The Effect of African American College Students Attitudes and Beliefs on Financial Aid Disbursement Spending
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Agenda

- Research Question
- Literature review
- Model
- Propositions
- Benefits
- Questions
Research Question

- Does childhood education, parental spending, financial education in college, and media exposure effect African American college students attitudes and beliefs on financial aid spending?
Literature Review

- Teaching children to be financially literate has been mostly left to parents, yet studies have found that many parents do not have these skills themselves (Moschis, 1985)

- African Americans make 8 times more shopping trips than others (Selig Center of Economic Growth, 2012)

- African Americans watch 37% more television than the total market (Selig Center of Economic Growth, 2012)

- In 2011, the median net worth of a white household was 11% higher than an African Americans (Pew Research Center, 2011)
The behavioral patterns of college students show that there is an obvious lack of understanding of financial literacy (Harnisch, 2010).

Prior to their collegiate careers, college students have yet to practice financial responsibility and discipline (Nellie Mae, 2002).

Several studies have found evidence that individuals’ attitudes toward finances are associated with their spending habits, financial practices, and behaviors (Hayhoe, Leach, & Turner, 1999; Xiao, Noring, & Anderson, 1995).
Proposed Model

Childhood Education (Parental Guidance) → Parental Spending → Financial Education in College → Media Exposure

African American Spending
Propositions

• African American students will be more financially literate if they are taught by their parents (early childhood)

• African Americans students attitudes and beliefs will be effected if there were more emphasis on personal finance in college

• African Americans students attitudes and beliefs towards personal finance are effected by the financial behavior of their parents

• Less media exposure will have a positive effect on financial attitudes and beliefs of African Americans
Benefits

- This study provides insight on the factors that effect African Americans college students attitudes and beliefs towards financial aid spending.
- This study analyzes the possible challenges that have a negative effect on African Americans college students financial behavior.
- This study will highlight possible solutions that build financial literacy amongst African American collegiate students.
Questions?