

# A Study on Financial Literacy of Household Women on Investment Decisions in Vijayapura City

Laxman Pawar<sup>1</sup>, Shraddha Prabhu Pangadawale<sup>2</sup>, Ravi Chavan<sup>3</sup>

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

<sup>2</sup>MBA Student at BLDEA's A.S. Patil College of Commerce (Autonomous) Vijayapura.

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

**Abstract**—This research explores the financial literacy of women in households in Vijayapura City and its influence on investment. Financial literacy involving knowledge of budgeting, saving, investing, and risk management is crucial in empowering women and bringing stability to family finances. Even with increased awareness, most women continue to use conventional means of saving, do not have access to investment options, and often have male relatives advise them financially. With a sample of 50 women in households and a standardized questionnaire, this study examines financial attitudes, investment choices, and problems using descriptive statistics and t-tests. Results show that although the majority of the respondents are optimistic about handling money and saving for investment in the future, financial concepts are poorly understood, and there is low digital financial participation. The research underscores the necessity for specific financial education initiatives to close knowledge gaps, improve women's investment skills, and foster financial independence.

## I. INTRODUCTION

Financial literacy is the ability to know and manage successfully various areas of personal finance like budgeting, saving, investing, borrowing, and risk management. Financial literacy gives people knowledge, skills, and confidence that help them make effective financial decisions to achieve long-term financial security and success. A financially capable person will be able to make a budget, manage debt responsibly, save for both short- and long-term goals, and invest properly. Financial literacy also enables people to review financial products, grasp risks, plan for unforeseen circumstances, and defend against scams or poor financial decisions. In an ever more complex financial landscape these days, enhancing financial literacy is essential in managing financial adversity and securing a healthy future. In addition, financial literacy can help bridge wealth

inequality by empowering individuals from any background with the capability to create wealth and achieve financial independence. In the wake of shifting financial markets and long-term economic instability, learning sound financial literacy skills is more important now than ever before for sustained prosperity.

## II. REVIEW OF LITERATURE

1. "A Theoretical Study of Financial Literacy in India" by Suhaag D. Maheria (2023) The research paper aims to ascertain financial literacy and its origin and analyze the level of financial literacy of India and its neighbors and show the action taken by NCFE. Despite this, financial literacy in India is poor. Financial literacy vocabulary has to be taught to students of primary school levels, and NCFE's e-learning process has to be spread to enhance financial literacy standards. It is essential to compare the financial literacy of different Indian states to understand factors responsible for lower financial literacy standards and implement measures to increase financial literacy standards.

2. "A Review on Financial Literacy Among Women in India" by Roopam Kumari, Dr. S.P. Agarwal (2022) - The financial literacy of women in India is investigated through the literature-based study. Data were collected from secondary sources like books, research papers, articles, newspapers, magazines, journals, reports, and websites of regulatory agencies. Financial literacy is low in women. They make choices based on family needs. The majority of Indian women doesn't have a bank account or has limited access to banking services. Individuals of all ages, both male and female, and classes must become familiar with financial products at their most fundamental level. The government of India has taken many steps towards the empowerment of

women and making them financially independent. But still, much has to be done in this regard.

3. "Financial Literacy among Women- Indian Scenario" by Chetna Singh, Raj Kumar (2017) - The study reveals that financial literacy in Indian women is poor, due to which they are not able to take effective financial decisions. Although women are equal to men in all aspects, yet they are still reliant on male family members to make financial decisions. It's necessary to strengthen money management literacy among women and formulate awareness programs for rural areas in respect of basic banking services. The government scheme is to offer benefits to women in rural and tribal areas by offering them basic banking services.

4. "Financial Literacy, Financial Attitude, and Household Financial Behavior" by Jihan Zakiyah Permana Lutfi (2022) - This paper discusses a study on household financial behavior. It found that financial attitudes and literacy contribute significantly to financial behavior, while financial experience and income have no significant contribution. The paper summarizes that improving financial literacy through educational institutions and financial policymakers can allow families to make better financial decisions. It further recommends that the banks and financial planners educate and instill positive financial attitudes in their clients through videos, e-books, and infographics.

5. "Assessment of Financial Literacy among working Indian women" by Akshita Arora (2016) - Financial literacy was measured in the study among the women. A Survey was conducted from 700 working women from urban Rajasthan, but it was responded to by 444. Three parameters were taken for the evaluation of financial literacy, i.e., financial knowledge, financial behavior, and financial attitude. It was noted from the findings that women are unaware of financial planning strategies and tools. Financial knowledge was contrasted with financial attitude and behavior, and upon analysis, the conclusion was reached that women manage their money better.

6. "A Study of Key indicators Affecting Financial Literacy Level of Housewives" by Dr Shweta Mishra, Dr Sonal Sidana (2022) - The study was carried out to determine the financial literacy and most trusted savings source of housewives. 300 Jaipur housewives were administered a 11-item questionnaire and 245 responses were received. The outcome indicates a decline in financial literacy and satisfaction with their financial state. Educated women are economically

dependent, and high-income stay-at-home wives are not economically conscious. Stay-at-home wives rarely make use of other avenues of savings besides banks due to the fact that they are economically illiterate.

7. "Financial Literacy among Working Women in Pune" by M Chijwani (2014) - The study aims to identify what investment products are most sought after and utilized by investors. There are numerous working women in Pune between the ages of 20 to 40, and with a college education or above, which have been chosen as the sample for this study. It is an empirical study which was conducted based on the survey method and a random sample was drawn for the study. Research findings indicated lack of knowledge about financial literacy and planned investment schemes as the most desired investment vehicle among women.

8. "An Economic Study on Financial Literacy among Working Women in Madurai City" by J. Duraichamy, P. Ponraj (2021) - The study researched the investment tendency and financial awareness of 45 working women of India using questionnaire and random sampling techniques to obtain information. The study concluded that the better-educated and higher-earning women were most likely to make investment choices, and the most sought-after method of saving was gold since it is perceived to be safe and appreciable. The study shows that women's investment decision is motivated by education and income.

9. "Financial Literacy and its influence on the investment choices of working women" by K Koti (2019) - In Dharwad District, a survey was conducted to research women's financial literacy. 100 women were interviewed to determine women's financial capability and competency. The study revealed that women are aware of the risks and uncertainty in the markets and take care in their investments. Their prime interest is achieving monetary goals and objectives. Not very many women, however, are aware of advanced financial products. Financial literacy contributes a great role to a household, and when women feel comfortable with finances, they can train the same to their children and family members.

10. "Financial Literacy among rural women: A study with reference to Kondapur taluk" by N. Nityananda, Dr. Umesh Maiya (2020) - A survey was done to evaluate the financial literacy, participation in financial activities, and the satisfaction level among rural women at Kondapur Taluk. The findings

indicated that English was a barrier to most of the respondents, while only 18% of the women decide on their household finances. The study defines that banks and other financial institutions must offer more value-added services to rural women, the government must ensure financial product and service access for all, and design awareness programs targeting rural people.

III. OBJECTIVES OF THE STUDY

- To Study financial awareness among household women.
- To ascertain relation between women and investment decision.

IV. HYPOTHESIS

- Null Hypothesis (H<sub>0</sub>): There is no significant impact of financial awareness on household women.
- Alternative Hypothesis (H<sub>1</sub>): There is significant impact offinancial awareness on household women.
- Null Hypothesis (H<sub>0</sub>): There is no significant relationship between women and their investment decisions.
- Alternative Hypothesis (H<sub>1</sub>): There is a significant relationship between women and their investment decisions.

V. RESEARCH METHODOLOGY

Particular	Explanation
Primary Data	Researcher conducted a survey in order to understand better how women in households manage their finances.
Secondary Data	Websites and research papers were used as secondary data.
Data Collection Tool	The data for this study was collected using self-administrated and well-structured questionnaire with 10 different questions and given to respondents to respond using manually papers.
Sample Point	Household Women’s of Vijayapura City.
Sample Size	50
Sample Method	Simple random sampling method was selected for choosing samples.
Data Analysis	MS Excel, T-Test, Descriptive Statistics form IBM SPSS software was used for the data analysis.

VI. SCOPE OF THE STUDY

- Financial Literacy Understanding
- Investment Behaviour
- Factors Influencing Decision-Making
- Financial Planning Challenges
- Limited to Vijayapura City, so findings may not reflect other regions.
- Responses may be biased due to self-reporting.
- Cultural beliefs may influence investment decisions, limiting generalization

VIII. DATA ANALYSIS AND INTERPRETATION

VII. LIMITATIONS OF THE STUDY

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I am confident in managing household finances, including budgeting and saving.	10.967	49	.000	.90000	.7351	1.0649

I actively track my expenses and maintain a record of household spending.	5.305	49	.000	.46000	.2858	.6342
I understand basic financial concepts such as inflation, interest rates, and investment options.	1.231	49	.224	.12000	-.0759	.3159
I make informed decisions when it comes to savings, investments, and financial planning	6.516	49	.000	.84000	.5809	1.0991
I feel financially independent and capable of handling financial emergencies.	9.165	49	.000	1.20000	.9369	1.4631

Interpretation: The one-sample t-test results indicate that respondents feel confident managing household finances, tracking expenses, making informed financial decisions, and handling emergencies, as their mean scores are significantly higher than 3 ( $p < .05$ ). However, understanding basic financial

concepts does not significantly differ from the test value ( $p = .224$ ), suggesting mixed confidence in this area. The strongest agreement is seen in financial independence and emergency handling ( $M = 4.2$ ). Overall, financial literacy appears strong, except for conceptual understanding.

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I believe women should take an active role in investment decisions.	5.870	49	.000	.68000	.4472	.9128
I regularly save money for future investments.	16.868	49	.000	1.54000	1.3565	1.7235
I believe investing is important for financial independence.	7.263	49	.000	.72000	.5208	.9192
I think women face challenges in making investment decisions compared to men.	.434	49	.666	.06000	-.2178	.3378
I take advice of my family members before investing.	17.739	49	.000	1.70000	1.5074	1.8926

Interpretation

The one-sample t-test results show that participants significantly agree that women should take an active role in investments, investing is important for financial independence, and they regularly save for investments. They also strongly agree with seeking family advice before investing. However, there is no significant agreement on whether women face more challenges in investment decisions than men.

as budgeting and saving, reflecting a good understanding of basic financial management concepts.

- Although most women report having confidence when it comes to managing money, only 40% closely monitor their expenses, while 60% are neutral about it. This reflects a gap in organized financial monitoring.
- Around 80% of women think they are financially independent and can deal with financial emergencies, indicating increased independence in matters of finance.

IX. FINDINGS

- An overwhelming majority (82%) of women are confident in handling household finances, such

- Limited financial literacy, risk aversion, and cultural factors inform investment decisions. While government and institutional initiatives are making headway, there is a digital divide that exists particularly between urban and rural women.
- A majority of women actively save to invest in the future, and they prefer old-fashioned options such as fixed deposits and gold over market investments.

#### X. SUGGESTIONS

- Implementing newer technologies or improving operational tactics can increase productivity and optimize processes.
- Updating current policies or adding new strategies can result in enhanced performance and effectiveness.
- Providing focused training programs can provide personnel with necessary skills, promoting development and efficiency in specific areas.
- Better allocation of resources in key areas can lead to dramatic improvements in results and overall performance.
- Establishing strong partnerships with the concerned stakeholders, organizations, or sectors can generate synergy and lead to sustainable advancement.

#### XI. CONCLUSION

The results show that considerable progress has been achieved in, but there are still some challenges that need specific attention. Bridging these gaps with strategic enhancements can result in improved efficiency, effectiveness, innovation, sustainability, etc. with the adoption of targeted solutions, including enumerate key recommendations, organizations/individuals can attain stability and long-term success. In order to keep progressing, it is imperative that a culture of ongoing learning, flexibility, and anticipatory decision-making is cultivated. Focus on capacity development, resource realignment, and working together can enhance results. Moreover, applying new technology and best practices will assist in addressing current hindrances and generate a more adaptive and forward-looking mindset.

#### BIBLIOGRAPHY

- [1] Suhaag D. Maheria (2023), "A Theoretical Study of Financial Literacy in India", *Gap Interdisciplinarity A Global Journal of Interdisciplinary Studies*.  
[https://www.researchgate.net/publication/373953572\\_A\\_THEORETICAL\\_STUDY\\_OF\\_FINANCIAL\\_LITERACY\\_IN\\_INDIA](https://www.researchgate.net/publication/373953572_A_THEORETICAL_STUDY_OF_FINANCIAL_LITERACY_IN_INDIA)
- [2] Roopam Kumari, Dr. S. P. Agarwal (2022), "A Review on Financial Literacy among Women in India", *International Journal of Advances in Engineering and Management (IJAEM)*.  
[https://ijaem.net/issue\\_dcp/A%20Review%20on%20Financial%20Literacy%20Among%20Women%20in%20India.pdf](https://ijaem.net/issue_dcp/A%20Review%20on%20Financial%20Literacy%20Among%20Women%20in%20India.pdf)
- [3] Chetna Singh, Raj Kumar (2017), "Financial Literacy among Women Indian Scenario", *Universal Journal of Accounting and Finance*.  
[https://www.researchgate.net/publication/319571425\\_Financial\\_Literacy\\_among\\_Women\\_-\\_Indian\\_Scenario](https://www.researchgate.net/publication/319571425_Financial_Literacy_among_Women_-_Indian_Scenario)
- [4] Jihan Zakiyah Permana Lutfi (2022), "Financial Literacy, Financial Attitude, and Household Financial Behavior", *Journal Maksipreneur*.  
<https://ejournal.up45.ac.id/index.php/maksipreneur/article/view/1094>
- [5] Akshita Arora (2016), "Assessment of Financial Literacy Among Working Indian Women", *Research Gate Publications*.  
[https://www.researchgate.net/publication/298790053\\_Assessment\\_of\\_Financial\\_Literacy\\_among\\_working\\_Indian\\_Women](https://www.researchgate.net/publication/298790053_Assessment_of_Financial_Literacy_among_working_Indian_Women)
- [6] Mrs. Malti Chijwani (2014), "A Study of Financial Literacy among Working Women in Pune", *International Journal for Scientific Research and Development*.  
<https://www.ijserd.com/articles/IJSRDV1111036.pdf>
- [7] K Koti (2019), "Financial Literacy and Its Impact on the Investment Decisions of Working Women", *Gyandhara International Academic Publication (GIAP)*.  
<https://mgesjournals.com/hssr/article/view/hssr.2019.7686/2288>
- [8] J. Duraichamy, P. Ponraj (2021), "An Economic Study on Financial Literacy among Working Women in Madurai City", *International Journal of Economics*.  
[https://www.researchgate.net/publication/351082331\\_An\\_Economic\\_Study\\_on\\_Financial\\_Literacy\\_among\\_Working\\_Women\\_in\\_Madurai\\_City](https://www.researchgate.net/publication/351082331_An_Economic_Study_on_Financial_Literacy_among_Working_Women_in_Madurai_City)

- [9] N. Nithyananda, Dr. Umesh Maiya (2020), “Financial Literacy Among Rural Women: A Study With Reference To Kundapur Taluk”, Journal of Interdisciplinary Cycle Research. [https://www.researchgate.net/publication/344691870\\_FINANCIAL\\_LITERACY\\_AMONG\\_RURAL\\_WOMEN\\_A\\_STUDY\\_WITH\\_REFERENCE\\_TO\\_KUNDAPUR\\_TALUK](https://www.researchgate.net/publication/344691870_FINANCIAL_LITERACY_AMONG_RURAL_WOMEN_A_STUDY_WITH_REFERENCE_TO_KUNDAPUR_TALUK)
- [10] Dr Shweta Mishra, Dr Sonal Sidana (2022), “A Study Of Key Indicators Affecting Financial Literacy Level Of Housewives”, YMER. [https://www.researchgate.net/publication/371439837\\_A\\_STUDY\\_OF\\_KEY\\_INDICATORS\\_AFFECTING\\_FINANCIAL\\_LITERACY\\_LEVEL\\_OF\\_HOUSEWIVES](https://www.researchgate.net/publication/371439837_A_STUDY_OF_KEY_INDICATORS_AFFECTING_FINANCIAL_LITERACY_LEVEL_OF_HOUSEWIVES)

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.ijserd.com/articles/IJSRDV1111036.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/maksipreneur/article/view/1094>