

Abstract

Title: Financial planning attitudes and intentions of the middleclass in Bangladesh.

Global socioeconomic development indicates that, individuals need for planning of own future financial wellbeing is spreading beyond the developed world. To investigate this, a case study of the emerging middleclass in Bangladesh has been undertaken. This study utilised a mixed methods approach employing both surveys and interviews to understand the awareness of, and attitude towards personal financial planning. It indicated that, there is a need for the financial planning profession in Bangladesh. We found that, while the underlying reasons for financial planning awareness and attitudes were consistent with other research conducted in a developed economy context, variations exist here that could be attributed to contextual factors, along with the differing regulatory environment of Bangladesh, especially trust and awareness of the professional services. These variations need to be addressed for a financial planning profession to be established in this developing economy.

Keywords: financial planning, developing economy, attitude, middle class, Bangladesh