

## **MAF016    The Determinants of corporate cash holding levels: Evidence from selected South African retail firms**

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### **Abstract**

With corporate cash holding on the rise, there is a need to know at what levels does cash holdings become detrimental to corporate value. Studies have identified the following as determinants of corporate cash holdings; firm size, growth opportunities, liquid asset substitutes, capital expenditure, leverage, cash flows and dividend payments, little literature are available especially from the context of South African retail industry. Hence, this study undertakes to investigate the determinants of corporate cash holding in the South African retail industry. The paper uses panel data to test the relationship between cash holding level and its determinants. This study intends to extend existing financial literature by adding empirical evidence from a growth geared African country into the ongoing discussion of corporate cash holdings.

**Keywords:** pecking order theory; trade-off theory, free cash flow theory; precautionary motives, speculative motives and transaction motives.

### **INTRODUCTION**

There has been a notable increase in corporate cash holding levels with recent reports showing that Apple and GM Motors were each holding more cash than the US treasury. But just how much cash is too much and what informs the decision on how much cash a firm should hold. This study undertakes to investigate what determines the levels of corporate cash holdings. A majority of literature on corporate cash holdings has also focussed on the determinants of corporate cash holdings. For instance, Kim, Mauer and Sherman (1998) studied the determinants of cash holdings for some US companies and found that firms with higher costs of external financing, firms with unstable earnings, together with firms with relatively lower returns on assets hold larger cash reserves. Opler, Pinkowitz, Stulz and Williamson (1999) also show that small firms and firms with good growth opportunities and volatile cash flows hold huge amounts of cash. The majority of these studies, however, have mainly focussed on western countries with a few studies focusing in Asia ((Pinkowitz, Stulz and Williamson, 2014; Fischer, Marsh and Brown, 2014; Uyar and Kuzey, 2013; Horioka and Terada, 2013; Islam, 2012). Little or no research has been done in African countries especially South Africa. The purpose of this study is to investigate the determinants of cash holdings of the JSE listed non-financial companies.

But why do companies hold cash? Several studies in the US, and of late, in Europe, Asia and a few developing countries have focused on corporate cash holdings based on the following theories; the trade-off theory (Myers, 1977), the pecking order theory (Myers and Majluf,

1984) and the free cash flow theory. Although there has been a number of cash holding studies (Kim et al., 1998; Pinkowitz and Williamson, 2001; Opler et al., 1999; Bates et al., 2009; Ferreira and Vilela, 2004 and Hardin et al., 2009), we are not aware of any study targeting cash-holding determinants in Africa, a continent with high growth potential. This study attempts to address that gap and to encourage further research on the determinants of cash holdings for the firms operating in this developing continent albeit in South Africa. This study should extend existing financial literature by adding empirical evidence from a growth geared African country into the ongoing discussion of corporate cash holdings.

## **PROBLEM STATEMENT**

Corporate policies regarding cash and cash equivalents such as marketable securities have significant importance in the finance theory and applied corporate world (Ali and Yousaf, 2013). Managers are expected to hold an optimal level of cash that will enhance shareholder value. With corporate cash holding on the rise, there is a need to know at what levels does cash holdings become detrimental to corporate value. Users of financial information should be able to understand the reasons why a particular firm is holding cash and whether it is in the best interest of the shareholders or not. Studies in the US, Europe and Asia had identified the following as determinants of corporate cash holdings; firm size, growth opportunities, liquid asset substitutes, capital expenditure, leverage, cash flows and dividend payments (Pinkowitz, Stulz and Williamson, 2014; Fischer, Marsh and Brown, 2014; Uyar and Kuzey, 2013; Horioka and Terada, 2013; Islam, 2012). Although much study has been done on the determinants of corporate cash holding, little literature are available especially from the context of South African retail industry. Hence, this study undertakes to investigate the determinants of corporate cash holding in the South African retail industry.

## **AIM OF STUDY**

The aim of this study is to evaluate the determinants of corporate cash holdings among South African Retail Firms.

## **RESEARCH HYPOTHESIS**

1. Hypothesis 1: Cash holdings are negatively related to firm size
2. Hypothesis 2: Cash holdings are negatively related to leverage
3. Hypothesis 3: Cash holdings are positively related to Investment opportunities
4. Hypothesis 4: Cash holdings are negatively related to liquid asset substitutes
5. Hypothesis 5: Cash holdings are negatively related to capital expenditure

## **LITERATURE REVIEW**

### **Introduction**

Recent studies (Faulkender and Wang, 2006; Dittmar and Mahrt-Smith, 2007) have confirmed the Jensen (1986)'s free cash flow hypothesis that an additional dollar that a firm holds is actually less than one dollar. Daher (2010) argues that underlying these finding is the assumption that excess cash conceals the benefits of externally sourced funds as the monitoring tool as well as allowing managers to extract personal benefits. Be that as it may, recent studies have provided empirical evidence of an increasing trend in the cash holdings

for US firms (Bates, Kahle and Stulz, 2009) and for European Union (EU) firms (Ferreira and Vilela, 2004).

In perfect markets with no information asymmetry, taxes and agency and/or transaction costs, companies have no need to hold cash as there are no benefits or costs of allocating cash. When internal cash held by the firm is not sufficient to meet the needs, the firm can obtain external financing at fair prices that do not compromise growth and investment (Gomes, 2012). In such a frictionless world, cash holding would have no effect on firm value () nor on shareholder wealth (Opler et al., 2001). Markets are however imperfect and these imperfections cause external financing to be more expensive than internal resources. Therefore in the real world of imperfect markets, corporate cash holding is a strategic component of the corporate capital structure.

As highlighted by Gomes, 2012, empirical literature has focused greatly on the determinants of corporate cash holdings. These include US firms (Dittmar and Mahrt-Smith, 2007; D'Mello, Krishnaswami and Larkin, 2008; Foley, Hartzell, Titman and Twite 2007; Harford, Mansi and Maxwell, 2008; Opler, Pinkowitz, Stulz and Williamson, 1999); UK setting (Ozkan and Ozkan, 2004; Al-Najjar and Belghitar, 2011); European single countries (Bigelli and Sanchez-Vidal, 2012 - Italian firms; Bruinshoofd and Kool, 2004 - Dutch firms; Deloof 2001 - Belgian firms; Drobetz and Gruninger, 2007 - Swiss non-financial firms; Garcia-Teruel and Martinez Solano, 2008 – Spanish firms); EU firms (Ferreira and Vilela, 2004; Pal and Ferrando, 2010) and cross-country comparisons (Al-Najjar, 2012; Dittmar, Mahrt-Smith and Servaes, 2003; Guney, Ozkan and Ozkan, 2007; Pinkowitz and Williamson 2001; Ramirez and Tadesse, 2009). Studies have examined the trade-off theory, pecking order theory, the agency theory and motives of holding cash in trying to gauge the optimal level of cash holding.

In the next section, we begin to expound the three theories of cash holdings that have been used to explain the pattern of cash holdings across various industries. The same theories are expected to be relevant even to the retail industry.

## **THEORETICAL GROUNDING**

### **Trade off theory**

According to Afza & Adna (2007), management with a focus to maximise shareholder wealth should aim to achieve an optimal cash holding level by weighting the marginal benefits and marginal costs of holding cash. Opler et al. (1999) as well as Ferreira and Vilela (2004) explains two fundamental motives that make cash-holding beneficial. Firstly, the transaction motive reasons that firms will retain cash in order to minimise the transaction costs that are normally incurred in raising funds as well as to avoid having to liquidate assets to make payments. The cash held becomes a buffer between the company's sources of and uses of funds and this reduces costs (Ferreira and Vilela, 2004). Lastly, the precautionary motive is when a firm hoards cash in anticipation of turbulent times, when financial markets may not be an attractive source of funding for growth (Myers and Majluf, 2004). This motive pushes

smaller firms that have riskier cash flows and firms with good opportunities for investment and growth to hold more cash (Kim, Kim and Woods, 2010). Holding more cash, however, comes with a price as firms have to pay a liquidity premium in the form of the lower rate of return generated by these stored liquid assets. Shah (2012) posits that the main cost of holding cash is the opportunity cost of capital invested in liquid assets. Firms that hold cash incur opportunity costs, such as forfeited profitable investments (Ferreira and Vilela, 2004).

### **The Pecking order theory**

The pecking order theory of Myers and Majluf (1984) refutes the existence of an optimal cash level. Rather they envisage that the existence of asymmetric information between firms and capital markets makes external funds more expensive for firms and thus incentivizes the holding of cash. To avoid these costs, firms will opt to use internal resources to finance investments before turning to safe debt and risky debt and lastly, if needs be, equity (Ferreira and Vilela, 2004). This order of financing was also found in the survey by Myers (2003) and is supported by Demir, Seref Kalayci and Ismail Celik (2007), and Chikashi Tjuji (2011). Key to this theory is the presence of asymmetric information which implies that management has more information than the external stakeholders. This makes external financing more expensive than internal sources as the less informed stakeholders would want to be compensated for the risk of not having equal information. Against this backdrop, managers with a mandate to increase shareholder wealth would prefer to finance their new investment projects in this order, firstly with internal resources, secondly with cheap debt and lastly with equity. Cash holding is thus a result of the different financing and investment decisions suggested by the pecking order of finance (Dittmar, Mahrt-Smith and Servaes, 2003).

### **The Free cash flow theory**

In financial management, the agency theory addresses the problems that often arise between the principal (shareholders) and the agent (management). The agent has the duty to act and conduct the firm's business in a way that maximises shareholders' wealth. Researchers have found that among other things, there is often a conflict between maximising shareholders' wealth and maximising management remuneration. Another conflict arises when the principal and the agent have contrasting risk outlooks (Thieu and Ngoc, 2013). "In the first case, conflicts occur when actual decisions of managers are out of control of shareholders because they are difficult and expensive to verify. In the second situation, when judgements of risk are diverse seriously, shareholders and managers cannot be unanimous how to settle the problem, conflicts arise unavoidably." (Thieu and Ngoc, 2013:7). Hence Daher (2010)'s conclusion that as regards corporate cash holdings, the agency theory includes two suppositions: a) the free cash flow hypothesis b) the risk-reduction hypothesis.

### **Free cash flow hypothesis**

The free cash flow hypothesis by Jensen (1986) objects to the existence of a target cash level. According to Harford (1999), corporate cash holdings are perceived as free cash flows since they can be used to serve management's own interests at the expense of the shareholders. The free cash flow hypothesis thus envisages that managers are more inclined to stock up cash as it increases the amount of assets under their control. This in turn affords them more

unrestricted investment prerogative. With a stockpile of cash, managers can easily avoid the capital markets and do not have to comply with their transparency requirements regarding possible investments (Ferreira and Vilela, 2004). “Managers’ selfish behaviours can include lavish spending on luxurious offices and unjustifiable mergers and acquisitions. Hence, excess cash can create overinvestment problems because they may be used to fund negative NPV projects.” (Thanatawee, 2011:53). This agrees with Dittmar and Mahrt-Smith (2007)’s notion that shareholders ascribe an inferior value to a marginal dollar of cash reserves when there is a greater probability for agency problems in a firm.

### **Risk-reduction hypothesis**

While the free cash flow hypothesis has received fair coverage in the agency theory literature, only a few researchers have focussed on the risk reduction hypothesis namely Opler et al. (1999), and Zhenxu Tong (2006). The risk reduction hypothesis addresses the conflict that might occur when management and the shareholders have different risk attitudes. “Since corporate cash holdings can be viewed as risk-free investments, a risk-averse and self-interested CEO can allocate more firm assets to corporate cash holdings to reduce firm risk at the expense of giving up some positive NPV but risky projects, which is not beneficial to shareholders.” (Tong, 2006:3). In his study, Tong (2006) investigates how the CEO’s risk incentives influence the level of a firm’s cash holding where the CEO’s risk incentive is measured by “the sensitivity of the value of executive stock options (ESO) to the volatility of stock returns ESO risk incentives.” (Tong, 2006:4). His findings were that firms with lower ESO risk incentives were holding more cash reserves confirming the hypothesis that risk-averse and self-seeking managers will channel company assets to cash holdings with the effect of reducing firm risk in a fashion that is detrimental to the shareholders.

## **MOTIVES OF HOLDING CASH**

Further to the above theories, there are various other motives that influence firms to hold cash. The most outstanding, in literature, of these are the transaction motive, the precautionary motive and the tax motive. These are discussed below.

### **The transaction motive**

The transaction motive is a classic model for optimal demand for cash which gained popularity in the 60s with the major proponents being Miller and Orr (1966). The reasoning behind this motive is that in a case where a firm does not have cash to meet its financial obligations or to invest in lucrative projects, the firm either has to approach the financial markets or dispose noncash financial assets to raise the finance needed. The cash needed to make these payments is the optimal demand for cash. Unfortunately, these fund-raising transactions oftentimes incur significant costs (Bates et al., 2009). Saddour (2006), states that in a world of imperfect markets a firm can circumvent transaction costs by increasing its cash holding.

### **The precautionary motive**

Firms tend to retain more cash if they anticipate future cash flows to be volatile and access to capital markets to be costly (Bates et al, 2009). According to Mikkelsen and Patch (2003), if future cash flows are expected to be volatile firms will increase their cash holding as a way of hedging against the future uncertainty. These differential cash holdings are known in literature as precautionary cash holdings. Evidence by Almeida, Campello and Weisbach (2004) suggest that the precautionary motive is largely relevant to financially distressed firms than to their unstressed peers. “Financially unconstrained firms have no use for cash, but also face no cost of holding cash (i.e., their cash policies are indeterminate).” (Almeida, Campello and Weisbach, 2004: 1778). Ham and Qui (2006) extend the study of Almeida et al (2004) by investigating how firms’ precautionary cash holdings, cash flow uncertainty and financial constraints influence one another. Their study bases on the findings that firms, “whose primary aim is to maximise the present value of dividend pay-outs to investors,” are often short of ways of diversifying from future cash flows uncertainty and have to choose between current and future investments (i.e. there is an intertemporal trade-off between current investments and future investments). Thus the limitation in diversifying from future cash flows uncertainty and the resulting intertemporal trade-off between present and future investments are seen as the drivers of precautionary cash holdings. Han and Qui (2007) concur with the findings of Almeida et al. (2004) in that financially unconstrained firms do not have precautionary motives of holding cash. Rather they find that distressed firms are unable to commit to future investments without cutting back on current investments as they have depleted their external financing resources. Therefore the precautionary motive of cash holding results in a direct relationship between cash flow volatility and cash holdings and an inverse relationship between “current investments and cash flow volatility for financially constrained firms.” (Han and Qui, 2007:3). Lastly, a model by Acharya, Almeida and Campello (2007) posited that if there is a low correlation between operating income and growth opportunities, firms would rather hoard more cash than to pay off debt.

### **The tax motive**

While the transaction motives and the precautionary motives have largely been cited in empirical literature to be driving corporate cash holdings, Hartzell, Titman and Twite (2005) found evidence that the cash holdings by US transnational firms were in part influenced by the repatriation taxes. The US imposes taxes on the income earned by the foreign operations of local firms, although they award tax credits for the foreign taxes paid by the foreign operations. In this study, Hartzell et al. found that US firms with foreign subsidiaries tend to hold the cash earned in the foreign subsidiaries to avoid taxes upon repatriation. These overseas subsidiaries will use their earnings to invest in profitable projects with the remainder of the earnings being kept as cash reserves. Foley, Hartzell, Titman and Twite (2007) found that firms exposed to greater tax burdens on repatriated earnings will hold more cash. While Hartzell et al. (2005)’s and Foley et al. (2007)’s findings apply to the US and many other countries, the South African tax laws are different.



## **RESEARCH HYPOTHESIS: THE DETERMINANTS OF CASH HOLDING**

### **Firm size**

Larger firms are more likely to hold less cash than smaller firms as they have easier and cheaper access to capital markets and as such minimal borrowing constraints when compared to smaller firms (Ozkan and Ozkan, 2004). This agrees with the trade-off theory that predicts a negative relationship between firm size and the corporate cash holding.

There is considerable literature that upholds this negative relationship between firm size and cash-holding level. In a study focussing on spin-offs D'Mello., Krishnaswami, S., Larkin, P.J. (2008) found the same negative relationship, as did Harford et al. (2008) and Bates et al. (2009). Based on these theoretical and empirical findings, we hypothesize a negative relationship between size and cash holdings. In this study, firm size is measured using the natural logarithm of total assets (TA). The logarithm is chosen in order to reduce the significant asset variance across the retail firms (J. Kim et al., 2011).

H1: Cash holdings are negatively related to firm size

### **Leverage**

Both the trade-off and the pecking order theories envisage a negative relationship between cash holdings and leverage. Bates et al. (2009) and Ferreira & Vilela (2004) concur with Opler et al. 1999) that firms with high debt ratios have low cash reserves as they have to pay out their outstanding debts. Highly levered firms are likely to hold less cash as they are more subject to monitoring by the capital markets to prevent unfettered management discretion Ferreira and Vilela (2004). This negative relationship has been supported by Bates et al. (2009), D'Mello et al. (2008) and Hardin et al. (2009). On the strength of these theoretical and empirical findings, we hypothesize a negative relationship between cash holding level and leverage.

H2: Cash holdings are negatively related to leverage

### **Investment opportunities**

Pinkowitz and Williamson (2007) found that cash is more valuable for firms with greater and more volatile investment opportunities. As such firms with valuable growth opportunities are more likely to demand greater funds in the future to finance these investments (D'Mello et al., 2008). Unfortunately these firms operate in opaque informational environments and this asymmetry pushes up the cost of external funding. While the escalation of the cost of external financing increases the probability of missing out on profitable investment opportunities, holding liquid assets, like cash, allows firms to exploit profitable opportunities whenever they arise (Hardin et al., 2009). Consequently, firms with higher investment opportunities will hold larger amounts of cash to reduce the likelihood of giving up on these lucrative opportunities. The precautionary motive theory also supports the notion that there is a positive relationship between investment opportunities and cash holdings as firms with more investment opportunities will hold onto more cash because adverse shocks and financial

distress are dearer to them than to firms with fewer investment opportunities (Bates et al., 2009). Complimentary arguments of this relationship were raised by Ozkan and Ozkan (2004), while empirical studies (Bates et al., 2009; Ferreira and Vilela, 2004; Hardin et al., 2009) confirm the positive relationship between investment opportunities and cash holdings. We thus hypothesize a positive relationship between investment opportunities and cash holdings in restaurant firms.

Market-to –book value ratio is used as a proxy for retail firm's investment opportunities.

H3: There is a positive relationship between cash holdings and investment opportunities

### **Liquid asset substitute**

While the pecking order theory posits that there is no relationship between cash holding levels and liquid asset substitutes, the trade-off theory predicts a negative relationship between two variables. Liquid asset substitute can easily be turned into cash more cheaply than any other asset (Ozkan and Ozkan, 2004), hence the more liquid asset substitutes a firm has the lower its cash reserves. Essentially these non-cash liquid assets can be treated as substitutes for cash (Bates et al., 2009) and firms with plenty of these liquid asset substitutes can rely on them instead of capital markets (Ozkan and Ozkan, 2004). J Kim et al. (2011), Hardin et al. (2009) and Ferreira and Vilela, (2004) provide empirical evidence that liquid asset substitutes have a negative relationship with firm's cash holding levels. We therefore hypothesize that there is a negative relationship between liquidity and cash holdings of retail firms in South Africa. Like previous studies (J. Kim et al. (2011), Hardin et al. (2009) and Ozkan and Ozkan (2004), this study uses the ratio of net working capital minus cash to total assets to quantify a retail firm's degree of liquid asset substitutes.

H4: There is negative relationship between cash holdings and liquid asset substitutes

### **Capital expenditure**

Kim et al. (2011) found that firms with greater capital expenditures hold less cash. Bates et al. (2009) argued that an increase in capital expenditures leads to lower cash holdings as improvements made through the capital expenditures can be used as collateral when borrowing. This negative relationship concurs with the pecking order theory that says capital spending consumes firm's cash. The trade-off theory however suggest a positive relationship since firms with high capital expenditure are likely to hold cash as a buffer against transaction costs that arise from using external capital. Taking sides with the perking order theory as well as empirical findings a negative relationship between cash holding level and capital expenditure is hypothesized. Again this study like Bates et al. (2009) and Kim et al. (2011) measures a retail firm's capital expenditure using the ratio of capital expenditure to total assets.

H5: There is a negative relationship between cash holdings and capital expenditure



## METHODOLOGY

### Research design

In order to understand the determinants of corporate cash holding from theoretical and empirical evidence, this study used a quantitative research method. Like other studies before (J. Kim et al., 2010; Ozkan and Ozkan, 2004 and Ferreira and Vilela, 2004) we use panel data analyses to test the relationship between cash holding level and its determinants.

### Population and Sampling

The population of this study is made up of the retail firms listed on the Johannesburg Stock Exchange (JSE). There are 26 listed retail firms. The sample consists of 10 randomly selected retail firms of the 26 listed retail firms on the Johannesburg Stock Exchange (JSE). As the 10 firms were a random sample of the retail firms listed on the JSE, it can be assumed that they are representative of the entire population.

### Data Collection

The data for the variables used in the study were collected from annual reports available on the selected firms' websites. Data on market to book ratio, the measure for growth opportunities, was collected from Inet BFA. A panel data of year 2009-2014 was used for the empirical testing of the hypothesis discussed under the literature review section.

### Data Analysis

Following Shah (2012) and Islam (2012), the study used the multiple regression analysis to conduct data analysis.

## ANALYSIS AND DISCUSSION

### Multiple Regression Analysis

Multiple regression analysis was utilised to measure the influence of the explanatory variables on the dependent variables (see Appendix 1 and 2). The results are presented in table 4.1 below.

**Table 4.1**

|          | <i>Coefficient</i> | <i>Std. Error</i> | <i>t-ratio</i> | <i>p-value</i> |     |
|----------|--------------------|-------------------|----------------|----------------|-----|
| Const    | 1.0275             | 0.340755          | 3.0154         | 0.00421        | *** |
| Size     | -0.225124          | 0.0933331         | -2.4120        | 0.02000        | **  |
| Lev      | -0.00573302        | 0.0259686         | -0.2208        | 0.82627        |     |
| MTV      | -0.00882373        | 0.00887469        | -0.9943        | 0.32541        |     |
| Liqasset | -0.00920737        | 0.0731819         | -0.1258        | 0.90044        |     |
| Capex    | 0.0142554          | 0.0191407         | 0.7448         | 0.46028        |     |

Table 4.1 shows that of all the explanatory variables, only Size has a significant influence on Cash holding. The hypothesised relationships are found to be valid for Size, Lev and Liqasset but an opposite relationship is found for MTV and Capex.

The observed relationship can be expressed as:

$$\text{Cash} = 1.028 - 0.225\text{Size} - 0.006\text{Lev} - 0.009\text{MTV} - 0.009\text{LiqAst} + 0.014\text{Capex} + 0.34$$

**Table 4.2**

|                    |           |                    |           |
|--------------------|-----------|--------------------|-----------|
| Mean dependent var | 0.135341  | S.D. dependent var | 0.116899  |
| Sum squared resid  | 0.263887  | S.E. of regression | 0.076578  |
| R-squared          | 0.672700  | Adjusted R-squared | 0.570873  |
| F(14, 45)          | 6.606310  | P-value(F)         | 5.45e-07  |
| Log-likelihood     | 77.66106  | Akaike criterion   | -125.3221 |
| Schwarz criterion  | -93.90696 | Hannan-Quinn       | -113.0339 |
| Rho                | 0.046411  | Durbin-Watson      | 1.661991  |

*Test for differing group intercepts -*

Null hypothesis: The groups have a common intercept

Test statistic: F (9, 45) = 5.84965

with p-value = P (F (9, 45) > 5.84965) = 2.28132e-005

*Test for normality of residual -*

Null hypothesis: error is normally distributed

Test statistic: Chi-square (2) = 1.1866

with p-value = 0.552501

The adjusted R-squared value shows that about 57% variation in cash holding levels is explained by the variations in the five variables; firm size, leverage, investment opportunities, liquid asset substitutes and capital expenditure.

The analysis find that only firm size had a significant negative relationship with cash holdings confirming the trade-off theory as well as Ozkan and Ozkan (2004) who posits that larger firms have easier and cheaper access to capital markets and as such faces minimal borrowing constraints. These larger firms will thus hold less cash than smaller firms as they can get cash easily and cheaply elsewhere. Leverage, Investment opportunities, liquid asset substitutes and capital expenditure have no significant influence on cash holding levels.

## **CONCLUSION, LIMITATIONS AND RECOMMENDATIONS**

### **Conclusion**

This study concludes that the major determinant of corporate cash holding in the JSE listed retail firms is firm size. The other four variables (leverage, investment opportunities, liquid asset substitutes and capital expenditure) do not show any significant influence on cash holdings. The studied variables explain 57% of the variation in cash holdings, while the remaining 43% variation is owing to unknown factors that were not studied in this study.

The study seems to support the trade-off theory of holding cash since smaller firms will hold more cash either as a precautionary and transaction motive.

### **Limitations**

This study only focuses on a sample of South African retail firms and such the findings can only be generalised to retail firms similar to the ones used in the study. The sample size of 10 firms is also very small.

### **Recommendations**

Future research should look at other sectors other than the retail industry.

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## Appendix 1

### Advtech

|      | Total Assets | Cash | Net Working<br>Capital | Fixed Assets | Dep and Amor |
|------|--------------|------|------------------------|--------------|--------------|
| 2014 | 1960         | 114  | -717                   | 1646         | 84           |
| 2013 | 337          | 98   | -9                     | 1398         | 70           |
| 2012 | 287          | 58   | -35                    | 1132         | 68           |
| 2011 | 1155         | -24  | -225                   | 976          | 62           |
| 2010 | 985          | 38   | -175                   | 853          | 66           |
| 2009 | 928          | 40   | -177                   | 788          | 59           |
| 2008 | 799          |      |                        |              |              |

### Cashbld

|      | Total Assets | Cash | Net Working<br>Capital | Fixed Assets | Dep and Amor |
|------|--------------|------|------------------------|--------------|--------------|
| 2014 | 2616         | 704  | 466                    | 873          | 101          |
| 2013 | 2069         | 124  | 520                    | 693          | 82           |
| 2012 | 1926         | 488  | 494                    | 583          | 65           |
| 2011 | 2137         | 721  | 367                    | 552          | 56           |
| 2010 | 1861         | 542  | 358                    | 463          | 49           |
| 2009 | 1718         | 348  | 309                    | 378          | 42           |
| 2008 | 1605         |      |                        |              |              |

### Clicks

|      | Total Assets | Cash | Net Working<br>Capital | Fixed Assets | Dep and Amor |
|------|--------------|------|------------------------|--------------|--------------|
| 2014 | 6192         | 196  | 81                     | 1772         | 220          |
| 2013 | 5445         | 92   | 371                    | 1602         | 200          |
| 2012 | 4773         | 25   | 345                    | 1505         | 183          |
| 2011 | 4235         | 18   | 170                    | 1415         | 158          |
| 2010 | 4111         | 152  | 172                    | 1384         | 128          |
| 2009 | 4181         | 410  | 81                     | 1362         | 114          |
| 2008 | 3585         |      |                        |              |              |

### CMH

|      | Total Assets | Cash | Net Working<br>Capital | Fixed Assets | Dep and Amor |
|------|--------------|------|------------------------|--------------|--------------|
| 2014 | 2574         | 308  | 660                    | 214          | 28           |
| 2013 | 2494         | 335  | 594                    | 191          | 40           |
| 2012 | 2483         | 395  | 511                    | 403          | 25           |
| 2011 | 2177         | 313  | 463                    | 391          | 26           |
| 2010 | 2005         | 253  | 433                    | 370          | 117          |
| 2009 | 1968         | 212  | 400                    | 388          | 101          |
| 2008 | 2248         |      |                        |              |              |

### JD

|      | Total Assets | Cash | Net Working<br>Capital | Fixed Assets | Dep and Amor |
|------|--------------|------|------------------------|--------------|--------------|
| 2014 | 6852         | 890  | 45                     | 6852         | 488          |

|          |              |      |                     |              |              |
|----------|--------------|------|---------------------|--------------|--------------|
| 2013     | 9903         | 791  | 5669                | 9903         | 489          |
| 2012     | 5663         | 1523 | 7680                | 5663         | 307          |
| 2011     | 4682         | 1486 | 5805                | 4682         | 229          |
| 2010     | 9281         | 757  | 4628                | 9281         | 187          |
| 2009     | 8926         | 725  | 4526                | 8926         | 197          |
| 2008     | 8673         |      |                     |              |              |
| Mr Price |              |      |                     |              |              |
|          | Total Assets | Cash | Net Working Capital | Fixed Assets | Dep and Amor |
| 2014     | 6563         | 2252 | 3005                | 1137         | 215          |
| 2013     | 4898         | 1150 | 2588                | 927          | 216          |
| 2012     | 4296         | 1201 | 2228                | 744          | 190          |
| 2011     | 3861         | 1369 | 1965                | 608          | 197          |
| 2010     | 3610         | 1171 | 1595                | 686          | 180          |
| 2009     | 3271         | 661  | 1096                | 893          | 157          |
| 2008     | 2792         |      |                     |              |              |
| PicknPay |              |      |                     |              |              |
|          | Total Assets | Cash | Net Working Capital | Fixed Assets | Dep and Amor |
| 2014     | 14105        | 870  | -1253               | 5740         | 948          |
| 2013     | 13022        | -270 | -1301               | 3918         | 896          |
| 2012     | 11819        | 1272 | -1088               | 5098         | 808          |
| 2011     | 11101        | -432 | -538                | 4079         | 733          |
| 2010     | 11199        | 1055 | -1313               | 4849         | 735          |
| 2009     | 10576        | 1073 | -1297               | 4336         | 616          |
| 2008     | 4258         |      |                     |              |              |
| Shoprite |              |      |                     |              |              |
|          | Total Assets | Cash | Net Working Capital | Fixed Assets | Dep and Amor |
| 2014     | 40533        | 8100 | 6924                | 15730        | 1525         |
| 2013     | 33480        | 6114 | 6738                | 13304        | 1336         |
| 2012     | 30906        | 7916 | 6361                | 11095        | 1090         |
| 2011     | 20704        | -81  | 1092                | 9288         | 934          |
| 2010     | 17992        | 1345 | -570                | 7549         | 839          |
| 2009     | 16739        | 2811 | -258                | 6049         | 754          |
| 2008     | 14854        |      |                     |              |              |
| Spar     |              |      |                     |              |              |
|          | Total Assets | Cash | Net Working Capital | Fixed Assets | Dep and Amor |
| 2014     | 16946        | -533 | 391                 | 5692         | 184          |
| 2013     | 9787         | 1    | 582                 | 2382         | 146          |
| 2012     | 9899         | 842  | 852                 | 2226         | 125          |
| 2011     | 8302         | -19  | 1022                | 2124         | 123          |
| 2010     | 7529         | -446 | 286                 | 2006         | 108          |
| 2009     | 6540         | -283 | 294                 | 1856         | 92           |
| 2008     | 5834         |      |                     |              |              |
| Woolies  |              |      |                     |              |              |



|      | Total Assets | Cash | Net Working<br>Capital | Fixed Assets | Dep and Amor |
|------|--------------|------|------------------------|--------------|--------------|
| 2014 | 22269        | 1666 | 678                    | 8192         | 872          |
| 2013 | 12203        | 1582 | 991                    | 6773         | 755          |
| 2012 | 10069        | 2145 | 738                    | 5015         | 606          |
| 2011 | 9065         | 2293 | 1438                   | 4115         | 513          |
| 2010 | 9010         | 2917 | 1182                   | 3663         | 442          |
| 2009 | 8305         | 2391 | 1978                   | 3436         | 401          |
| 2008 | 11257        |      |                        |              |              |

## Appendix 2

| Advtech          | Investment Opportunity |          |          |                      | Liquid asset            |          |
|------------------|------------------------|----------|----------|----------------------|-------------------------|----------|
|                  | Cash                   | Size     | Leverage | Market to book value | substitute              | Capex    |
| 2014             | 0.058163               | 3.292256 | 1.11     | 4.06                 | -0.42398                | 5.065282 |
| 2013             | 0.290801               | 2.52763  | 0.91     | 3.22                 | -0.31751                | 0.418118 |
| 2012             | 0.202091               | 2.457882 | 0.68     | 3.06                 | -0.32404                | -0.69264 |
| 2011             | -0.02078               | 3.062582 | 0.54     | 3.45                 | -0.17403                | 0.235533 |
| 2010             | 0.038579               | 2.993436 | 0.45     | 3.54                 | -0.21624                | 0.132543 |
| 2009             | 0.043103               | 2.967548 | 0.52     | 3.29                 | -0.23384                | 0.235294 |
| <b>Cashbuild</b> |                        |          |          |                      |                         |          |
|                  | Cash                   | Size     | Leverage | Market to book value | Liquid asset substitute | Capex    |
| 2014             | 0.269113               | 3.417638 | 1.04     | 2.47                 | -0.09098                | 0.313195 |
| 2013             | 0.059932               | 3.31576  | 0.78     | 2.53                 | 0.191397                | 0.116822 |
| 2012             | 0.253375               | 3.284656 | 0.87     | 3.18                 | 0.003115                | -0.06832 |
| 2011             | 0.337389               | 3.329805 | 1.56     | 2.72                 | -0.16565                | 0.178399 |
| 2010             | 0.291241               | 3.269746 | 1.49     | 2.33                 | -0.09887                | 0.111758 |
| 2009             | 0.202561               | 3.235023 | 1.77     | 2.58                 | -0.0227                 | 0.096573 |
| <b>Clicks</b>    |                        |          |          |                      |                         |          |
|                  | Cash                   | Size     | Leverage | Market to book value | Liquid asset substitute | Capex    |
| 2014             | 0.031654               | 3.791831 | 2.77     | 10.24                | -0.01857                | 0.177594 |
| 2013             | 0.016896               | 3.735998 | 2.78     | 10.25                | 0.05124                 | 0.182694 |
| 2012             | 0.005238               | 3.678791 | 2.33     | 10.42                | 0.067044                | 0.170248 |
| 2011             | 0.00425                | 3.626853 | 3.14     | 10.36                | 0.035891                | 0.068596 |
| 2010             | 0.036974               | 3.613947 | 2.36     | 8.26                 | 0.004865                | 0.013872 |
| 2009             | 0.098063               | 3.62128  | 2.47     | 4.86                 | -0.07869                | 0.198047 |
| <b>CMH</b>       |                        |          |          |                      |                         |          |
|                  | Cash                   | Size     | Leverage | Market to book value | Liquid asset substitute | Capex    |
| 2014             | 0.119658               | 3.410609 | 3.55     | 2.11                 | 0.136752                | 0.043304 |
| 2013             | 0.134322               | 3.396896 | 2.42     | 1.81                 | 0.103849                | 0.02054  |
| 2012             | 0.159082               | 3.394977 | 2.69     | 1.6                  | 0.046718                | 0.152044 |
| 2011             | 0.143776               | 3.337858 | 2.68     | 2.53                 | 0.068902                | 0.098753 |
| 2010             | 0.126185               | 3.302114 | 2.98     | 1.93                 | 0.089776                | 0.078252 |
| 2009             | 0.107724               | 3.294025 | 3.31     | 1.15                 | 0.095528                | -0.07963 |
| <b>JD Group</b>  |                        |          |          |                      |                         |          |

|      | Cash     | Size     | Leverage | Market to book value | Liquid asset substitute | Capex    |
|------|----------|----------|----------|----------------------|-------------------------|----------|
| 2014 | 0.129889 | 3.835817 | 1.61     | 0.87                 | -0.12332                | -0.25881 |
| 2013 | 0.079875 | 3.995767 | 1.48     | 0.78                 | 0.492578                | 0.83507  |
| 2012 | 0.268939 | 3.753047 | 1.12     | 1.05                 | 1.087233                | 0.275096 |
| 2011 | 0.317386 | 3.670431 | 0.98     | 1.05                 | 0.922469                | -0.47085 |
| 2010 | 0.081564 | 3.967595 | 0.83     | 1.42                 | 0.417089                | 0.060721 |
| 2009 | 0.081223 | 3.950657 | 0.8      | 1.52                 | 0.425835                | 0.051885 |

#### Mr Price

|      | Cash     | Size     | Leverage | Market to book value | Liquid asset substitute | Capex    |
|------|----------|----------|----------|----------------------|-------------------------|----------|
| 2014 | 0.343136 | 3.817102 | 0.66     | 9.06                 | 0.114734                | 0.38383  |
| 2013 | 0.23479  | 3.690019 | 0.47     | 8.21                 | 0.293589                | 0.19041  |
| 2012 | 0.279562 | 3.633064 | 0.54     | 8.15                 | 0.23906                 | 0.161875 |
| 2011 | 0.354571 | 3.5867   | 0.61     | 6.27                 | 0.154364                | 0.1241   |
| 2010 | 0.324377 | 3.557507 | 0.73     | 4.9                  | 0.117452                | 0.158667 |
| 2009 | 0.202079 | 3.514681 | 0.81     | 3.3                  | 0.132987                | 0.227794 |

#### PicknPay

|      | Cash     | Size     | Leverage | Market to book value | Liquid asset substitute | Capex    |
|------|----------|----------|----------|----------------------|-------------------------|----------|
| 2014 | 0.06168  | 4.149373 | 3.83     | 7.87                 | -0.15051                | 0.155967 |
| 2013 | -0.02073 | 4.114678 | 4.01     | 9.28                 | -0.07917                | 0.177595 |
| 2012 | 0.107623 | 4.072581 | 3.57     | 8.82                 | -0.19968                | 0.137465 |
| 2011 | -0.03892 | 4.045362 | 3.79     | 9.72                 | -0.00955                | 0.056701 |
| 2010 | 0.094205 | 4.049179 | 3.89     | 8.9                  | -0.21145                | 0.128404 |
| 2009 | 0.101456 | 4.024321 | 4.84     | 8.98                 | -0.22409                | 1.628464 |

#### Shoprite

|      | Cash     | Size     | Leverage | Market to book value | Liquid asset substitute | Capex    |
|------|----------|----------|----------|----------------------|-------------------------|----------|
| 2014 | 0.199837 | 4.607809 | 1.28     | 4.89                 | -0.02901                | 0.256213 |
| 2013 | 0.182616 | 4.524785 | 1.13     | 6.13                 | 0.018638                | 0.126513 |
| 2012 | 0.256131 | 4.490043 | 1.34     | 6.18                 | -0.05031                | 0.545402 |
| 2011 | -0.00391 | 4.316054 | 1.76     | 6.97                 | 0.056656                | 0.202646 |
| 2010 | 0.074755 | 4.255079 | 1.86     | 7.03                 | -0.10644                | 0.124978 |
| 2009 | 0.167931 | 4.22373  | 2.21     | 5.59                 | -0.18334                | 0.177663 |

#### Spar

|      | Cash     | Size     | Leverage | Market to book value | Liquid asset substitute | Capex    |
|------|----------|----------|----------|----------------------|-------------------------|----------|
| 2014 | -0.03145 | 4.229067 | 4.42     | 7.26                 | 0.054526                | 0.750281 |
| 2013 | 0.000102 | 3.99065  | 2.01     | 6.55                 | 0.059364                | 0.003435 |
| 2012 | 0.085059 | 3.995591 | 2.4      | 7.65                 | 0.00101                 | 0.20742  |
| 2011 | -0.00229 | 3.919183 | 2.25     | 6.56                 | 0.125391                | 0.119007 |
| 2010 | -0.05924 | 3.876737 | 2.35     | 6.77                 | 0.097224                | 0.167737 |

|      |          |          |      |      |          |          |
|------|----------|----------|------|------|----------|----------|
| 2009 | -0.04327 | 3.815578 | 2.26 | 5.56 | 0.088226 | 0.136784 |
|------|----------|----------|------|------|----------|----------|

# Woolies

|      | Cash     | Size     | Leverage | Market to book value | Liquid asset substitute | Capex    |
|------|----------|----------|----------|----------------------|-------------------------|----------|
| 2014 | 0.074813 | 4.347701 | 2.12     | 8.82                 | -0.04437                | 0.896337 |
| 2013 | 0.12964  | 4.086467 | 0.9      | 8.62                 | -0.04843                | 0.28692  |
| 2012 | 0.21303  | 4.002986 | 0.97     | 8.36                 | -0.13974                | 0.177606 |
| 2011 | 0.252951 | 3.957368 | 1        | 5.54                 | -0.09432                | 0.063041 |
| 2010 | 0.323751 | 3.954725 | 1.39     | 5.48                 | -0.19256                | 0.13811  |
| 2009 | 0.287899 | 3.91934  | 1.46     | 3.17                 | -0.04973                | -0.22661 |