Chapter 47

Trolley JJ


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ABSTRACT
There are number of reasons why people physically shop at stores such as they want to experience it with their own eyes, looking for the best quality and others. Due to that, one thing that resulted after consumers done their shopping is overspending. According to AKPK’s statistics on October 2018, 70% of Malaysian between the age 35 and 45 were declared bankrupt because of poor financial planning. This is due to low self-control, impulsive buying, high standard of lifestyle and others. In order to cope with this overspending problem, people should prepare their own shopping list that is comply with their own budget limit. This application is made to help consumers draw out their own shopping list items with their specific budget limit and make price comparison between each store which provide them the best in buying the affordable and reasonable items. This application also comes with item's navigation in store and personal healthy diet plan. THEN REMOVE THE BANKRUPTCY WORD OUT OF YOUR MIND!

Key Words: Overspending, Bankruptcy, Grocery

1. INTRODUCTION

Since 1957, as new country build called Malaysia we developed our own currency which is RM ‘Ringgit Malaysia’. Malaysia has seen tremendous growth in every aspect of its development and being facing with a few bumps and bruises along the way. This is the results of hard work, detailed planning and cooperation between the building blocks of the nation which is the people. To maintain this respectable currency we as Malaysian should help our country in increasing our value of money instead of devalued it by donating bankruptcy index between netizen to country. Bankruptcy cases happen by
major cause which is low financial literacy among Malaysian. Data in October 2018 recorded by the Credit Counselling and Debt Management (AKPK) where they identify that since 2013, a total of 64,632 Malaysians aged between 18 to 44 years old suffered bankruptcy due to their poor financial planning (The Star, 2018).

This shows from a study made by S&P Global Literacy Financial in 2014 reported that financial literacy rate in Malaysia is only at 36%, compared with 59% in developed countries. Not just that another effect from the low financial literacy is lack of savings. Based on estimates by the Employees Provident Fund (EPF), said that as of 2019, an individual requires savings of at least RM240,000 by age 55 in order to retire comfortably. However, based the EPF 2017 Report, active contributors aged 54 have average savings of only RM214,000 in their accounts. This situation is absolutely worrying. In case of exposure of the financial literacy it may be a burden for certain age of people to learn it as they may had been too long leaving the education area. So by just using an application from their smartphone, they can simply enter their shopping list before going to stores which is actually a part of financial education but in blended way. This application also may help them from overspending problem that would affect their budget that actually beyond their affordance rate.

Other than that, as according to the World Health Organization, Malaysia occupies the number one spot among Asian countries in terms of the rate of obesity where the percentage of male and female population being either obese or overweight is amounting to 64% and 65% respectively (World Health Organization, 2019). This problem is indeed worrisome and detrimental to not only the individuals but also to the development of the country. One of the causes of obesity in Malaysia is due to the unhealthy eating habits adopted in their lifestyle. With this application, not only it will help the financial crisis experienced by the Malaysians but also it will help in combatting such unhealthy lifestyle. This application will suggest proper healthy meals and the ingredients aligned with the Recommended Nutrient Intakes (RNI) and the Malaysia Food Pyramid from the Ministry of Health Malaysia. This will definitely help Malaysians to adopt healthy eating habits and reduce the rate of obesity in Malaysia.

2. LITERATURE REVIEW

As we know, there are so many existed financial management applications that could manage our daily financing. But what’s makes our application is different from those other applications is we have all of those various type of features lying around being accumulated in one application that we name it as Trolley JJ. While we conduct a short survey containing 9 questions, to get know our consumer better we get a few information that help us to review more about our features and repair it for benefiting the consumers. Taking Application A for example, they offer features such as credit card control but they don’t offer a good security as there is issue of their security breach. We thought behind this element of this early phase was to ensure that we are up to speed with the latest thinking around the various components of financial capability and behaviour change as our country moving towards 2020.
An additional aim of this review was to come up with a comprehensive framework that will enable us to design the best application as we want it to replace the life-financial teacher in daily life as we know, our smartphone in now days are basically our soul. By doing this, this program of work will add to the evidence base that already exists made by researches in our country rather than replicating it. With this application we are aiming to approach lower number of Malaysian that have low-financial literacy, so that they could save their money for their future ahead. Due to the high number of overspending among Malaysian, they have a less number in their bank and they are inviting the bankruptcy tittle. Saving would help Malaysian to cope with various type of social problems such as homeless people, thief-act, beggars and others not just with avoiding bankruptcy tittle. Malaysian should be aware of this fact that saving could change our country future. So with the survey that we carried out, we also found a few factors that actually contribute to overspend that would be discuss more on results and discussion.

3. METHODOLOGY

The purpose of the research conducted was to identify the problem of overspending during grocery shopping among Malaysians. Both primary and secondary data were collected; primary data were collected through a survey given to a total of 50 respondents while secondary data were collected from the internet.

Using those survey, our group come to a decision and build up a new type of application that could manage your budget and make sure you won’t overspend over your shopping list. We used Android Studio to develop Trolley JJ application. We are using Android Source Development Kit (SDK) that is free to build an android application. Using the SDK, the Trolley JJ is developed. As it is a bit pricey for us, this application just supports Android users but not Apple users. It works like other application which is friendly user.

To use this application, every time you pick up your desired item, you need to scan the barcode of the item, so if the items is actually not listed, this application would warned you and give you a chance whether you want to proceed buying or not. Furthermore, our application also has additional feature which is comparing item prices among stores so that you are be able to choose the best prices and the best quality among those stores. For example, today you are going to buy 1kg of apples, so this application would make the comparison for you whether how much you need to pay for 1kg of apples of store A, store B also store C designed to your stores choices. Buying is also one activity that is time consuming without we realise, as we care for our consumer, we also add a feature in our application which is stores’ GPS. Whenever you are going to the stores, any store that you key in the name, you can perfectly locate your specific items on the list. With all these features being accumulated together we named this application Trolley JJ, JJ means “Jom Jimat” in Malay which brought meaning ‘Let’s save up!’ Using this application, all the budgeting will work for you. Download it from PlayStore and you are done.
4. RESULT AND DISCUSSION

Table 1: Characteristics of spending behaviour

<table>
<thead>
<tr>
<th>Age</th>
<th>No spending plan</th>
<th>Budget planning</th>
<th>Overspending</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-29</td>
<td>17</td>
<td>5</td>
<td>18</td>
</tr>
<tr>
<td>30-39</td>
<td>12</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>40-49</td>
<td>9</td>
<td>15</td>
<td>12</td>
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</tbody>
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From the survey for the sub-groups in terms of spending behaviour. 20 people from each group of age, in term of no spending planning behaviour those in the 20-29(17) and 30-39(12) groups and age 40-49(9). While in the budget planning the 20-29(5) and 30-39(12) groups and age 40-49(15) has their budget planning when shopping. There are more moderate in the overspending which is 20-29(18), 30-39(15) and age 40-49(12).

Reasons why overspending
From the survey, the reasons why people overspending are “buy on impulse” which is 8% and “influence of friends” which is 10%. Another reason are tend to buy more regarding to lust which makes them 22% the highest out of all reasons. As the reason that also came across to our survey is they are rich person and don’t really care about money spending which is 14%. As for the remaining percentages, the reasons are “don’t care”, “don’t know”, “luxury lifestyle”, “underestimate price” and “didn’t plan properly”.

From the analysis, age of 20-29 are the most in overspending their financial into spending. The reasons of the overspending because they don’t calculate their budget very well. While due to going shopping market, people tend to buy more than in their list. Unaware of the location would like to buy in the supermarket also making them more into window shopping and buy more thing.

5. CONCLUSION AND RECOMMENDATION

300,908 Malaysians have been declared bankrupt up to August this year. As we dive into this issue, we have determined to create Trolley JJ application by innovate it from other products which significantly outshines the others application in terms of varieties feature we have provided. Overspend is really one of the key factors to bankruptcy thus this application suits well towards people who want to control their wants but having their needs in a right way. The variation are like the supporting feature in our application that include stores’ GPS, menu for balance diet and comparing prices with other stores. Therefore, considering feature that we have created, it is strongly believed that Trolley JJ application can help users manage their financial as well as their habit in buying. This application was made with an aims to decrease the bankruptcy rate in a country and stay healthy.
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