

ABSTRACT

Financial education has gain great attention and become main agenda in most debate all over the world, it cut across from international level to national level, from giant investors at investment level to normal person at house hold level. To conduct this study, a random sample of 100 respondents of age between 30 to 60 years was selected and issued with questionnaires. Unstructured interview was also conducted to get further insight of the subject matter from market personnel of UTT-AMIS. The respondent rate of 78% was achieved. Findings revealed that respondents had low level of financial knowledge when required to apply financial concepts to solve real problems such as calculation of inflation. The respondents showed positive attitude towards savings and budgeting but practical application showed that few complied with their budgets and their income was not sufficient to cover the living expenses. In regards to preparedness for the future few of the respondents had identified how much they would need to cover for the expenses when they retire and if they were to lose their main source of income majority could only survive for one month but less than three months. The respondents' financial decisions were influenced by their family background, the education and income level. The study concluded that financial education affects decision making and behaviors towards finances. In turn it affects financial planning hence future of the individual. A sound financial planning make life easier, free from stress, will make someone live within their means, take responsibility of their finance and prepare for uncertainty and old age. All this can be achieved by being financial knowledgeable. The lack of financial literacy has serious consequences to the society in a way that when individuals fail to manage their finances it affects allocation of scarce resources, innovation, creativity and productivity.

