavior, the positive role of higher education and higher financial knowledge on overall financial management behavior reinforces the importance of equipping individuals with the necessary knowledge to help them in managing their finances optimally. Here financial knowledge is expressed in terms of ability to calculate time value of money, calculation of simple and compound interest rate, interest paid on loan, risk and return calculation and the like. In line with this finding Carlson, Britt, and Goff (2015) also obtained that better financial management behavior is associated with higher perceived financial knowledge.

Self-control which represents the ability of our future selves to control our current self positively influences people's financial behavior as well as their subjectively perceived financial well-being. Respondents with good self-control were more likely to regularly save money from their income, which means that they are better prepared to manage unforeseen expenses and more likely to have enough money for their retirement. In other words the implication is that people with good self-control suffer from less anxiety connected to financial matters and are more secure and confident in their current and future financial situation (Strömbäck et al., 2017).

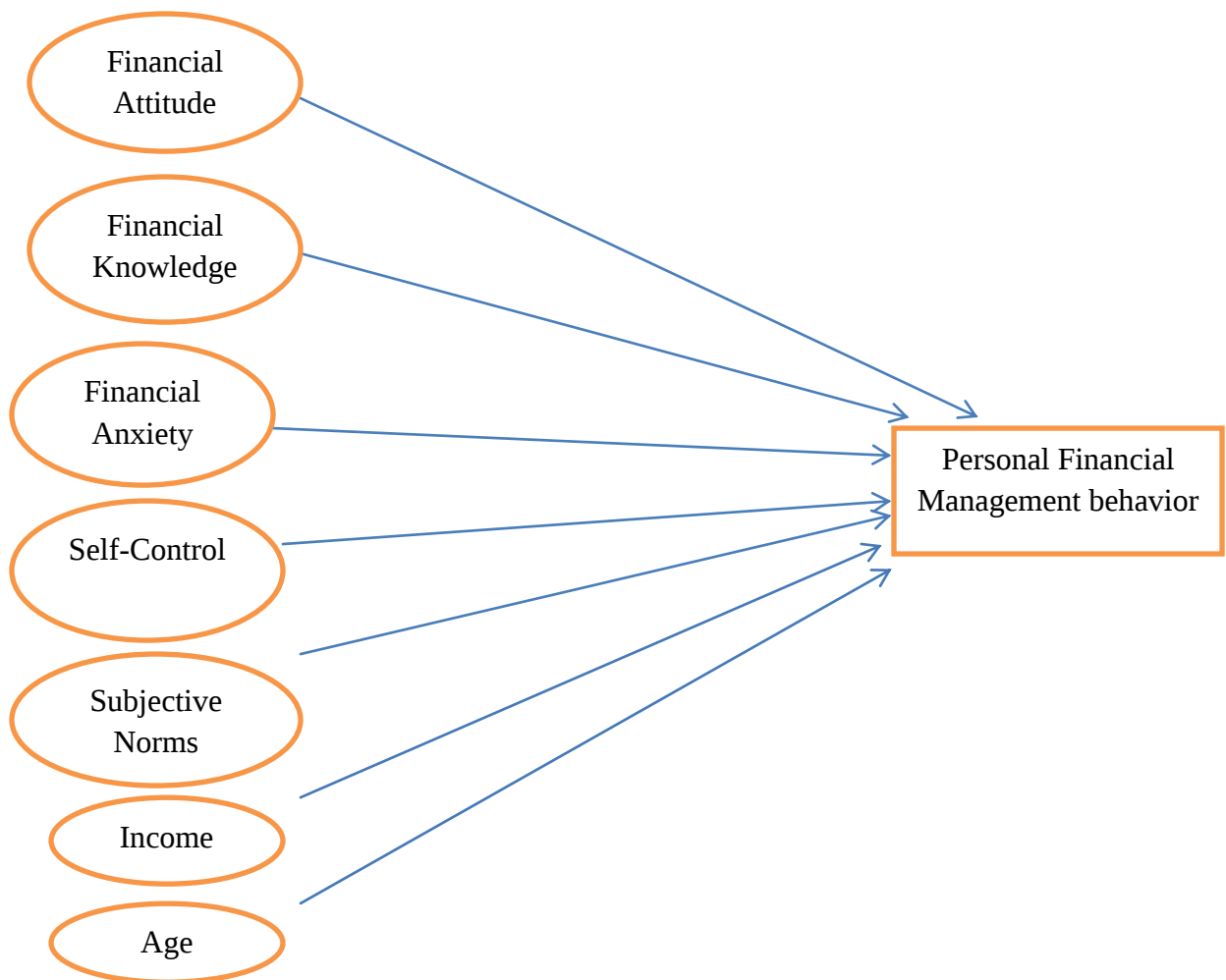
With regard to the impact of financial anxiety on financial management behavior Carlson, Britt, and Goff (2015) found that individuals with high levels of financial anxiety were more likely to report worse financial behaviors than others with lower levels of financial anxiety and they got anxiety as the most predictive influencer of financial behaviors in their study. Furthermore, Carlson, Britt, and Goff (2015) also found that individuals with better past financial behaviors (i.e., less credit card debt and more emergency savings) were more likely to report better financial behaviors. This underscores the importance of starting positive financial behavior habits early in order to avoid poor future financial behaviors.

Ciumara (2014) on his study to select the most relevant factors that influence individual financial decisions identified that financial education and literacy are the most influential factors for personal financial management behavior of individuals.

2.2. Research / Conceptual Model

Based on the findings from the above empirical literature review the following research model was developed by including variables like financial anxiety, self-control, age and income with the integrated model of family resource management model and the theory of planned behavior. According to the model presented below personal financial management behavior is dependent (endogenous) variable whereas financial knowledge, financial attitude, financial anxiety, self-control, subjective norm, age and income are exogenous or independent variables.

Figure 1: Conceptual Framework



Definition of Variables

Financial Knowledge

The term financial knowledge is defined as sufficient knowledge about facts on personal finance and is the key to personal financial management behaviors (Garman and Forgue, 2006).

Financial Attitude

Financial attitude is defined as beliefs and feelings about money (Falahati and Paim, 2011).

Self-Control

It represents the ability of our future selves to control our current self (Strömbäck et al., 2017) or it indicates how much control a person feels that he or she has over a given situation (Carlson, Britt, and Goff, 2015).

Financial Anxiety

It refers to a person's physiological state that has been shown to either enhance or decrease the feeling of individual responsibility (Rosenstock, Strecher, & Becker, 1988; as cited in Carlson, Britt, and Goff, 2015).

Subjective norms

A subjective norm is defined as "person's "perception of social pressure to perform or not to perform a given behavior" (Ajzen, 1988, p.132).

Income: In the context of this study income refers to salary plus any additional money earned from other sources (if any).

Age: It refers to the number of years an individual has been alive.

3. Research Methodology

3.1. Research Design

A research design is defined as the conceptual structure within which research is conducted. Therefore, this study is a combination of explanatory and descriptive study in nature and from research approach perspective it is more of quantitative research.

3.2. Population and Sampling

The study population for this study includes both administrative and academic staff of Debre Markos University and samples were taken from randomly selected five colleges (college of business and economics, college of social science and humanities, college of natural and

computational studies, college of agriculture and natural resource and college of health science). Two stages proportional stratified random sampling technique was applied to select the required sample size from each college and from administrative staffs. The first stratification was administrative staff Vs academic staff whereas the second was college based stratification. Administrative staffs were selected randomly across the university but not in each college. College wise stratification is only for academic staffs. To maintain its proportionality, more questionnaires were distributed to colleges having large number of academic staff.

3.3. Sample Size Determination

Based on the recommendations of Hair, Black, Babin, and Anderson (2010), the sample size should be at least 15-20 observations per variable for generalization purposes. Coromina (2014) also suggested that for continuous and normal data, sample sizes in the 200-500 ranges are usually enough for data analysis. Hence, based on these justifications, and by giving allowance for errors and non-response rates, a total of 350 (7 variables*50 observation for each variable) respondents were considered as acceptable sample size for the current study.

However, the actual collected sample size of the study was 285 which gives a response rate of 81%. The remaining 65 respondents did not return their questionnaire (25 academic and 40 administrative). From a total of 285 questionnaires collected, 61 (23 academic and 38 administrative) of them were rejected due to errors while filling the questionnaire. Therefore, the actual sample size used for analysis in this study was 224.

3.4. Sources of Data and Method of Collection

Both primary as well as secondary sources of data were used. However, only primary data was used for data analysis purpose. In this study secondary data was obtained from previous empirical studies and used as a literature review. On the other hand, primary data was collected by administering well-structured questionnaire to the target respondents.

3.5. Development of Measurement Instrument

This study used the survey method to collect the required cross-sectional data. A self-administered questionnaire was developed based on extensive literature review and respondents were asked to indicate their levels of agreement based on items developed using five point likert

scale ranging from strongly disagree (1) to strongly agree (5). A higher score indicated higher agreement on the construct items. To ensure content validity, items selected to measure each construct were mainly adopted from prior studies with significant modifications to fit the current study and Cronbach Alpha was used to check reliability of the instrument.

3.6. Method of Data Analysis

In this study, the intention is to investigate the determinants of personal financial management behavior among Debre Markos University staffs as well as to assess the current practices and challenges of personal financial management behavior. Therefore, to achieve this objective, the data were collected, coded, entered and cleaned; they were made to go through both descriptive and inferential statistics technique of data analysis. The inferential statistics used for this study was Multiple Linear Regression using SPSS version 21.

Econometric Model specification

Regression is an attempt to explain movements in a variable with reference to movements in one or more other variables (Brooks, 2008). The researcher used multiple linear regression model to show the effect of each construct on individual's personal financial management behavior as explained below.

$$\mathbf{PFM} = \beta_0 + \beta_1(\mathbf{FA}) + \beta_2 (\mathbf{FK}) + \beta_3 (\mathbf{SC}) + \beta_4 (\mathbf{SN}) + \beta_5 (\mathbf{FAX}) + \beta_6(\mathbf{AGE}) + \beta_7(\mathbf{INCOME}) + \epsilon$$

Where:

- **PFM**= Personal Financial management (measured using total likert scale items score)
- **β_0** = intercept of the regression line;
- **β_1 to β_7** = slope coefficient of the regression line;
- **FA** = Financial attitude (measured using total likert scale items score)
- **FK** = Financial knowledge (measured using total likert scale items score)
- **SC** = Self-control (measured using total likert scale items score)
- **SN** = Subjective Norms or Social influence (measured using total likert scale items score)
- **FAX** = Financial Anxiety (measured using total likert scale items score)
- **AGE**= Age of the individual measured in years

□ **INCOME**= Average monthly net income of the individual or staff measured in Birr

□ ε = random error term

To check the validity of the model major classical linear assumptions such as normality, autocorrelation, Multicollinearity and Homoscedasticity were tested as presented under the results and discussion section.

4. Results and discussions

4.1. Introduction

This chapter presents the analysis, discussion and inferences made on the basis of the responses obtained. All the data obtained were coded and entered in to SPSS version 21.0 and inferences were made based on the result.

Table 1: Demographic Profile of respondents

Variables	Category	Frequency	Percent
Gender	Male	164	73
	Female	60	27
Marital status	Married	172	77
	Single	52	23
Educational level	Diploma	16	7
	First degree	64	29
	Second degree	124	55
	Third degree (PhD) and above	20	9
Religion	Orthodox	220	98
	Muslim	4	2
College	Business and economics	54	24
	Social science and Humanities	42	19
	Agriculture and Natural Resource	28	13
	Natural and Computational science	64	29
	Health science	36	16
Occupation	Academic staff	152	68

	Administrative staff	72	32
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Source: survey questionnaire (2020)

Table 2: Personal financial management practice

Variables	Category	Frequency	Percent
Do you know how to manage your personal finance?	Yes	155	69
	No	69	31
Source of knowledge about personal financial management	Friends and relatives	20	9
	Seminars and workshops	4	2
	College / university	44	20
	Books	10	4
	From day to day life experience	132	59
Personal financial management status	Very poor	23	10.3
	Poor	83	37
	Average/good	101	45
	Very good	13	6
	Excellent	4	2
Reasons for ineffective personal management practice	Lack of commitment	40	18
	Family influence	48	21
	Lack of financial literacy	20	9
	Unexpected events	76	34
	Focus on short term goals	28	13
	Unlimited demand	40	18
	Peer pressure	4	2
	others	2	1

Source: survey questionnaire (2020)

NB: The sum under source of knowledge about personal financial management is greater than from the total of 155 respondents who replied yes for the question *do you know how to manage your personal finance?*, this is due to the

fact that respondents were given the chance to choose more than one answer and the same is true regarding the response for personal financial management status.

The results presented in table 2 above indicated that majority of the respondents, 155 (69%), replied that they have the knowledge of financial management and day to day life experience and college or university education were the major sources of personal financial management knowledge (132 /59% and 44 /20% respectively). Majority of the respondents (207 or 92.4%) had average and below average financial management practice or status. Unexpected events, family influence, lack of commitment and unlimited demand are the major reasons or challenges behind individual's average and below average personal financial management practice.

Table 3: Descriptive Statistics

	N	Mean	Std. Deviation
	Statistic	Statistic	Statistic
Financial attitude	224	3.8679	0.58136
Financial Knowledge	224	3.9802	0.78097
Self-control	224	3.9714	0.70201
Subjective Norms	224	4.0714	0.84873
Financial Anxiety	224	3.1488	0.9384
Personal Financial Management	224	3.0146	0.57773
Valid N (listwise)	224		

Source: survey questionnaire (2020)

The mean value result in table 3 above indicates the average value of all respondents' response in a given question statement. Accordingly, the descriptive statistics result of the variables indicated that individuals have positive attitude towards personal financial management (mean=3.8679, std.dev=.0.58136); they have above average knowledge about personal financial management (mean=3.9802, std.dev=0.7809), self-control or decision making power about their finance (mean=3.9714, std.dev=0.70201), financial anxiety or worry behavior (mean=3.1488, std.dev=0.9384), and personal financial management behavior or practice (mean=3.0146, std.dev.=0.5777). Nevertheless, the above average mean value of subjective norms indicated that individual's personal financial management behavior is highly influenced by others (relatives,

friends, families and colleagues)(mean=4.0714, std.dev=0.84873). The average mean value of personal financial management practice seems to contradict with the results presented in table 2 but the implication is that having the knowledge of personal financial management alone is not a guarantee for good personal financial management practice due to the reasons mentioned in table 2 above. The standard deviations for most of the variables were less than one which indicates that the item scores for each construct were distributed around the mean score or it shows the normality distribution of the sample (Tabachnick&Fidell, 2007).

Table 4: Reliability statistics

S.No	Construct / Variable	Number of items	Cronbach's Alpha
1	Financial Attitude (FA)	10	0.776
2	Financial Knowledge (FK)	9	0.840
3	Self-control (SC)	5	0.625
4	Subjective Norms (SN)	4	0.608
5	Financial Anxiety (FAX)	4	0.728
6	Personal Financial Management (PFM)	12	0.704

Source: Survey questionnaire (2020)

As indicated in the table 3 above, the reliability test result indicated that all the constructs included in the research model have Cronbach's alpha of above the minimum threshold cut of value of 0.6 or higher which suggests the existence of high internal consistency among the items measuring each latent construct (Hair et al., 2010). In addition, the validity of the instrument was checked and corrected by taking comments from experts (accounting professionals').

4.2. Diagnostics Tests (Major Regression Assumption Tests)

Table 4: Multicollinierity Test Statistics

Variable	Tolerance	Variance Inflation Factor (VIF)
Financial Attitude (FA)	0.675	1.482
Financial Knowledge (FK)	0.668	1.496
Self-control (SC)	0.884	1.132

Subjective Norms (SN)	0.885	1.131
Financial Anxiety (FAX)	0.89	1.124

Source: survey questionnaire (2020)

Table 4 above indicated that there is no multicollinearity problem because both the tolerance and variance inflation factors are within the normal range (i.e. tolerance level above 0.5 and VIF below 10) (Tabachnick&Fidell, 2007; Hair et al., 2010 and Pillant, 2011).

Table 5: Autocorrelation

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.725 ^a	0.526	0.511	0.40404	1.766
a. Predictors: (Constant), LNQ6, FK, FAX, SMEAN(Q2), SN, SC, FA					
b. Dependent Variable: PFM					

Source: survey questionnaire (2020)

According to Field (2009), the DW values under 1 or more than 3 are a definite cause for concern for autocorrelation. In this model the Durbin-Watson d = 1.766. Therefore, as per the result in this study (table 5), it can be safely assumed that there is no problem of autocorrelation in the multiple linear regression. In addition to DW test for autocorrelation, table 5 also indicated that 51.1% of the variation in the dependent variable is explained by explanatory variables used in this study.

Table 6: Model fitness -ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	39.17	7	5.596	34.278	.000 ^b
	Residual	35.261	216	0.163		
	Total	74.432	223			

a. Dependent Variable: PFM

b. Predictors: (Constant), LN (income), FK, FAX, AGE, SN, SC, FA

Table 6 above which tests whether the overall regression model is a good fit for the data or not indicated that the model is fitted with data used for regression because p-value of less than 0.05 implied that the independent variables under the study significantly predict the dependent variable ($F = 34.278$, $p = .000$) (Pllant, 2011).

Normality, Homoscedasticity and linearity Test using P-P Plot and Histogram

As presented under the appendix section the simplest diagnostic test used for normality is a visual check of Histogram and **normal probability plot**. The normal distribution forms a straight diagonal line p-p plot and to check whether the data is normal or not the plotted data values are compared with the diagonal. If a distribution is normal, the actual data distribution line closely follows the diagonal line (Tabachnick&Fidell, 2007 and Hair et al., 2010). Hence, the result from both p-p plot and histogram in this study indicated that there is no significant departure from normality; however, slight departure is expected in social science researches (Pllant, 2011). The result from P-P plot and Histogram also indicated that both the assumption of homoscedasticity and linearity were satisfied because Field (2009) stated that if the graph looks like a random array of dots evenly dispersed throughout the plot, the situation is an indicator of being meeting the assumption of homoscedasticity and linearity.

Table 7: Multiple Regression Output

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	0.403	0.718		0.561	0.575
	Financial Attitude (FA)	0.1	0.057	0.1	1.760	0.080
	Financial Knowledge (FK)	0.445	0.042	0.602	10.51	0.000
	Self-control (SC)	0.124	0.041	0.151	3.027	0.003
	Subjective Norms (SN)	-0.144	0.034	-0.212	-4.260	0.000
	Financial Anxiety (FAX)	-0.02	0.031	-0.033	-0.662	0.508
	Age	0.001	0.004	0.011	0.222	0.825
	Ln of average monthly net income	0.083	0.072	0.06	1.154	0.250

Source: Survey questionnaire (2020)

4.3. Discussion on multiple Regression Results

In order to investigate the effect of different factors included in the research model on individual's personal management behavior, the research model was tested using multiple linear Regression Model and the results are discussed below:

The effect of financial attitude on individual's personal financial management behavior indicated that financial attitude has no significant effect ($\beta=0.1$, $t= 1.76$ and $p=0.080$) on individual's personal financial management behavior. This implies that whether individuals have positive attitude towards personal financial management or not has no impact on their financial management practice or personal financial management is not influenced or explained by individual's financial attitude which is contrary to previous studies (Mien and Thao, 2015; and Loke, 2017).

The effect of financial knowledge on individual's personal financial management behavior indicated that financial knowledge has significant positive effect ($\beta=0.602$, $t= 10.51$ and $p=0.000$) on individual's personal financial management behavior. This implies that when individuals have better financial management knowledge, their personal financial management practice will also be better or improved or in other words the better they can understand financial terms, conditions, financial decisions and financial calculations, the better their personal management practice will be, which is consistent with previous studies conducted by Mien and Thao (2015) and Carlson, Britt, and Goff (2015). An empirical study conducted by Loke (2017) and Ciumara (2014) also states that the positive role of higher financial knowledge on overall financial management behavior reinforces the importance of equipping individuals with the necessary knowledge to help them in managing their finances optimally.

Similarly, self- control has also significant positive effect on personal financial management behavior ($\beta=0.151$, $t= 3.027$ and $p=0.003$) which implies that the more individuals have the right or power to make financial decisions by themselves without the intervention of other individuals, the better their personal financial management practice will be. Consistent with this finding, previous studies also state that respondents with good self-control were more likely to regularly

save money from their income, which means that they are better prepared to manage unforeseen expenses and more likely to have enough money for their retirement. In other words the implication is that people with good self-control suffer from less anxiety connected to financial matters and are more secure and confident in their current and future financial situation (Strömbäck et al., 2017).

In addition the result presented in table 7 also proves that subjective norms or social influence has significant negative effect on individuals personal financial management behavior ($\beta = -0.212$, $t = -4.26$ and $p = 0.000$) and this implies that colleagues, friends, families and the financial management practice of the general public have significant negative impact on individual's personal financial management behavior or in other words individuals personal financial management practice is negatively influenced by the intervention of their colleagues, friends and families.

However, the result presented in table 7 above indicated that financial anxiety, age and monthly average net income have no significant effect on individual's personal financial management practice with p-value of 0.508, 0.825 and 0.250 respectively which is contrary to previous studies conducted by Loke (2017) and Carlson, Britt, and Goff (2015).

5. Conclusion and Recommendation

Based on the main results drawn from multiple linear regression result, as explained in the discussion part of the study, it is possible to conclude that financial knowledge and self-control have positive significant effect on individual's personal financial management behavior whereas subjective norms or social influence has negative and statistically significant impact on individual's personal financial management behavior. However, financial anxiety, age and average monthly net income have no significant influence on personal financial management behavior among Debre Markos University staffs. Therefore, it is essential that financial education should be promoted as one of the life skills to be taught at school as well as higher education level so that individuals are empowered with basic financial knowledge. Further, in order to enhance individual's financial management decision and thereby to reduce the influence of other stakeholders' on individual's personal financial management behavior, financial

education (awareness creation) should be given to the entire society using financial media, seminars, workshops etc.

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