



THE FINANCIAL JOURNEY OF WORKING WOMEN: AWARENCE AND COMPETENCE IN FINANCIAL LITERACY AND PLANNING

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Abstract: Literacy is the key indicator of development. It has become an inevitable part of human life. Financial literacy enables individuals to navigate the financial world and make informed investment decisions, minimizing the chance of misled. The purpose of this research is to assess the level of financial literacy and determine the savings pattern among the women in Bangalore. The research was collected from both primary and secondary sources. Women are the inseparable part of modern society. Women's takes various financial decisions which cannot be effective without having proper knowledge of financial literacy. The study would also determine the prevailing gap in the level of financial literacy and would suggest possible measures to be undertaken to overcome it.

Index Terms: Financial decision, financial literacy, investment decision, financial world.

I. INTRODUCTION

Finance is the study and discipline of money, currency and capital assets. It is related to, but not synonymous with economics, which is the study of production, distribution, and consumption of money, assets, goods and services (the discipline of financial economics bridges the two). Finance activities take place in financial systems at various scopes thus the field can be roughly divided into personal, corporate, and public finance. In a financial system, assets are bought, sold, or traded as financial instruments, such as currencies, loans, bonds, shares, stocks, options, futures, etc. Assets can also be banked, invested, and insured to maximize value and minimize loss. In practice, risks are always present in any financial action and entities.

A broad range of subfields within finance exists due to its wide scope. Asset, money, risk and investment management aim to maximize value and minimize volatility. Financial analysis is the viability, stability, and profitability assessment of an action or entity. In some cases, theories in finance can be tested using the scientific method, covered by experimental finance.

Some fields are multidisciplinary, such as mathematical finance, financial law, financial economics, financial engineering and financial technology. These fields are the foundation of business and accounting. The early history of finance parallels the early history of money, which is prehistoric. Ancient and medieval civilizations incorporated basic functions of finance, such as banking, trading and accounting, into their economies. In the late 19th century, the global financial system was formed.

In the middle of the 20th century, finance emerged as a distinct academic discipline, separate from economics. (The first academic journal, *The Journal of Finance*, began publication in 1946.) The earliest doctoral programs in finance were established in the 1960s and 1970s. Finance is today also widely studied through career-focused undergraduate and master's level programs.

According to the Humanity Welfare Council, 80 per cent of women in India struggle with financial literacy, and around 62 per cent of Indian women do not own bank accounts or have limited access to banking services. The statistic presents a stark picture of the dismal levels of financial literacy and freedom among Indian women. If India has to reach the next level of economic growth, women need to play a pivotal part in the same, for which they need to be financially empowered.

Women's role in society – the need for a paradigm shift.

The cultural stereotypes that have prevailed in India have traditionally relegated women to the role of homemakers. In turn, it has rendered them generally indifferent to matters of finance. However, increasingly, women are breaking stereotypes and moving beyond the confines of our homes to achieve success in various fields.

The modern woman has begun to unlock her true potential and is dominating every sphere of life, including business, politics, sports, entertainment, literature, and technology. Women, in general, are creating a more evolved ecosystem for all of us. Financial literacy then becomes essential to enable them to navigate the challenges.

The barriers and solutions to improve financial literacy

While society's outlook toward women acquiring financial awareness is improving, the changes seem to be more visible in urban locations. In rural and semi-urban areas, where overall literacy is low there is resistance to women being made financially literate. Consequently, women are denied access to credible resources for financial education.

Various government schemes focus on supporting women to overcome societal challenges. Self-help groups, and development programs, such as FLCC (Financial Literacy and Credit Counselling Centres), National Centre for Financial Education (NCFE), etc., continue to develop and disseminate financial literacy resources through relevant projects and campaigns. In addition, initiatives such as Pradhan Mantri Jan-Dhan, and 'Beti Bachao, Beti Padhao' have added to the effectiveness of welfare programs.

The growing significance of financial literacy. Financial literacy arms women to make independent decisions. A financially literate woman often takes more informed and confident life decisions. Financially literate women can therefore deal with rising expenses and inflation. There are several advantages:

It prepares them for emergencies.

-Children are often closer to their mothers. A financially literate mother/woman can motivate her children to stay money-wise.

-Often women are responsible for managing the day-to-day expenses of the household. Thus, it is helpful for them to know how best to use the money.

-Moreover, having an independent financial kitty supports women even after the male member's demise.

Our ability to effectively manage our money by drawing systematic budgets, paying off our debt, making buying and selling decisions and ultimately becoming financially self-sustainable and keeping a track our expenses and understanding the needs to spend money if we like a product to striking a balance between the value of time saved and money lost, paying our taxes and filing of tax returns, finalizing the property deals etc, everything becomes a part of financial literacy.

As human begins, we are not expected to know the nitty-gritty of financial management, but managing our own money in a way that it does not affect us and our family in a negative way is important. We certainly do not want to end up having a day with no money on hand and hungry in our stomach.

Financial literacy can enable an individual to build up a budgetary guide to distinguish what they buy, what he spends and what he owes. This subject additionally influences entrepreneurs, who incredibly add to financial development and strength of our economy. It helps people in becoming independent and self-sufficient. It empowers you with basic knowledge of investment options, financial market, capital budget etc. Throughout their lifetime, individuals today are more responsible for their personal finances than ever before with life expectancies, rising pension and social welfare systems are being strained.

In the context of rapid changes and constant development in the financial sector and the broad economy, it is important to understand whether people are equipped to effectively navigate the maze of financial decisions that they face every day. To provide the tools for better financial decisions making, one must assess not only what people know but also what they need to know, and then evaluate the gap between those things. The fact that levels of financial literacy are so similar across countries with varying levels of economic development.

II. REVIEW OF LITERATURE

- **(Dr. S.Ramesh, 2021)** This study shows the impact of demographic characteristics on financial literacy among women in Bengaluru city. The main objective of this study is to analyze the influence of demographic factors on financial literacy of women and the effect of financial attitude on their financial literacy. From this study we find out that most women are only familiar with asset liquidity, saving pattern and personal financial planning and less knowledge about on term insurance characteristics. Data is collected from the disciplines of Science, Arts, Commerce and Business Management and the sample was collected from 660 women students between the age group of 18 – 23 years. ANOVA test is used for analysis of this study.

- **(Chijwani, 2014)** This study is about finding out the planning skills in financial goals among various working women. The main objective of this study is to find out the level of financial literacy and most popular investment instrument used among women. 75% respondents were from non-financial background and 31% clearly answered financial literacy concept whereas 70% take family financial decisions and 13% women have LIC policy for Life insurance. Both primary and secondary data were collected from various journal and articles and the sample was collected from the region of Pune and from the women between the age group of 20-40 years.
- **(Malhotra & Jani,2017)** The study aims to analysis the impact of age demographics on monthly expenditure and savings among women in the city, and provide recommendations to enhance their financial literacy. In order to empower and uplift the less-educated working women in lower graded jobs, such as domestic help, maids, sweepers, hawkers, conductors, and government employees, it is imperative to provide them with basic financial education and awareness about financial terms, schemes, and strategies for effective management and savings. This study concludes that to empower working women in low-income positions, such as domestic help and stall owners, with financial literacy, it is essential to bridge their knowledge gap in terms of understanding and managing finances, including loans, savings, and budget planning, enabling them to confidently navigate towards financial independence.
- **(Sharma & Joshi,2015)** Through this study we came to know that the financial literacy of working and financial independent women, which impact on their investment decision. It also found different ways in which financial knowledge of women can be enhanced which helps to take investment decision. Primary data was collected through questionnaires. The respondent about their financial knowledge through structure questionnaire consisting investment avenues and their own investment choices. It also found in study that almost all respondent belief that education and knowledge is core requirement for their empowerment. It also concludes that women have agreed to the fact that their financial independence makes them confident and powerful.
- **(Shoba and Shalini, 2015)** This study based on the perception of women towards the personal financial planning in the city of Bengaluru. The main objective is to study the level of financial literacy in Bangalore by using literature base study. The study also found that woman gives priority to family and children's requirements more than her requirements of financial needs and securities. The data is collected from secondary sourced such as websites, journals, articles and reports. This study is qualitative in nature and literature base study. Some financial education programs should be established to create awareness among women regarding financial literacy.
- **(Meenakshi Chaturvedi and Shruti Khare ,2012)** analyses and suggests that there is an explosion in the growth of middleclass families due to double income and increase in number of working women. The main objective of this study is to make the importance of working women making wise judgement in their investment, savings in Bangalore Structured questionnaire was provided to the women's and their responses were noted. More than 60% of the women are unaware of the basic

plans and schemes available to them. Methodology to access existing financial literacy program should be developed.

- **(Khushboo solanki,2020)** This study shows women are more on the suffering side due to the lack of financial literacy. The main objective is to study the demographic profile of the respondents and to evaluate the financial literacy levels of working women. This study based on primary and secondary data which were collected from 101 Working women respondents from the pink city Jaipur. Gap analysis has also is in used as a technique for drawing inferences.
- **(Priyanka Agarwal, 2015)** This study shows the financial literacy among Women in educational sector. The main objective of this study is to analyze. The investment decision regarding saving of the working women and study the knowledge about the investment avenue. This study is based on the Working women in educational sector of Jhansi district with approximately 40 respondents. This study concludes that women should be more knowledgeable about the investment avenue.

III. OBJECTIVES OF THE STUDY

- To analyze the extent of financial awareness among working women.
- To identify the barriers faced by working women in accessing financial education related to financial planning.
- To compare financial literacy and planning awareness among different individuals.

IV. NEED OF THE STUDY

- **Basic financial education:** Provide knowledge on budgeting, saving, investing, and managing debt.
- **Understanding investment options:** Help women comprehend different investment choices, such as stocks, bonds, mutual funds, real estate, and retirement plans.
- **Retirement planning:** Assist in planning for a secure and comfortable retirement, including retirement savings and long-term financial planning.
- **Financial goal setting:** Help women set realistic financial goals and develop a roadmap to achieve them.
- **Financial security and insurance:** Educate on the importance of insurance coverage for financial security, such as life insurance, health insurance, and property insurance.
- **Empowerment and confidence building:** Create a supportive environment that encourages women's active participation in financial planning, building their confidence in making informed decisions.

V. RESEARCH METHODOLOGY

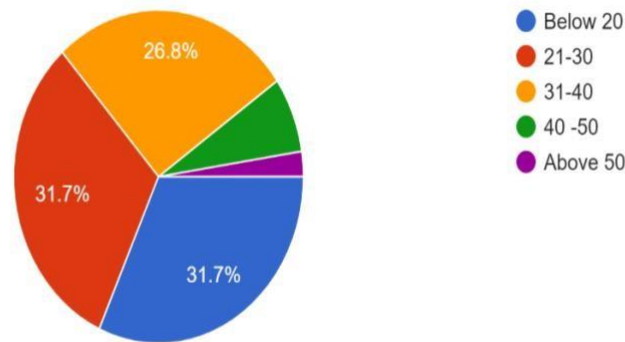
The research was carried out in Bangalore City among working women's. This included women's belonging to different backgrounds, lower income groups, higher and medium income groups. The data was collected from two sources. Primary source of data was collected through structured questionnaire consisting of questions relating to their knowledge of financial investment avenues, savings and their own investment choices. The data collected from secondary sources such as websites, journals, articles and reports. Decisions taken by them towards achievement of financial goals was based on their financial knowledge and investment pattern. A total of 80+ sample respondents has been selected for the purpose of this study

which aimed at analyzing the impact of age demographics on monthly expenditure and savings among women in the city and provide recommendations to enhance their financial literacy.

VI. DATA ANALYSIS AND INTERPRETATION

The data collected is represented in the form of table and pie chart. A brief description of analysis and interpretation is given below.

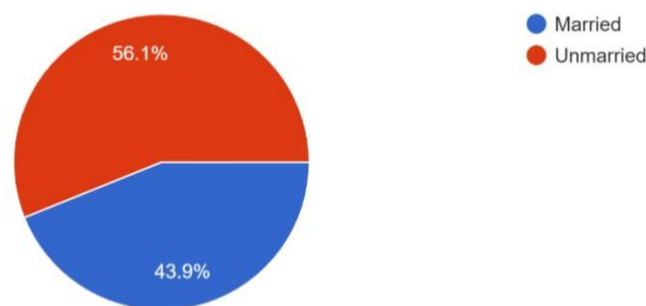
Figure 1: Financial awareness and planning among women on the basis of age.



INTERPRETATION:

The data is collected from different age groups of women. From the above graph, it can be concluded that the level awareness among different respondents is 31.7% are below 20, 31.7% belong to age group of 21-30, 26.8% are between the age group of 31-40, 7.3% belong to the age group of 40-50 and remaining respondents are above the age of 50.

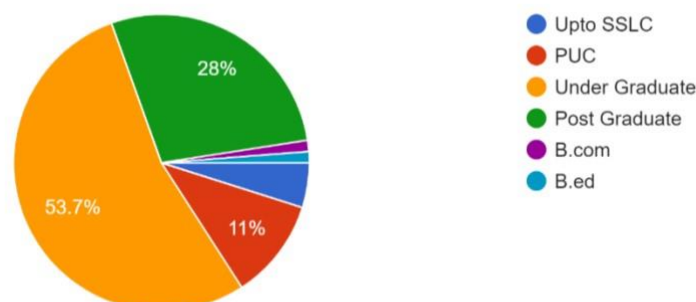
Figure 2: Financial awareness and planning among women on the basis of. Marital status.



INTERPRETATION:

As per the above figure, it can be observed that, 56.1% respondents are unmarried and 43.9% respondents are married.

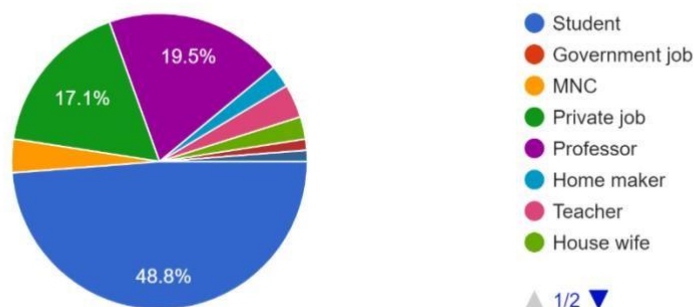
Figure 3: Financial awareness and planning among women on the basis of educational qualification.



INTERPRETATION:

From the above data we can find that, 4.9% respondents have completed SSLC, 11% are qualified up to PUC, 53.7% have completed their under graduation, 28% are qualified as post graduates and remaining 2.4% respondents have finished their B.com and B.ed.

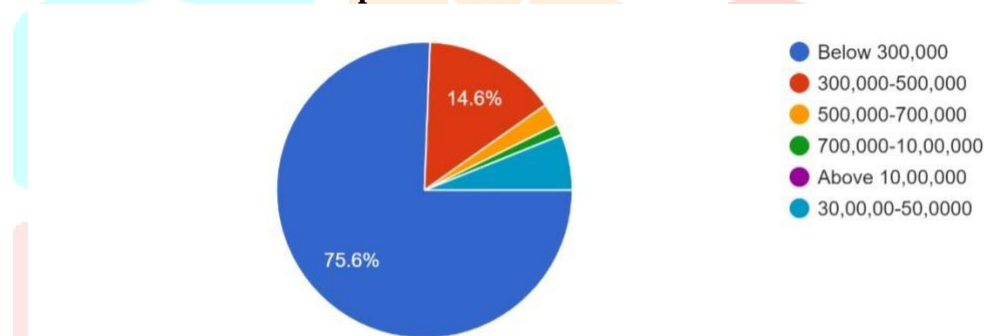
Figure 4: Financial awareness and planning among women on the basis of occupation.



INTERPRETATION:

From the above data we can find that, 48.8% respondents are students, 17.1% respondents are working in private companies, 19.5% respondents are employed as professors and remaining respondents are working in MNC, are employed in government jobs, as teacher, some are house wife and some are doing business.

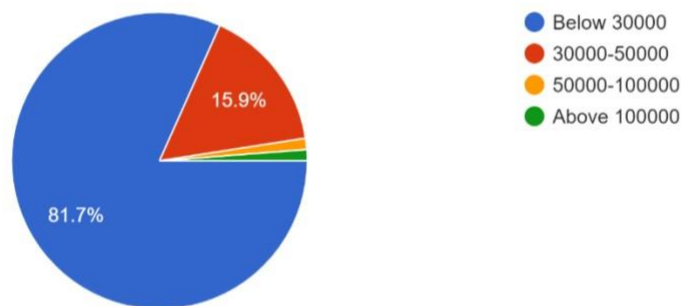
Figure 5: Annual income of respondents.



INTERPRETATION:

From the above chart, it can be observed that, 75.6% respondent’s annual income is below 3,00,000, 14.6% earn 3,00,000 – 5,00,000 annually, 6.1% earn 10,00,000 – 30,00,000 annually, 2.4% respondent’s annual income is between 5,00,000 – 7,00,000 and 1.2% respondents earn income between 7,00,000 – 10,00,000.

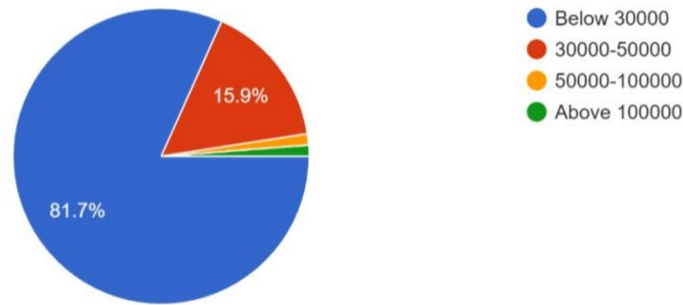
Figure 6: Annual savings regarding to financial planning among respondents.



INTERPRETATION:

From the above data, it can be observed that, the annual savings of respondents are as follows 81.7% respondents save below 30,000, 15.9% respondents save between 30,000-50,000, 1.2% respondents save between 50,000- 1,00,000 and remaining 1.2% save above 1,00,000 annually.

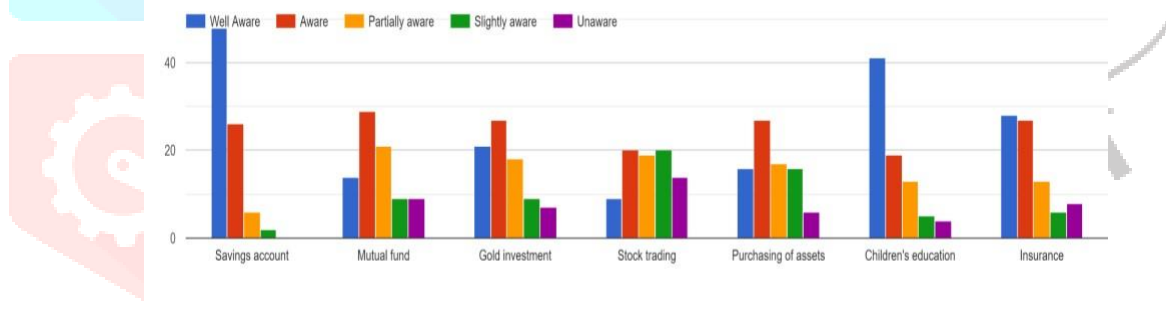
Figure 7: Annual savings regarding to financial planning among respondents.



INTERPRETATION:

From the above data, it can be observed that, the annual savings of respondents are as follows 81.7% respondents save below 30,000, 15.9% respondents save between 30,000-50,000, 1.2% respondents save between 50,000- 1,00,000 and remaining 1.2% save above 1,00,000 annually.

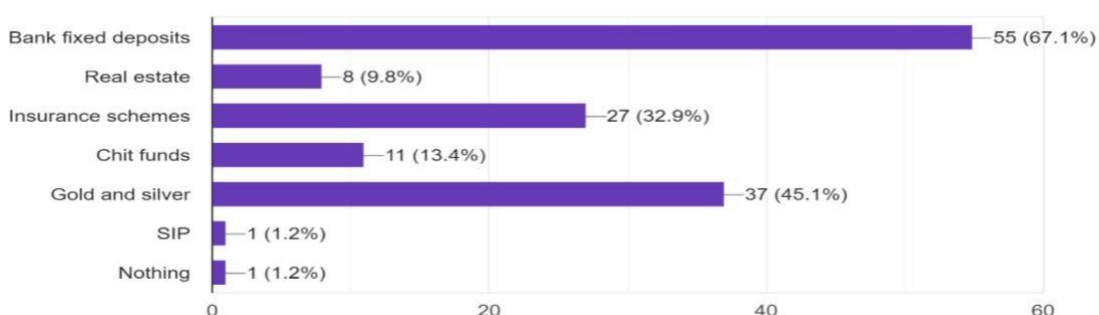
Figure 8: Awareness levels regarding investment revenue of respondents



INTERPRETATION:

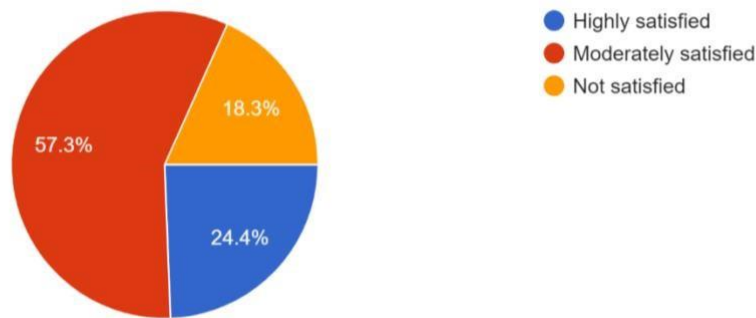
The data reveals the state of awareness regarding investment revenue. People are well aware of savings accounts, mutual funds, gold investments, and purchasing assets. When it comes to stock trading, some people are aware, while others are slightly aware. Regarding children's education, people are well aware, and when it comes to insurance, some are well aware, while others are aware. This survey tells us that people's awareness regarding investment revenue is high for children's education, savings accounts, and insurance, but there is mixed awareness for stock trading, with some being aware and others only slightly aware.

Figure 9: Where do generally invest according to respondents

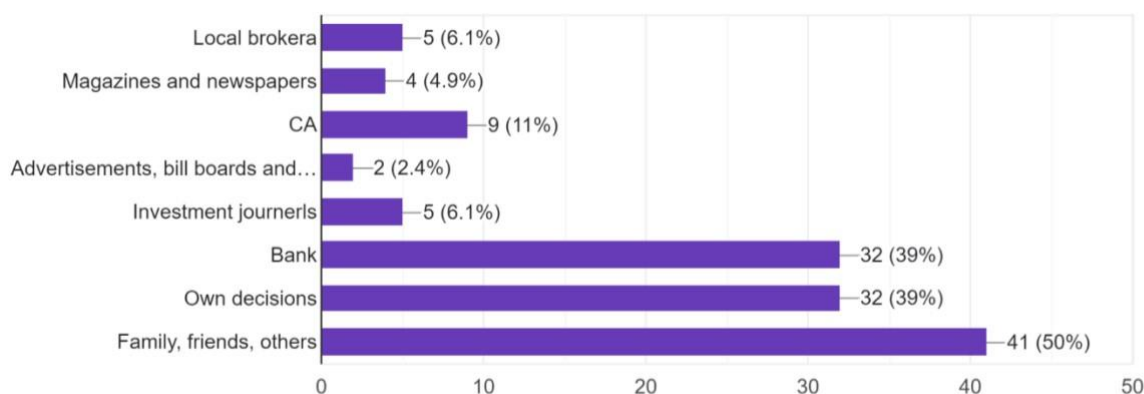


INTERPRETATION:

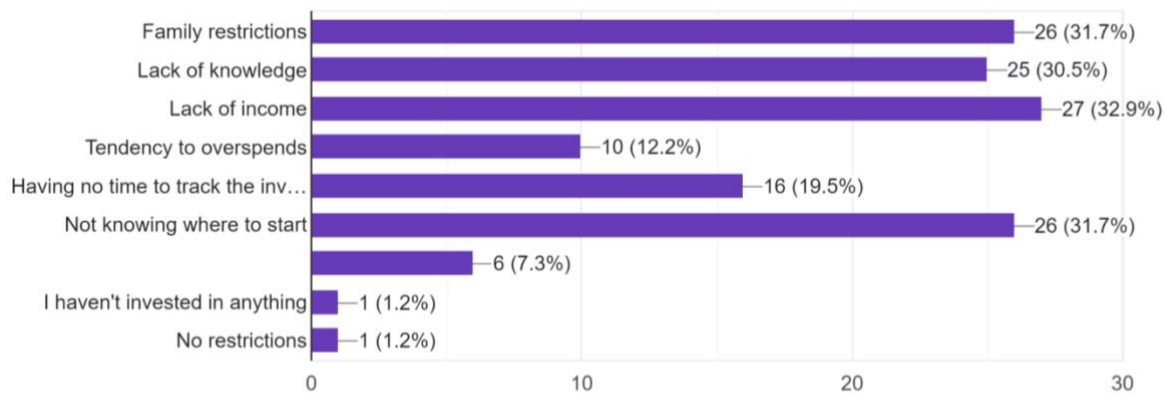
The data reveals investment preferences among respondents. Bank fixed deposits are the top choice, with 67.1% favoring them. Real estate follows at 9.8%, and chit funds at 13.4%. Insurance schemes are selected by 32.9%, while gold and silver are less popular, with 45.1% not choosing them. SIP and not investing at all are mentioned by 1.2% each. This data illustrates a variety of investment preferences, with bank fixed deposits being the most common choice.

Figure 10: According to respondent how much there are satisfied about the investment**INTERPRETATION:**

The data reflects diverse satisfaction levels among respondents regarding their investments. A majority, 57.3%, express high satisfaction, indicating confidence in their investment choices. Additionally, 24.4% are moderately satisfied, suggesting a reasonable level of contentment. However, 18.3% report being not satisfied with their investments, highlighting a smaller but notable segment experiencing dissatisfaction. In summary, the data reveals a range of satisfaction levels, with a significant portion highly satisfied, some moderately satisfied, and a minority not content with their investment outcomes.

Figure 11: Source of investment decision among respondents**INTERPRETATION:**

The data reveals various sources influencing investment decisions. A substantial portion, 39%, trust their own judgment or seek advice from family and friends. Local brokers and investment journals impact 6.1% each, while magazines, newspapers, Chartered Accountants, and banks have less influence, ranging from 4.9% to 11%. Additionally, 2.4% are influenced by advertisements. This data emphasizes the significance of personal networks and individual judgment in investment choices, with a modest role for other sources.

Figure 12: The challenges are faced while choosing investment according to respondents**INTERPRETATION:**

The data reveals several challenges in investment decision-making. Notably, respondents cited family restrictions (31.7%), a lack of knowledge (30.5%), and limited income (32.9%) as primary obstacles. Some mentioned overspending tendencies (12.2%), while others struggle with time to track investments (19.5%) and not knowing where to start (31.7%). A small portion have not yet invested (1.2%), and a similar fraction faces no restrictions. These challenges underline the importance of financial education and planning to help individuals navigate investment choices effectively.

VII. FINDINGS OF THE STUDY

- The data reveals the state of awareness regarding investment revenue. People are well aware of saving accounts, mutual funds, gold investments and purchasing assets.
- The data shows that people's investment choices or influence by various factors safety and life security at 40.2% desires to acquire assets at 31.7%, emergency needs 26.8% and family security 30.5% tax benefits 23.2% some use investment to repay loans 12.2% and a few prefer regular returns 4.9% a small portion is undecided 1.2%.
- The investment difference among respondents. Bank fixed deposits are at 60.1%, real estate at 9.8%, chit funds at 13.4%, insurance schemes at 32.9%, will gold and silver or less popular, with 45.1% not choosing them.
- The reflects diverse satisfaction levels among respondents regarding their investments 57.3% express high satisfaction 24.4% are moderately satisfied with their investment, 18.3% or not being satisfied with their investment.
- The various sources influencing decisions about their investments. A substantial portion 39% trust there on judgment or some advice from family and friends. 2.4% and friends by advertisements.
- The challenges are faced while choosing investment decisions making. Notably respondent cited a lack of knowledge 30.5%, limited income 32.9%, and some not knowing where to start 31.7%.
- More than 60% of the women are unaware of the basic plans and schemes available to them for their financial benefits.
- The study reveals that only 14 - 15% women manage their financial decisions independently.

VIII. CONCLUSION

In this research paper we conducted in depth analysis of working women and their financial investments. The people are more appealing to earn income but they are not serious about their investment decisions and saving allocations. The Conclusion of this research is that women should be more knowledgeable about the investment avenue since they are generally depended on their spouses or other family members.

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