

**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?

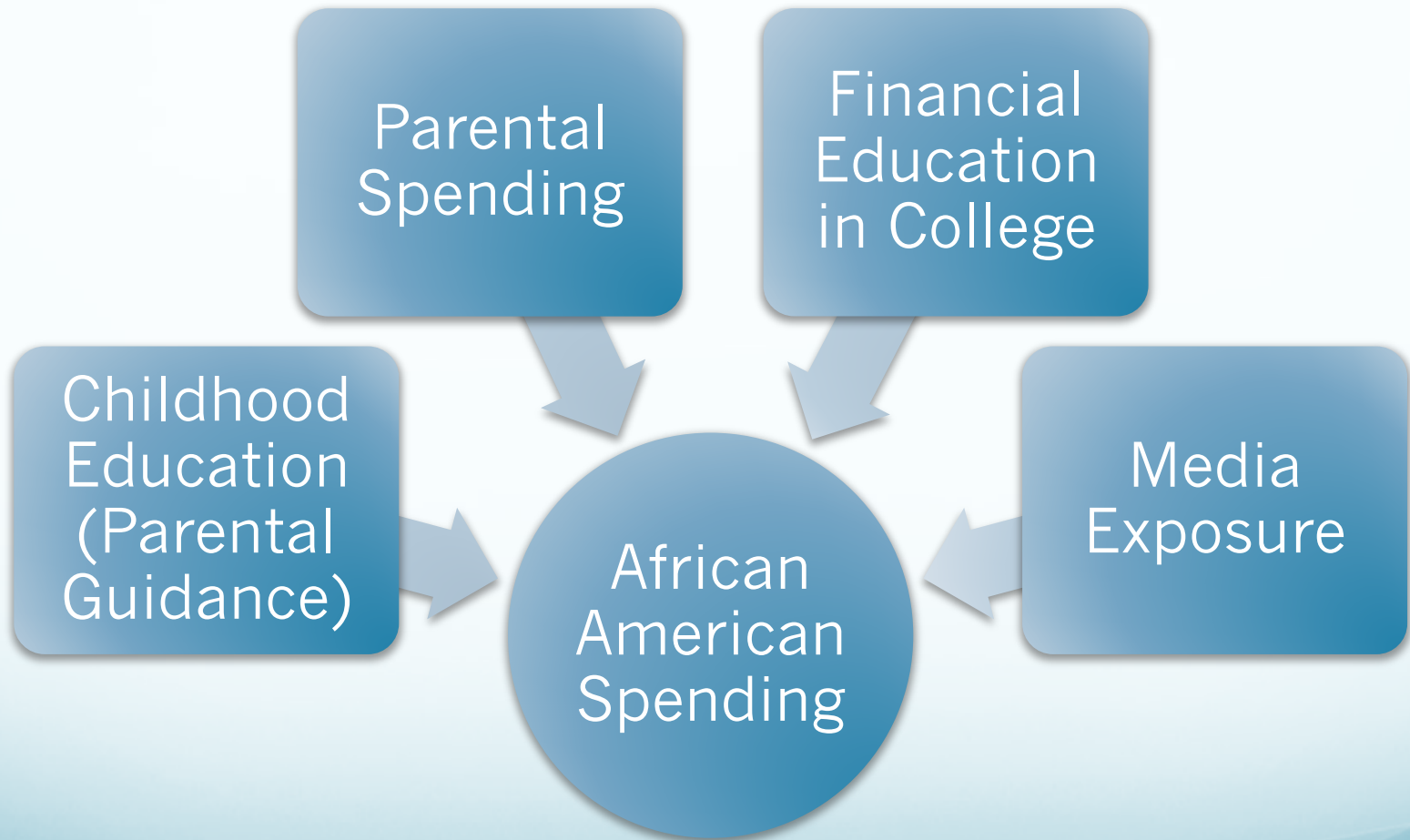
Literature Review

- 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)

Literature Review Cont.

- The behavioral patterns of college students show that there is a 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



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?