



## AN ANALYTICAL STUDY OF FINANCIAL LITERACY AND ITS IMPACT ON INVESTMENT BEHAVIOUR OF INDIVIDUALS IN WESTERN U.P.

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**Abstract:-** *The financial literacy for the economic development of the country. In today's complex financial market, it becomes immensely important to give focus on financial literacy because financial ignorance bears considerable costs. It is a high time to have the knowledge of basic financial concepts and application of that knowledge because a variety of innovative products and services are easily available through various channels in the financial market. It will provide an insight to know how the components of financial literacy influence the investment decisions of working women as well as describes that the demographic factors have a relationship with the level of financial literacy. The present study is a contribution to the worldwide literature of financial literacy and particularly for India. It is an addition to the literature that examines the influence of financial literacy on investment decisions. Apart from these contributions the present study will specifically significant to the government, policy-makers, financial institutions, working women academicians and researchers. The present study helps the government to know the actual status of the level of financial literacy among the working women of Eastern Uttar Pradesh. Accordingly, they can prepare a plan for imparting financial education to the working women, especially in the underdeveloped regions. For the advancement of the financial wellbeing of the working women, the government can make strategies for giving education on financial issues which can help them for making financial decisions. It would be of use for policymakers in making decisions related to the growth, development and empowerment of women, especially working in the low- income group. The study will also be of great use for Financial Institutions who may make products which could be easily accessible to the working women accordingly to their preference. It will of use for practising financial experts when using women as their target market.*

The study helps working women to know their weak point regarding financial matters. It would be helpful for them to know how much they know about the basic financial concepts like- simple interest, compound interest, inflation, interest calculation on loan, time value of money etc. It will provide an insight to know their behaviour and attitude regarding financial matters and they will know their actual position of financial literacy. It will also help to know that their financial behaviour and attitude influence their investment decisions. From the study, the working women of Eastern Uttar Pradesh will get to know that though they are working still they are not taking their own financial decisions. Accordingly, they may take steps to increase their level of financial literacy by participating in various programmes, workshops and seminars conducted by government and various financial institutions so that they can achieve their financial wellbeing. The study is an important addition to the existing literature in management and women domain. It will be of use for students and teachers of management and women studies. It would be of immense significance for people researching the areas of management and women studies because this study would provide a rich source of secondary data for them. This research helps the academicians to know and understand the importance of financial literacy in an individual's life; it will present a view about women behavioural finance. The present study will help in designing a curriculum for financial literacy, which is a very dominating topic in today's era. This study will provide scope for further research in the area of financial literacy; also many more approach can be examined to improve the level of financial literacy. These days financial literacy is very much talked topic. It has multifarious benefits. Individuals having financial literacy can do better planning, saving and investment and thus may have secured old age. Nowadays almost every country whether developed or developing focuses on imparting financial literacy to their people. In India also, Government and RBI and initiated various programmes on financial literacy. But still, the present study revealed a low level of financial literacy among women. With reference to the findings of the present study, the researcher gives some suggestions to the government, policymakers and financial institutions, to the working women and to the companies where women are working and to the organisations who are working for the women empowerment.

❖ **Scope of the study:** The geographical scope of this study is focused WESTERN U.P. Sample for the study was taken from Meerut,. The findings of the present study will be useful for the individuals who can understand what factors influence and drives their financial knowledge and help them make good investment decisions. Besides this study will be helpful and can be used as a base to identify the problems and their solutions for promoting financial literacy in our country. This would be helpful in improving the savings and changing investment pattern of individuals which further results into their improved standard of living and well-being.

❖ **Objective of the study:-**

1. To explore the financial literacy level and classify it into a high financial literacy level and low financial literacy level.
2. To examine the association between financial literacy and various demographic and social factors.
3. To explore the impact of financial literacy on investors' behavior.
- 4.

**Hypotheses:** -A hypothesis is a tentative generalization about the subject of inquiry, the validity of which is to be tested by

understanding research. A hypothesis is a specific, testable prediction about what is expected to happen in the study. It gives the correct explanation for the result on the basis of investigation. The investigation may support or reject the hypothesis. In due course, a confirmed hypothesis may become the part of a theory or occasionally may grow to become a theory itself. The basis of the hypotheses of this study is notion that financial literacy of an individual is the function of his/her financial knowledge and action which is based over the four tiers of financial literacy. Following hypotheses are formulated, based on the questions and objectives of the research:

#### **Hypothesis 1**

Ho: There is no association between gender and the financial literacy level of salaried individuals.

H1: There is an association between gender and the financial literacy level of salaried individuals.

#### **Hypothesis 2**

Ho: There is no association between age and the financial literacy level of salaried individuals.

H1: There is an association between age and the financial literacy level of salaried individuals.

#### **Hypothesis 3**

Ho: There is no association between academic qualification and the financial literacy level of salaried individuals.

H1: There is an association between academic qualification and the financial literacy level of salaried individuals.

#### **Hypothesis 4**

Ho: There is no association between employment status and the financial literacy level of salaried individuals.

H1: There is an association between employment status and the financial literacy level of salaried individuals.

#### **Hypothesis 5**

Ho: There is no significant impact of financial literacy on investors' behavior. H1: There is a significant impact of financial literacy on investors' behavior.

#### **Research Methodology:-**

The framework or a blueprint for conducting the research project is research design. Research design provides the way and procedure which is essential for obtaining the information needed for the study. Research design of the present study will be descriptive in nature. Descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in any way. The "Sample" is taking any portion of a population or universe, so that each member of the population or universe has an equal chance of being selected to make it representative of individuals was selected based on convenience. For this criteria were chosen such as Sample Size. This study uses the Cochran (1977) formula for calculating the appropriate sample size. He developed a formula to calculate a representative sample for proportions as-

$$\text{sample size } N = z.p.q/e^2$$

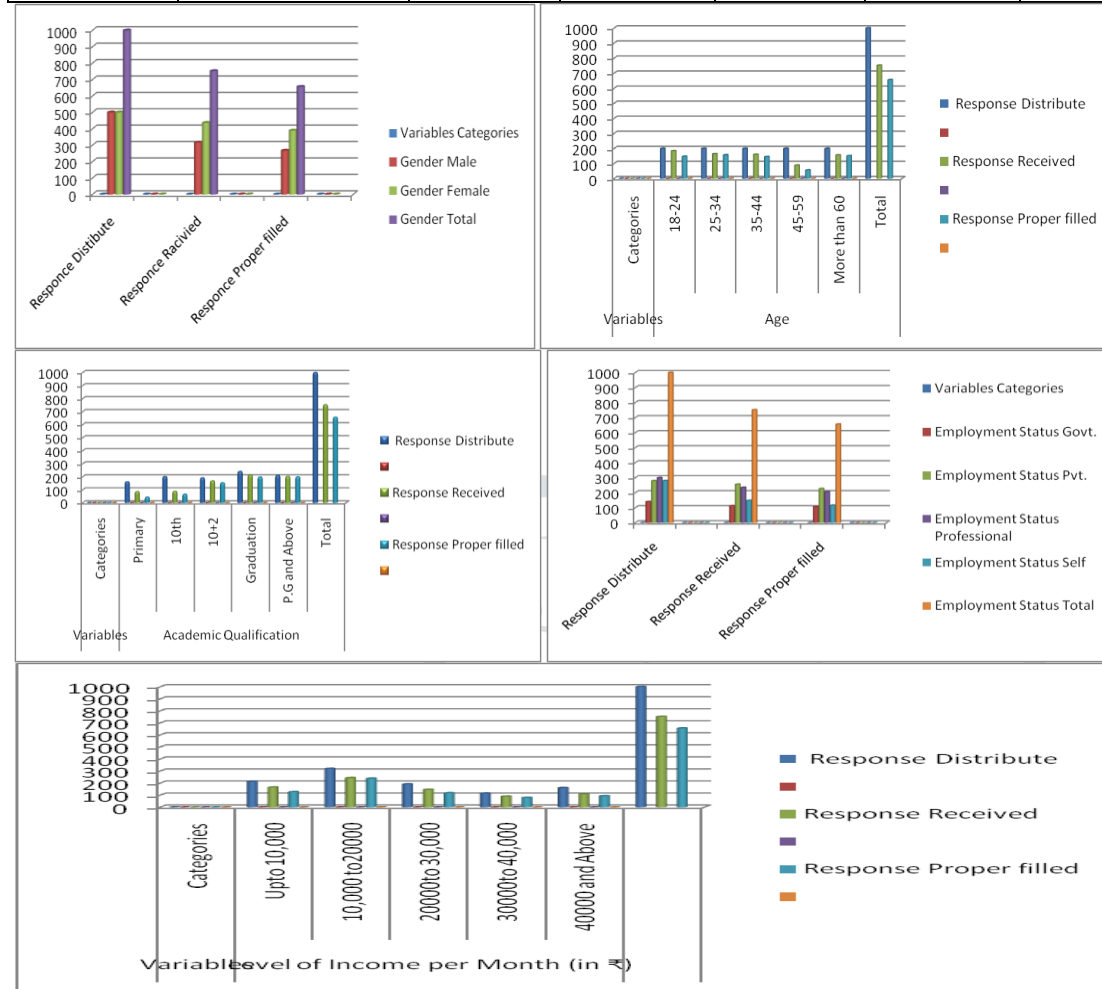
$$p = 0.5 \text{ and hence } q = 1 - 0.5 = 0.5; e = 0.05; z = 1.96$$

$$N = (1.96) (0.5) (0.5) / (0.05)^2 = 384.16 = 384$$

Where, N= sample size. z = critical value of desired confidence level. p = estimated proportion of an attribute that is present in the population. q = 1-p. e = desired level of precision. Total 1000 questionnaires were distributed, out of which only 752 were received. Further it was found that out of 752 received questionnaire, 656 were completely filled. After conducting data cleaning only 656 responses were found appropriate for the study. So the final sample size of the study was 656.

Variables	Categories	Response Distribute		Response Received		Response Proper filled	
		Frequency	Percentage (%)	Frequency	Percentage (%)	Frequency	Percentage (%)
Gender	Male	500	50%	316	42%	267	41%
	Female	500	50%	436	58%	389	59%
	<b>Total</b>	1000		752		656	
Age	<b>18-24</b>	200	20%	184	24%	147	22%
	<b>25-34</b>	200	20%	164	22%	157	24%
	<b>35-44</b>	200	20%	160	21%	145	22%
	<b>45-59</b>	200	20%	88	12%	56	9%
	<b>More than 60</b>	200	20%	156	21%	151	23%
	<b>Total</b>	1000		752		656	
Academic Qualification	<b>Primary</b>	160	16%	85	11%	43	7%
	<b>10th</b>	200	20%	87	12%	65	10%
	<b>10+2</b>	190	19%	167	22%	153	23%
	<b>Graduation</b>	240	24%	212	28%	197	30%
	<b>P.G and Above</b>	210	21%	201	27%	198	30%
	<b>Total</b>	1000		752		656	
Employment Status	<b>Govt.</b>	140	14%	113	15%	107	16%
	<b>Pvt.</b>	280	28%	256	34%	227	35%
	<b>Professional</b>	300	30%	235	31%	206	31%
	<b>Self</b>	280	28%	148	20%	116	18%
	<b>Total</b>	1000		752		656	
Level of	<b>Upto 10,000</b>	<b>213</b>	21%	<b>165</b>	22%	<b>127</b>	19%

Income per Month (in ₹)	10,000 to 20,000	320	32%	244	32%	239	36%
	20,000 to 30,000	191	19%	146	19%	118	18%
	30,000 to 40,000	115	12%	89	12%	79	12%
	40,000 and Above	161	16%	108	14%	93	14%
		1000		752		656	



❖ **Findings of the First objective- Variables determining Financial Literacy**

- The study found that financial knowledge, financial behaviour and financial attitude are the three main components which help in determining the level of financial literacy of an individual.
- The financial knowledge of an individual can be measured with the help of an individual’s knowledge of numeracy, their knowledge and understanding of inflation, understanding of interest on loans, their awareness about risk diversification and understanding of time value of money.
- It was found that the financial behaviour of an individual can be assessed by how well they were doing budgeting and planning their day to day financial needs, how they were managing their cash and debt, their habit of regular savings and how well they keep records of their financial matters.
- The study found that the financial attitude of an individual can be assessed by their attitude of taking risk, their confidence in taking investment decision and satisfaction with the present financial status.
- Further, it was found that a change in financial knowledge will not affect much the financial behaviour and attitude of an individual. But, if there will be a change in the financial behaviour, there will be a huge change in the financial attitude of an individual.

❖ **Findings of the Second objective- Association between the financial literacy components**

- It was found that financial knowledge, financial behaviour and financial attitude are positively related with each other.
- The study found that financial knowledge and financial behaviour are moderately related to each other. In other words, it may be said that financial knowledge may affect the financial behaviour of an individual but not the only factor which affects the behaviour of an individual.
- Financial knowledge and financial attitude has a moderate relationship with each other. It may be said that mere having the knowledge of numeracy and inflation, does not inculcate the attitude of taking risk and motivating the attitude of taking investment decisions by own.
- It was found that there is strong relationship between financial behaviour and financial attitude. In other words, it may be said that the attitude of taking investment decision is very much affected by the financial behaviour of an individual.
- Further, study found that there is a positive relationship between the components of financial knowledge, financial behaviour and financial attitude. But the association between them is not very strong.
- The study found that the working women who have the knowledge of numeracy, interest and know about the risk diversification can do better budgeting and planning, can manage their cash and debt properly and they also have the habit of savings and keep their



financial records properly.

- The working women who have the knowledge of numeracy, interest and risk diversification are more satisfied with their present financial status. Those who have the knowledge of inflation and time value of money have risk taking attitude too.
- Budget and planning are found to be positively correlated with all the financial attitude factors such as risk taking attitude, confidence in taking investment decision and satisfaction with present financial status. Thus, it may be said that the working women who do proper budgeting and planning also exhibit positive financial attitude.
- Cash and debt management was also found to be positively correlated with all the factors of financial attitude. Thus, it may be said that the working women who manage their cash and debt appropriately also show positive financial attitude.
- It was found that record keeping is positively correlated with all financial attitude factors. Thus, it can be said that those who keep their financial records properly also have a positive financial attitude towards investment.
- Saving habits are highly positively correlated with all the factors of financial attitude. Thus, it may be said that those working women who have the saving habits also have the positive financial attitude.

#### ❖ **Findings of the Third objective- Level of Financial Literacy among Working Women.**

- The study found that the level of financial literacy among working women of Eastern Uttar Pradesh is low.
- Further, it was found that out of the total sample only 11.92% were having high level of financial literacy, which is very low in itself.
- In the low and middle level of financial literacy, there is not much difference in the knowledge of numeracy, inflation, interest, risk & diversification and the time value of money. Thus, it may be said that those who possess a low and middle level of financial literacy, there is not much variation in their financial knowledge.
- The financial knowledge is found to be much higher in the high level of financial literacy. Thus, it may be said that the working women who have the high level of financial literacy, their knowledge of numeracy, inflation, interest, risk & diversification and the time value of money is also high.
- It was found that those whose financial literacy level is low do not make proper budgeting and planning, they do not manage their cash & debt properly, they don't have the habit of saving and they do not keep their financial records properly.
- The financial behaviour in middle and high level of financial literacy is found to be much higher in comparison to a low level. Thus, it may be said that those working women who have a middle and high level of financial literacy have proper budgeting and planning, they manage their cash and debt properly, have saving habits and keep their financial records properly.
- The study found that there is a huge variation in financial attitude in all three levels of financial literacy. In other words, the attitude of taking a risk as well as confidence in making an investment decision is changed as per the level of financial literacy.

#### ❖ **Findings of the Fourth objective- Relationship between Demographic Factors and the Level of Financial Literacy.**

For the purpose of the study various demographic factors of the respondents such as age, educational qualification, marital status, monthly income, years of work experience, number of family members and number of dependent were considered. Further, relationship between these demographic factors and level of financial literacy of respondents has also been checked with the help of chi-square test. The major findings are as follows-

- The study found that there is a significant relationship between respondents' age and their level of financial literacy. Moreover, it was found that the low level of financial literacy was among those who were 25 to 34 years older. The middle level of financial literacy was found among those who were between the age of 35 to 44 years older and high level of financial literacy was found among those who were in the age group of 45 to 54 years. This finding is in line with the findings of Chen & Volpe (1998), ANZ Bank (2003) and Lusardi and Mitchell (2009).
- With respect to the educational qualification, it was found that respondents' educational qualification and their level of financial literacy is significantly related to each other. The low level of financial literacy was found majorly among graduates. Those who have professional degrees possess a middle level of financial literacy. The high level of financial literacy was found among those who were post-graduates. In other words, it may be said that in comparison to those who have less educational qualification, working women who have higher educational qualification have higher level of financial literacy.
- The study found a significant relationship between level of financial literacy and the marital status. Unmarried working women were having a low level of financial literacy. Though the middle and high level of financial literacy was found both in the married working women but the percentage was higher in the middle level as compared to the high level of financial literacy.
- Concerning monthly income, study found that monthly income of the working women and their level of financial literacy is significantly related among each other. The low level of financial literacy was majorly found among those respondents who earn a monthly salary between Rs. 10,000 to 30,000. The middle level of financial literacy was found among those working women who earn a monthly salary between Rs. 30,001 to 50,000. The high level of financial literacy was found among both who earn between Rs. 90,001 to 1,10,000 and above Rs. 1,10,000, but the percentage is higher among those who earn a monthly income of above Rs. 1,10,000. In other words, it may be said that working women who earn a lower income show a low level of financial literacy as compared to those who earn a higher monthly income. This finding corroborates the finding of Beal & Delpachitra (2003) and OECD Studies (2005).
- Respondent's years of work experience and their level of financial literacy is significantly related to each other. The low level of financial literacy was found among those who have 6 to 11 years of work experience. The middle level of financial literacy was found among those who have work experience of 12 to 30 years and high level of financial literacy was found among those respondents who have 21 to 30 years of work experience. In other words, it may be said that working women who are less experienced represents a low level of financial literacy as compared to those who are high work experiences. This finding is in line with the findings of Chen and Volpe (1998) and Beal & Delpachitra (2003).
- For number of family members, study found that there is a significant relationship between family size and level of financial literacy. The low level of financial literacy was found majorly among those respondents who have more than four members in their family. The middle level of financial literacy was found among those who have four members in their family and the high level was found among those respondents who have three members in their family. It may be said that respondents' who have nuclear family exhibit a high level of financial literacy in comparison to those who have a larger family.
- The study found that there is no relationship between the number of dependents and level of financial literacy. In other words, it

may be said that respondents' level of financial literacy has no relation with number of dependents they have in their family.

❖ **Findings of the Fifth objective- influence of financial literacy on investment decisions.**

The confirmatory factor analysis (CFA) has been performed to find out the elements of investment decision; thereafter influence of level of financial literacy on investment decision has been checked by simple linear regression. Further, the influence of components of financial literacy i.e. financial knowledge, financial behaviour and financial attitude has been checked by performing a structural equation model (SEM). The major findings are as follows-

➤ The study confirms that, the time horizon of investment, investment strategies (risk & return), investment objectives and source of investment advice are the four important elements considered while making investment decisions.

➤ Factor loadings of all the four elements are above the threshold value of 0.70. The average variance extracted and the composite reliability values are also found above the threshold values. Thus, it may be said that the model derived from the theory is reliable and fit well with the current study.

➤ All the obtained values of the fit statistics of the model are above the recommended values. Thus, it may be concluded that the confirmatory factor analysis model of investment decision is fit with the sample data.

➤ It was found that the level of financial literacy and investment decision is highly positively correlated among each other. The regression analysis found that 76.4% of investment decisions of working women can be estimated by their level of financial literacy. Thus, it may be concluded that the level of financial literacy of working women does have a significant influence on their investment decisions.

➤ Structural equation model was performed to check the influence of components of financial literacy (financial knowledge, financial behaviour and financial attitude) on investment decisions. The obtained values of fit statistics of the model are above the recommended values. Therefore, it may be said that the SEM model performed for studying the influence of financial knowledge, financial behaviour and financial attitude on investment decisions fit for the present study.

➤ It was found that financial knowledge has the least influence on investment decisions. Financial attitude influences investment decisions but not to a great extent. Investment decisions get highly influenced by financial behaviour. Thus, it may be said that the investment decisions of working women is influenced by their financial behaviour (budgeting and planning, management of cash and debt, habit of savings and maintaining the financial records properly).

❖ **Conclusion of the Study:-**

On the basis of analysis of data and findings following conclusions are drawn for the study-

➤ The study concluded that the majority of the respondents' possess a low level of financial literacy. Only 11.92 % of the total sample has a high level of financial literacy.

➤ With respect to demographic profile, the study concluded that the sample was heavily dominated by the age group of 25 to 34 years and were post graduates. Further, the study concludes that the majority of the sample were married working women and earning a monthly income of Rs. 30,001-50,000 and had six to ten years of working experience.

➤ The study also concluded that the majority of the sample invested five to ten per cent of their income and expected a return of ten to fifteen per cent. Further, it was concluded that working women were moderate risk-takers.

➤ For investment preferences, it was concluded that insurance & pension plans and bank deposits are the most preferred investment avenues among working women. The least preferred investment avenues among working women are Bonds/debentures and shares.

➤ Concerning the time horizon of investment, the study concluded that working women often do their investment for one to three years and three to five years. Up to great extent, they follow the strategy of some risk and potentially high return.

➤ The study concluded that working women not at follow the strategy of potentially high return regardless of the potential loss. Thus, it may be said that they do not prefer to take high risk in spite of high return.

➤ It was concluded that the most preferred investment objective among working women is children's education/ marriage. After that, they do investment intending to secure their old age and earn a regular income.

➤ Further, the study concluded that working women relatively preferred their own experience and takes advice from their husband/family members while making an investment decision. Certified financial consultants are the least preferred source of advice among working women.

❖ **Conclusion based on Objectives:-** Based on objectives, conclusions of the study are as follows-

➤ The first objective was to identify the components determining financial literacy. The study concluded that financial knowledge, financial behaviour and financial attitude are the three main components which help in determining financial literacy. Under financial knowledge, calculation of numeracy, inflation, interest, risk & diversification and the time value of money were considered. For measuring financial behaviour, budgeting and planning, management of cash and debt, the habit of saving and keeping records of financial matters were considered. Under financial attitude, risk-taking attitude, confidence in making investment decisions and satisfaction with present financial status were considered.

➤ The second objective was to find out the association among the components of financial literacy. The study concluded that there is a positive association among all the three components of financial literacy. In other words, it may be concluded that financial knowledge, behaviour and attitude are related with each other which means that if there will be a change in one component the other two will also change.

Further, the study concluded that the components of financial knowledge and financial behaviour are associated among each other. Thus, it may be said that the working women who have the knowledge of numeracy, inflation, interest, time value of money and risk diversification and can do better budgeting and planning, can manage cash and debt, have saving habits and keeps the record of financial matters.

➤ The study also concluded that working women who have the knowledge of numeracy, inflation, interest, risk & diversification and time value of money, have risk taking attitude; they feel confident in their investment decisions and are satisfied with their present financial status. Further, it was concluded that working women who have the behaviour of budget & planning, cash & debt management, record keeping and habit of regular saving may have a risk-taking attitude, they feel confident in making investment decisions and are satisfied with their present financial status.

➤ Objective third of the study was to explore the level of financial literacy among working women. The study concluded that

working women have a low level of financial literacy. Further, it was concluded that financial knowledge among women who have a high level of financial literacy is higher in comparison to those who have a low and middle level of financial literacy. Thus, it may be concluded that the knowledge of basic financial concepts is very much necessary to have better financial literacy.

➤ The study further concluded that financial behaviour differs among all the three levels of financial literacy. The financial behaviour in a low level of financial literacy is low in comparison to the middle and high level of financial literacy. There is a wide variation in financial attitude among the levels of financial literacy. With the change in the level of financial literacy, the financial attitude among working women also changes.

➤ The fourth objective was to determine the relationship between the level of financial literacy and various demographic factors. It was concluded that there is a significant relationship between age, educational qualification, marital status, monthly income, years of work experience and the number of family members and level of financial literacy. The number of dependents has no relation to the level of financial literacy.

➤ The study further concluded that the two extreme of the respondents' age i.e. below 25 and 54 and above years have a low level of financial literacy. With the increase in level of education the level of financial literacy also increases. The study also concluded that working women with lower monthly income have a low level of financial literacy than those who were earning higher monthly income.

➤ It was concluded that working women who have less than five years, as well as more than thirty years of work experience, possess a low level of financial literacy. In other words, it may say that the women who have less experience don't give much focus on financial literacy as they have been busy in enjoying their money. Larger the respondent's family size, lower the level of their financial literacy. Thus, it may be concluded that working women who have greater responsibilities of fulfilling their household needs or family demands don't have much time as well as left sufficient money for upgrading their financial literacy level.

➤ The fifth and last objective was to examine the influence of financial literacy on investment decisions of working women. This objective was further divided into two sub-objectives, first was to check the influence of level of financial literacy on investment decisions; and second is to examine the influence of components (FK, FB and FA) of financial literacy on investment decisions of working women. It was concluded that the level of financial literacy influences the investment decisions of working women.

Further, the study concludes that financial knowledge has the least influence on investment decisions of working women. The financial attitude influences investment decisions but not up to a great extent. The investment decisions of working women get much influenced by their financial behaviour. In other words, it may be said that mere knowing the concepts of numeracy, inflation or time value of money doesn't inculcate the habit of doing investments.

➤ At last, the study concludes that working women who have positive financial behaviour (habit of making budgeting and planning, a habit of managing cash and debt, regular saving habit and habit of keeping financial records) may make better investment decisions.

❖ **Significance of the Study:-** The present study fulfils the requirement of financial literacy for the economic development of the country. In today's complex financial market, it becomes immensely important to give focus on financial literacy because financial ignorance bears considerable costs. It is a high time to have the knowledge of basic financial concepts and application of that knowledge because a variety of innovative products and services are easily available through various channels in the financial market. It will provide an insight to know how the components of financial literacy influence the investment decisions of working women as well as describes that the demographic factors have a relationship with the level of financial literacy. The present study is a contribution to the worldwide literature of financial literacy and particularly for India. It is an addition to the literature that examines the influence of financial literacy on investment decisions. Apart from these contributions the present study will specifically significant to the government, policy-makers, financial institutions, working women academicians and researchers. The present study helps the government to know the actual status of the level of financial literacy among the working women of Eastern Uttar Pradesh. Accordingly, they can prepare a plan for imparting financial education to the working women, especially in the underdeveloped regions. For the advancement of the financial wellbeing of the working women, the government can make strategies for giving education on financial issues which can help them for making financial decisions. It would be of use for policymakers in making decisions related to the growth, development and empowerment of women, especially working in the low-income group. The study will also be of great use for Financial Institutions who may make products which could be easily accessible to the working women accordingly to their preference. It will be of use for practising financial experts when using women as their target market. The study helps working women to know their weak point regarding financial matters. It would be helpful for them to know how much they know about the basic financial concepts like- simple interest, compound interest, inflation, interest calculation on loan, time value of money etc. It will provide an insight to know their behaviour and attitude regarding financial matters and they will know their actual position of financial literacy. It will also help to know that their financial behaviour and attitude influence their investment decisions. From the study, the working women of Eastern Uttar Pradesh will get to know that though they are working still they are not taking their own financial decisions. Accordingly, they may take steps to increase their level of financial literacy by participating in various programmes, workshops and seminars conducted by government and various financial institutions so that they can achieve their financial wellbeing. The study is an important addition to the existing literature in management and women domain. It will be of use for students and teachers of management and women studies. It would be of immense significance for people researching the areas of management and women studies because this study would provide a rich source of secondary data for them. This research helps the academicians to know and understand the importance of financial literacy in an individual's life; it will present a view about women behavioural finance. The present study will help in designing a curriculum for financial literacy, which is a very dominating topic in today's era. This study will provide scope for further research in the area of financial literacy; also many more approach can be examined to improve the level of financial literacy.

❖ **Suggestions of the Study:-** These days financial literacy is very much talked topic. It has multifarious benefits. Individuals having financial literacy can do better planning, saving and investment and thus may have secured old age. Nowadays almost every country whether developed or developing focuses on imparting financial literacy to their people. In India also, Government and RBI and initiated various programmes on financial literacy. But still, the present study revealed a low level of financial literacy among women. With reference to the findings of the present study, the researcher gives some suggestions to the government, policymakers and financial institutions, to the working women and to the companies where women are working and to the organisations who are working for the women empowerment.



❖ **Suggestions for the Government, Policy makers and Financial Institutions**

- It is suggested that the government should give more focus on providing the financial education to the women at the micro-level especially in the underdeveloped regions. In respect of promoting the behaviour of investment among women, awareness about the financial literacy must be created.
- For upgrading the financial well-being of working women, competency in money management skills is necessary and for this government must give education regarding financial literacy concepts; which will ultimately help the working women in making the effective investment decision making.
- Since the study found a low level of financial literacy among the working women who were the age of 54 or above years, therefore the government must focus on those future retirees. Awareness programme must be organised for them so as they may assess their current pension schemes which help them to take appropriate action so as they can secure their post-retirement period.
- The research found that the regular income was one of the relatively preferred investment objectives among working women. Therefore, the policy makers and financial institutions must launch more investment instruments of such type in the market which motivate the working women for doing investment at larger scale.
- It is suggested that financial institutions and government bodies engaging in financial literacy campaigns must organise seminars and workshops especially for working and non-working women both to enhance the knowledge of various financial products. The sessions must focus on imparting the knowledge of how to invest, where to invest, issues involved in investments, things to be considered before doing investments.
- Awareness campaigns and programmes related to financial literacy must be organised at local levels also especially for women because they have to look after their family too and for them, it is difficult to travel out of the city alone.
- It is recommended to the government that financial education should be started at the primary school level so that children can understand the importance of financial decisions from their childhood days.
- It is recommended that for increasing the financial literacy and capability among working women, financial literacy app may be launched by the government of financial institutions so that they can enhance their financial literacy easily.
- Digital education tools must be launched so that working women can enhance their financial literacy from their working desk also.

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