

# A Comprehensive Study on Knowledge of Wealth Management Among Government Employees in North Karnataka

Laxman Pawar<sup>1</sup>, Raju Vanajoli<sup>2</sup>, Ravi Chavan<sup>3</sup>

<sup>1,3</sup> Assistant Professor, Department of Management and Research Centre BLDEA's A.S. Patil College of Commerce (Autonomous) Vijayapur.

<sup>2</sup> MBA Student at Department of Management and Research Centre BLDEA's A.S. Patil College of Commerce (Autonomous) Vijayapur.

**Abstract—** This research presents a comprehensive examination of the knowledge and awareness surrounding wealth management among government employees in North Karnataka. The study aims to assess the extent to which factors such as income, education, socio-economic status, and cultural beliefs influence financial decision-making and wealth management practices within this demographic. Data was collected through a structured questionnaire administered to 50 government employees, selected via simple random sampling. The analysis, conducted using descriptive statistics, T-tests, and MS Excel-supported SPSS software, reveals that while financial literacy and access to wealth management resources remain limited, socio-economic and cultural factors significantly shape individuals' financial behaviors and opportunities. The findings indicate that financial difficulties and traditional cultural norms continue to present barriers to effective wealth management. However, the study also identifies opportunities for targeted financial literacy programs and culturally sensitive support services to enhance financial well-being among government employees.

## I. INTRODUCTION

In the contemporary economic environment, wealth management has emerged as a crucial aspect of personal financial planning, particularly for salaried individuals in both the public and private sectors. Among government employees, the importance of effective wealth management is amplified due to the structured nature of their income streams, limited investment awareness, and the need for long-term financial security post-retirement. North Karnataka, with its diverse socio-economic landscape and deep-rooted cultural practices, presents a unique context for examining financial literacy and wealth management behaviors. Government employees in this region encounter various socio-economic and

cultural influences that affect their financial decision-making, savings habits, and investment preferences. Despite the growing availability of financial products and services, many employees lack adequate knowledge and access to wealth management resources.

## II. REVIEW OF LITERATURE

1. Jesse, Bricker., Sarena, Goodman., Kevin, B., Moore., Alice, Henriques, Volz. (2021): The paper focuses on advancing U.S. wealth analysis by modifying the Survey of Consumer Finances (SCF) to accurately recover the wealth distribution over families, tax units, and individuals from 1989 to 2019. It highlights that existing estimates of U.S. inequality across individuals considerably understate wealth inequality by ignoring unequal holdings within families, and it shows that wealth concentration increased during the recent economic recovery, challenging leading models that capitalize income into wealth.
2. Fadilla, Fadilla., Ahmad, Farhan., Choiriyah, Choiriyah. (2023). - The paper investigates the impact of exposure to visual wealth on social media on female self-objectification, utilizing the social adaptation hypothesis as a theoretical framework. Through three online studies, the research establishes a positive relationship between visual wealth exposure and self-objectification in women, with economic inequality perception and competence perception playing a chain-mediating role between them.
3. Man, Luo., Feng, Yang. (2024) The paper investigates the impact of exposure to visual wealth on social media on female self-objectification, utilizing the social adaptation hypothesis as a theoretical framework. Through three online studies,

the research establishes a positive relationship between visual wealth exposure and self-objectification in women, with economic inequality perception and competence perception playing a chain-mediating role between them.

4. Xing, Liu., Xiaoyi, Ren. (2022). The paper investigates the impact of cash dividend smoothing on the wealth management products (WMPs) purchased by listed companies, using Chinese A-share non-financial listed companies' data from 2011–2019. Through a difference-in-difference (DID) model, the study finds that cash dividend smoothing reduces the WMPs purchased by companies, with additional analysis revealing its effects on financial leverage, institutional investors, managerial agency problems, ownership nature, and regional factors.

5. Connor A. Olson, Andrew Belmonte, Christopher Griffin (2022). The paper explores a spatial evolutionary game mechanism that incorporates mutation through a Boltzmann distribution, mediated by stored winnings or wealth, to study the formation of communities in a 1D lattice. It investigates conditions under which communities of a specific strategy form with fixed or drifting boundaries, highlighting the impact of temperature changes on the system through numerical simulations

6. Ryan, Dwyer., Elizabeth, W., Dunn. (2022). The paper discusses a unique experiment where anonymous donors gave \$10,000 to 200 recipients in seven countries. By comparing cash recipients with a control group that did not receive money, the study provides causal evidence that cash transfers substantially increase happiness, with the greatest gains seen in lower-income countries.

7. Shrikant, Panigrahi. (2023). The paper focuses on the relationship between working capital management, earnings quality, sales growth, and shareholders' wealth of manufacturing companies listed in Oman, particularly in the context of the COVID-19 crisis. The study used balanced panel data from 31 manufacturing firms listed on the Muscat Stock Exchange from 2004 to 2019 to analyse how factors like days in working capital, cash conversion cycle, payable deferred period, sales growth, and earnings quality impact shareholder's wealth, as proxied by return on assets and earnings per share.

8. Stanley, Jere., George, M., Mukupa., Edwin, Moyo. (2023). The paper addresses the portfolio management problem with stochastic wage income and inflation risk for CRRA investors, considering events like COVID-19, fiscal policy adjustments,

financial policy changes, and climate change as sources of uncertainty. By applying the Dynamic Programming Principle, the paper aims to determine the optimal controls that maximize the objective function, leading to the establishment of the value function and optimal controls through solving the HJB PDE.

9. Michael, W., Hodin. (2023). The paper explores the impact of modern longevity on wealth management in the 21st century, highlighting the need for evolving strategies and tools to help individuals maximize their healthy, productive years, work beyond traditional retirement age, manage caregiving responsibilities, and plan for longer lives. It emphasizes the importance of incorporating scientific and medical advances in geoscience into lifestyle choices and financial planning to achieve an extended health span, while also advocating for policy changes, employer support, and individual proactive planning to adapt to the new landscape of greater wealth from greater longevity.

10. Catherine, Donnelly., Gaurav, Khemka., William, W., Lim. (2022). The paper investigates different investment strategies for pre-retirees to increase certainty about their income in retirement while benefiting from investment risk. It compares the effectiveness of a loss aversion utility function and terminal wealth constraints in achieving a desired wealth target, concluding that the former provides higher certainty and is more robust across various market models

### III. OBJECTIVES OF THE STUDY

- To understand how factors like income, education, social status, and traditions influence people's decisions, behaviors, and opportunities in life.
- To examine the challenges and barriers individuals face and identify ways to overcome obstacles that hinder their progress, growth, and success.

### IV. HYPOTHESIS

$H_0$  (Null Hypothesis):

There is no significant influence of socio-economic and cultural factors on individuals' decisions, behaviors, and opportunities.

$H_1$  (Alternative Hypothesis):

There is a significant influence of socio-economic and cultural factors on individuals' decisions, behaviors, and opportunities.

H<sub>02</sub> (Null Hypothesis):  
There are no significant challenges or barriers affecting individuals' progress, growth, and success.  
H<sub>2</sub> (Alternative Hypothesis):

There are significant challenges and barriers affecting individuals' progress, growth, and success.

V. RESEARCH METHODOLOGY

Particulars	Explanations
Primary data	Research conducted a survey in order to understand better. A Comprehensive Study on Knowledge of Wealth Management Among Government Employees in North Karnataka.
Secondary data	Websites and Research papers were used as secondary data.
Data collection tool	The data for this study was collected using a self-administrated and well-structured questionnaire with 10 different questions and given to respondent to respond using manual procedure.
Sample size	50
Sample point	Government employees of north Karnataka In FDC
Sample method	Simple random sampling method was selected for choosing samples.
Data analysis	MS. Excel, T-test, Descriptive Statistic from IBM SPSS software was used for the data analysis.

Scope of the Study:

- The study focuses exclusively on government employees working in the North Karnataka region.
- Primary data was collected through a structured questionnaire distributed to 50 respondents.
- The study provides insights to support the design of financial literacy programs and policy interventions targeted at government employees.

- The sample size is limited to 50 government employees, which may not fully represent the wider population of North Karnataka.
- The study relies on self-reported data, which may be influenced by personal bias and respondents' willingness to share financial information.
- Time constraints and limited resources restricted the study's geographical coverage and sample expansion.

Limitations of the Study:

VI. DATA ANALYSIS AND INTERPRETATION

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
My family's financial situation influences my daily life decisions.	-.747	49	.459	-.14000	-.5165	.2365
My cultural background affects my career or education choices.	-2.852	49	.006	-.44000	-.7500	-.1300
The traditions in my community impact how I interact with others.	-2.694	49	.010	-.40000	-.6983	-.1017

Interpretation:

In hypothesis testing, if the Sig. (2-tailed) value is less than 0.05, we reject the null hypothesis (H<sub>0</sub>) and accept the alternative hypothesis (H<sub>1</sub>). If it is greater

than 0.05, we fail to reject H<sub>0</sub>. In this test, two statements had values below 0.05, so H<sub>0</sub> was rejected for them. One statement had a value above 0.05, so H<sub>0</sub> was not rejected.

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I face financial difficulties that limit my ability to achieve my goals.	.707	49	.483	.14000	-.2578	.5378
Cultural beliefs sometimes prevent me from making personal choices freely.	-1.915	49	.061	-.34000	-.6968	.0168
Social discrimination affects my ability to succeed.	-.496	49	.622	-.08000	-.4040	.2440

**Interpretation**

In hypothesis testing, if the Sig. (2-tailed) value is less than 0.05, we reject the null hypothesis (H<sub>0</sub>); if it's greater than 0.05, we fail to reject H<sub>0</sub>. In this test, all three statements have Sig. values greater than 0.05. This means we fail to reject the null hypothesis for all items, indicating no significant difference between the sample mean and the test value of 3.

**Findings:**

- Customers visit optical stores mainly once or twice a year, preferring branded eyewear and a well-maintained retail environment.
- Polite, knowledgeable staff contribute to higher customer loyalty, while store ambiance and hygiene affect satisfaction.
- Dissatisfaction arises from high pricing, limited offers, and lack of variety; word-of-mouth influences store choice.
- Customers value post-purchase adjustments, and high-quality eyewear encourages repeat visits and eye exams.

**Suggestions:**

- Offer investment and wealth management literacy programs to bridge gaps in financial knowledge.
- Provide financial resources to support customers facing economic difficulties.
- Address socio-economic barriers, ensuring inclusivity in decision-making and opportunities.
- Enhance cultural sensitivity and language support to mitigate discrimination and communication challenges.

**VII. CONCLUSION**

The study underscores the importance of enhancing financial literacy and wealth management knowledge among government employees in North Karnataka. Although socio-economic factors and financial difficulties present challenges, there is a scope to bridge knowledge gaps and address barriers through targeted interventions. By implementing comprehensive financial education, fostering cultural sensitivity, and providing supportive resources, the government can strengthen financial decision-making, promote fiscal responsibility, and improve overall financial well-being among its employees.

**BIBLIOGRAPHY**

**Research papers**

- [1] Bricker, J., Goodman, S., Moore, K. B., & Volz, A. H. (2021). *Advancing U.S. wealth analysis: Modifying the Survey of Consumer Finances (SCF) to recover wealth distribution over families, tax units, and individuals (1989–2019)*.
- [2] Fadilla, F., Ahmad, F., & Choiriyah, C. (2023). *The impact of exposure to visual wealth on social media on female self-objectification: A social adaptation hypothesis approach*.
- [3] Luo, M., & Yang, F. (2024). *Visual wealth exposure on social media and female self-objectification: The role of economic inequality perception and competence perception as chain mediators*.
- [4] Liu, X., & Ren, X. (2022). *Cash dividend smoothing and its impact on wealth management*

*products: Evidence from Chinese A-share listed companies (2011–2019).*

- [5] Olson, C. A., Belmonte, A., & Griffin, C. (2022). *A spatial evolutionary game mechanism with mutation: Wealth-mediated community formation in a 1D lattice.*
- [6] Dwyer, R., & Dunn, E. W. (2022). *The effects of unconditional cash transfers on happiness: Evidence from a \$10,000 donation experiment in seven countries.*
- [7] Panigrahi, S. (2023). *Working capital management, earnings quality, sales growth, and shareholder wealth in Omani manufacturing firms during COVID-19.*
- [8] Stanley, J., Mukupa, G. M., & Moyo, E. (2023). *Portfolio management with stochastic wage income and inflation risk: A CRRA investor approach under economic uncertainties.*
- [9] Hodin, M. W. (2023). *Modern longevity and wealth management in the 21st century: Strategies for extended health spans and financial planning.*
- [10] Donnelly, C., Khemka, G., & Lim, W. W. (2022). *Investment strategies for pre-retirees: Loss aversion utility functions vs. terminal wealth constraints.*

#### Websites

- [1] <https://www.google.co.in>
- [2] <https://scholar.google.com>
- [3] <https://www.researchgate.net>
- [4] <https://docs.google.com/forms>
- [5] <https://www.jstor.org/>
- [6] <https://www.semanticscholar.org/>
- [7] <https://www.ijssrd.com/articles/IJSSRDV11I11036.pdf>
- [8] <https://harzing.com/blog/2021/10/publish-or-perish-version8>
- [9] <https://mgesjournals.com/hssr/article/view/hssr.2019.7686/2288>
- [10] <https://ejournal.up45.ac.id/index.php/maksiprenur/article/view>