

# Analysis of Factors Influencing Personal Finance and Financial Management Behaviour: A Study in Hyderabad, Telangana

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**Abstract:** *This study investigates the factors influencing personal finance and financial management behaviour (FMB) among college students in Hyderabad, Telangana, a growing educational and technological hub. Acknowledging the critical need for effective financial management skills, particularly among young adults facing financial choices for the first time, the research addresses a gap in empirical studies focused on urban Indian students, specifically integrating psychological and educational variables. Using multiple linear regression on responses from 264 participants, the study examined the influence of income, higher education learning, financial knowledge, financial literacy, financial attitude, and locus of control on FMB. The findings indicate that income ( $B=0.158, p=0.005$ ), financial literacy ( $B=0.327, p<0.001$ ), and financial attitude ( $B=0.211, p<0.001$ ) are significant positive predictors of financial management behaviour. Higher education learning, financial knowledge, and locus of control were not found to be significant predictors in this model. The model explained approximately 27.1% of the variance in financial management behaviour ( $R^2=0.271$ ). These insights are vital for educators, policymakers, and financial institutions aiming to enhance financial capability among the youth in this socioeconomically diverse and technologically connected demographic.*

**Keywords:** Personal Finance, Financial Management Behaviour, Financial Literacy, Financial Attitude, Income, College Students, Hyderabad, Telangana

