

Abstract

Family communication patterns have been playing a vital role in the advancement of financial literacy among students particularly at university level. The aim of this study was to explore the impact of family communication patterns on students' financial literacy. Jamshoro Education City (i.e. Mehran UET, University of Sindh, and Liaquat University of Medical Health & Sciences) was selected a case study. The level of financial literacy and family communication patterns, and impact of family communication patterns on students' financial literacy were assessed adopting Questionnaire Survey. Total 500 samples of questionnaires were filled out and collected the data from students studying in various disciplines in these three universities. SPSS techniques were used to analyze and interpret the data. Study findings revealed that conversation oriented family based students are much involve into family finances and discuss the financial matters with their parents than conformity oriented family based students who probably less discuss the financial matters. Moreover, the comparison of conversation oriented and conformity oriented family based male and female students' outcomes show that the female students are more conversation oriented than male students and male students are more conformity oriented than female students, however; female students are having more financial literacy than the male students. Lastly, suggestions are provided to enhance the level of financial literacy based on various family communication patterns among universities' students to get better financial outcomes in personal finance.