

FINANCIAL BEHAVIOR: THE IMPORTANCE OF PARENTAL FINANCIAL SOCIALIZATION AMONG COLLEGE STUDENTS IN NORTH SULAWESI



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Financial Behavior: The Importance of Parental Financial Socialization
Among College Students in North Sulawesi



3013.2021

ID : 3013.2021
Subjek: Financial Management

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FINANCIAL SOCIALIZATION
AMONG COLLEGE STUDENTS
IN NORTH SULAWESI**

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**Published by
President University**

Jababeka Education Park Jl. Ki Hajar
Dewantara, Kabupaten Bekasi 17550,
Indonesia
Telephone: +6221 89109762 - 63 (Ext. 404)
Email: lrpmu@president.ac.id
Website: www.president.ac.id
Published: April 2021
ISBN:

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This monograph is written to find out the drivers of youngsters' financial behavior based on parental financial socialization and financial literacy. Financial behavior is related to the money management ability of the youngsters from North Sulawesi, Indonesia. Financial socialization is a learning process about money management and developing skills in some financial practices such as budgeting, credit card use, banking, insurance, and saving which is learned from parents. Parents become the highlight since the youngsters grow by experiencing their parents' behavior towards finance. Once the youngsters grow, they learn about finance and become financial literate. However, financial literacy can be different meaning to different people (developed countries and developing countries); for the developed countries to be financially literate, they might require to know about insurance requirements, credit cards, and tax codes, but for developing countries, financial literacy is more like to know the basic concepts of wise borrowing, safe and secure savings, and budgeting. Since Indonesia is still a developing country, hence youngsters are expected to know only some basic concepts. Hence, this monograph will share insights on how to develop financial behavior among youngsters of North Sulawesi, Indonesia based on Parental behavior as well as their financial literacy. This monograph will also share the most significant factor in building the youngsters' financial behavior.

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