To Study Awareness About Financial Literacy in Dang District

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***Abstract* —This study examines the level of financial literacy and awareness of various financial products among the residents of Dang District, focusing on their financial knowledge, decision-making behaviour, and the factors influencing their financial choices. The research is based on primary data collected from 205 respondents from the Dang region, using a structured questionnaire and descriptive statistical tools to analyse the findings.**

The study analyses the respondents' awareness of banking services, investment options such as equity and mutual funds, and various government insurance schemes including PM-JAY and PMSBY. The findings reveal that while a majority of the population is aware of basic banking services, there is a significant lack of understanding regarding advanced investment avenues and specific government-sponsored social security benefits. Factors such as educational qualification and age significantly impact the level of financial literacy and the types of financial instruments used.

The study highlights the necessity for targeted financial literacy programs and awareness initiatives to enhance the financial independence and economic well-being of the people in Dang District, thereby supporting overall financial inclusion.

***Keywords* — Financial Literacy, Dang District, Investment Awareness, Financial Decision-Making, Banking Awareness, Government Insurance Schemes.**

I. INTRODUCTION

Financial literacy is the possession of the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources. It is a combination of financial awareness, knowledge, skills, attitude, and behavior necessary to make sound financial decisions and ultimately achieve individual financial well-being. In a developing economy like India, financial literacy is considered a key driver of financial inclusion and economic growth.

In regions like the Dang district, which is predominantly rural and tribal, the level of financial literacy plays a vital role in determining the standard of living and the ability of residents to protect themselves from financial risks. Awareness of basic financial products such as savings accounts, fixed deposits, and insurance is the first step toward formal financial participation. However, as the financial landscape evolves with digital banking and complex investment avenues like equity and mutual funds, there is a growing need to evaluate how much of this information reaches the grassroots level.

This research focuses on assessing the awareness levels of the residents of Dang regarding various financial instruments and government schemes. It further explores how demographic variables—specifically age and education—influence the financial understanding and decision-making habits of the local population. By identifying the gaps in financial knowledge, this study aims to provide insights into how financial literacy can be improved to ensure better financial security for the people of Dang.

II. LITERATURE REVIEW

Hall (2008) emphasized that financial literacy must accompany access to services, defining it as the ability to manage money wisely and plan for retirement to strengthen economic stability.

Schuchardt et al. (2009) identified research gaps in the U.S., recommending theory-based education and behavioral science to improve program evaluation and consumer socialization.

Lusardi (2015) examined global surveys and found that most people struggle with basic concepts like inflation and risk diversification, especially women and the elderly.

Saba & Aftab (2015) investigated Pakistani investors, finding that formal education and expert advice significantly improve returns, with awareness acting as a key mediator.

Sekar & Gowri (2015) studied Gen Y employees in Coimbatore, noting that while literacy is relatively low at 50.9%, factors like gender and income significantly influence results.

Filippova, Kashapova & Nikitina (2016) highlighted that financial illiteracy in Russia leads to poor decisions and vulnerability to fraud, necessitating a unified information system.

Kumar, Srivastava, Singh & Mishra (2017) introduced literacy as a multidimensional tool for budgeting and debt management, essential for personal well-being and national progress.

Kaiser & Menkhoff (2017) conducted a meta-analysis of 126 studies, finding that financial education significantly improves literacy, especially when delivered at "teachable moments".

Damayanti, Murtaqi & Pradana (2018) found that only 21.8% of Indonesians were "well literate" and recommended university collaborations to prevent financial mismanagement.

Bankwala & Chaudhari (2018) reviewed Indian and global research, concluding that India’s literacy levels are lower than global standards, particularly among rural populations.

Rani & Meenakshi (2019) found strong awareness of savings accounts among retail investors in Gurugram, but identified a lack of understanding regarding mutual funds and debentures.

Tulpule & Chougule (2020) surveyed graduate students in Pune, finding moderate literacy and a high demand for coaching in debt management and financial planning.

Brochado & Mendes (2021) systematically reviewed 183 studies, linking high financial literacy to positive saving habits like emergency funds and retirement planning.

Musah, Yakubu & Abagna (2022) emphasized that while developed countries focus on advanced products, developing nations need basic skills for inclusion and resilience.

Novoa-Hoyos, Depoo & Jiménez-Rodríguez (2022) found that literacy gaps in Bogota hindered citizens' understanding of fiscal reforms, with single women being the most vulnerable.

Özdemir (2022) argued that financial literacy is a basic life skill that should be embedded in school curricula from an early age to improve long-term investment behavior.

Singh, Kathuria & Manaswi (2023) prepared an IGNOU module highlighting the role of banks and technology in modern payment systems and personal financial safety.

Dash and Ranjan (2023) used NSS data to find that 33% of rural Indians lack access to basic services, identifying education and employment type as key determinants.

Pranusha U P (2023) found that 56% of commerce students were aware of financial literacy, primarily through online sources, and viewed it as essential for national progress.

Shukla & Singh (2024) conducted a systematic review identifying age, gender, and income as consistent influences on financial literacy across global samples.

Bank Negara Malaysia (2024) documented how national initiatives and digitalization accelerated by COVID-19 improved literacy levels from 57.1 to 59.0.

Sharma, Sharma & Desai (2023) used structural equation modeling to show that financial literacy predicts responsible conduct, while "present bias" negatively affects attitudes.

Mehta & Bhayani (2024) studied Rajkot district and found a weak correlation between awareness and actual literacy, proving that knowing a product doesn't mean knowing how to use it.

Perge and Singh (2025) focused on rural India, concluding that literacy enhances saving habits and reduces dependency on high-interest informal moneylenders.

Joseph & Devassy (2025) found that despite high general literacy in Kerala, financial literacy remains limited, with education being the most significant predictor.

III. OBJECTIVE OF THE STUDY

1. To assess the level of awareness regarding financial literacy among the rural population of dang district.
2. To study the financial behaviour of the rural people in dang district.
3. To study the awareness of financial avenues among dang people.

IV. RESEARCH GAP

- Most existing studies focus on financial literacy levels, not awareness as a separate variable.
- The majority of research has been conducted on students, working professionals, or urban populations, rather than rural households.

- Very few studies use primary survey-based research to measure awareness in rural regions.
- Limited research is available specifically on awareness of financial literacy in rural area.

V. RESEARCH METHODOLOGY

- Research Design: The study uses a Descriptive Research Design to describe the characteristics of the population regarding their financial knowledge.
- Data Collection:
- Primary Data: Collected through a structured questionnaire distributed to the residents of Dang district.
- Secondary Data: Sourced from textbooks, journals, websites, and previous research reports.
- Sampling Method: Convenience Sampling was used to select respondents from various parts of the district.
- Sample Size: 205 Respondents.
- Study Period: 1st December 2025 to 31st December 2025.
- Statistical Tools: Percentage analysis and Chi-Square tests were applied using SPSS/MS Excel to interpret the data.

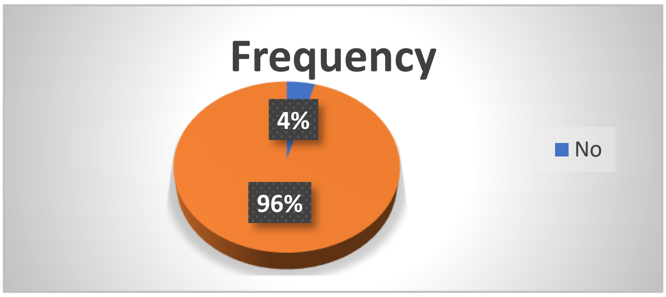
HYPOTHESES:

- H_0: There is no significance difference between population mean and sample mean among dang people with respect to the level of financial literacy awareness.
- H_1: No significant relationship between education and financial product awareness
- H_2: No significant relationship between age and financial product awareness

Response profile

Do you have bank account ?:

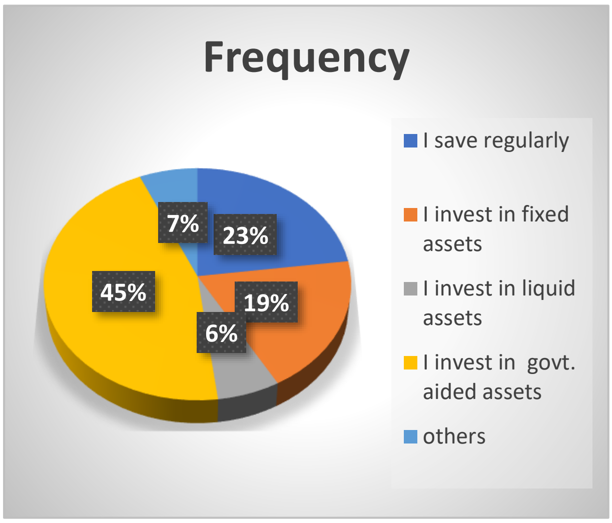
status	Frequency	Percent
No	9	4.4 %
Yes	196	95.6 %
Total	205	100.0 %



Interpretation: The results show that an overwhelming majority of respondents (96%) have a bank account, while only a very small proportion (4%) do not. This indicates a high level of basic banking inclusion among the respondents, suggesting that most individuals are already connected to the formal financial system.

How do you manage your money?

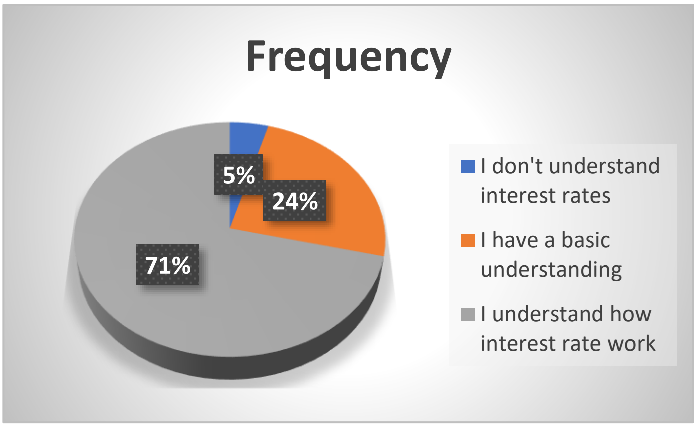
status	Frequency	percent
I save regularly	63	22.9%
I invest in fixed assets	52	18.9%
I invest in liquid assets	17	6.2%
I invest in govt. aided assets	125	45.5%
others	18	6.5%
Total	205	100.0%



Interpretation: The results show that most respondents manage their money through government-aided investment options, indicating a strong preference for safe and secure saving methods. A considerable number also save regularly and invest in fixed assets, reflecting a basic level of financial planning. However, relatively fewer respondents invest in liquid assets, suggesting limited preference for short-term or flexible investment options. Overall, the findings indicate that respondents tend to adopt conservative and risk-averse money management practices.

What do you know about interest rates?

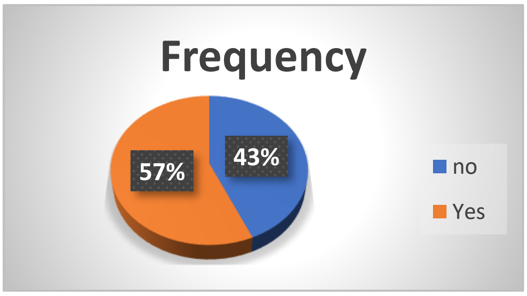
status	Frequency	Percent
I don't understand interest rates	9	4.4%
I have a basic understanding	50	24.4%
I understand how interest rate work	146	71.2%
Total	205	100. %



Interpretation: The findings indicate a high level of awareness about interest rates among the respondents. A large majority (71.2%) reported that they clearly understand how interest rates work, reflecting good financial knowledge. Additionally, 24.4% of respondents stated that they have a basic understanding of interest rates, suggesting partial awareness. Only a small proportion (4.4%) indicated that they do not understand interest rates at all. Overall, the results suggest that most respondents possess adequate knowledge of interest rates, which is an important component of financial literacy.

Do you know about financial planning?

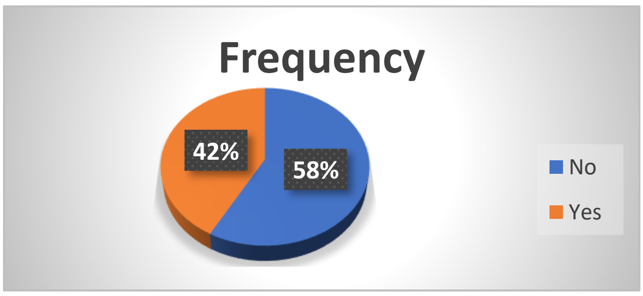
status	Frequency	Percent
No	89	43.4%
Yes	116	56.6%
total	205	100. %



Interpretation: The results show that a majority of respondents (57%) are aware of financial planning, indicating a moderate level of financial awareness among the participants. However, a considerable proportion (43%) reported that they are not familiar with financial planning, highlighting a significant gap in knowledge. This suggests the need for increased financial education and awareness programs to improve understanding of financial planning among the remaining respondents.

Have you done your financial planning for your future life goals?

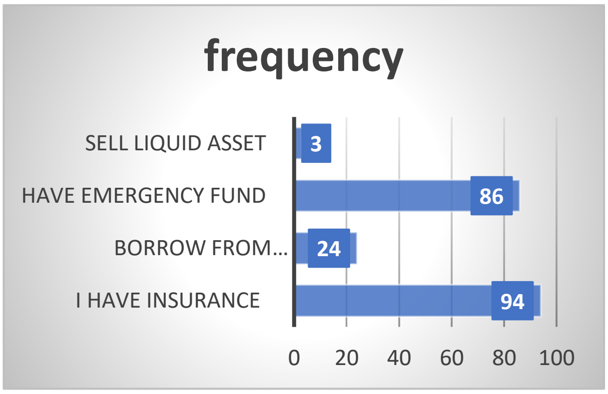
Status	Frequency	Percent
No	119	58.0
Yes	86	42.0
total	205	100.0



Interpretation: The findings show that 58% of respondents have not done any financial planning for their future goals, whereas 42% have undertaken such planning. This suggests that more than half of the respondents are not actively preparing for their future financial needs, reflecting a gap between financial awareness and actual financial planning practices.

How do you protect yourself from financial risk ?

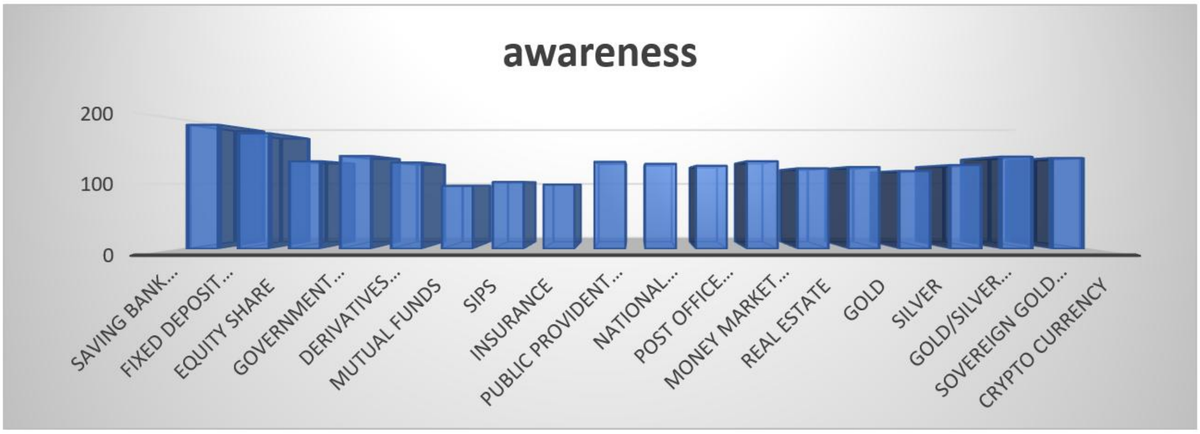
Status	frequency	Percent
I have insurance	94	44.6%
Borrow from friends or family	24	11.8%
Have emergency fund	86	42.2%
Sell liquid asset	3	1.5%
total	205	100.%



Interpretation: The responses indicate that most participants rely on formal financial safety measures to protect themselves from financial risks. A significant proportion (44.6%) reported using insurance, and 42.2% maintain an emergency fund, showing a strong preference for structured financial planning. Fewer respondents rely on informal support, with only 11.8% borrowing from friends or family. Very few (1.5%) use liquid assets as a primary risk protection strategy, suggesting limited reliance on immediate cash reserves. Overall, the findings highlight that formal financial preparedness is more common than informal or ad hoc methods among the respondents.

Are you aware about financial products:

Sr.no	product	awareness	percent
1	Saving Bank Account	191	8.0%
2	Fixed Deposit Account	178	7.5%
3	Equity Share	135	5.7%
4	Government Bonds/ Debentures	143	6.0%
5	Derivatives Futures & Options/ FNO)]	133	5.6%
6	Mutual Funds	97	4.1%
7	SIPs	103	4.3%
8	insurance	99	4.1%
9	Public Provident Fund	134	5.6%
10	National Pension Scheme (NPS)	131	5.5%
11	Post Office Schemes	128	5.4%
12	Money Market (T-bill, etc.)	135	5.7%
13	Real Estate	124	5.2%
14	Gold	126	5.3%
15	Silver	120	5.0%
16	Gold/Silver Mutual funds	129	5.4%
17	Sovereign Gold Bond	142	5.9%
18	Crypto Currency	140	5.9%
19	total	2388	100%



Interpretation: The table shows that awareness of basic financial products is relatively high among respondents, especially for traditional and low-risk instruments. Saving Bank Accounts (191 respondents) and Fixed Deposits (178 respondents) record the highest awareness levels, followed by Equity Shares and Government Bonds. Awareness of modern or market-linked instruments such as Mutual Funds, SIPs, NPS, Sovereign Gold Bonds, and even Cryptocurrency is also reasonably widespread, indicating growing financial exposure among the respondents. However, actual investment behaviour is more conservative. A large proportion of investments is concentrated in Saving Bank Accounts (188 investors, 24.8%) and Fixed Deposits (168 investors, 22.2%). In contrast, despite moderate awareness, participation in higher-risk or long-term instruments such as Equity Shares (42 investors), Mutual Funds (37 investors), NPS (13 investors), and Sovereign Gold Bonds (10 investors) remains limited. This gap between awareness and investment suggests a preference for safety, liquidity, and familiarity over higher-return but riskier financial products.

Cross tabulation between Education and financial product

Cross tabulation between Education and financial product								
		Below SSC	SSC	HSC	Graduate	Post Graduate	Total	Chi-square
Saving Account	Yes	5	7	64	105	10	191	Value: 6.662[a]
	No	1	0	1	9	2	13	Df: 4
	Total	6	7	65	114	12	205	Asymp.: 0.155
Fixed Deposit	Yes	5	7	59	98	9	178	Value: 3.618[a] Df:
	No	1	0	6	16	3	26	4
	Total	6	7	65	114	12	205	Asymp.: 0.460
Equity Shares	Yes	4	6	43	78	4	135	Value: 7.234[a] Df:
	No	2	1	22	36	8	69	4
	Total	6	7	65	114	12	205	Asymp.: 0.124
Govt Bonds / Debentures	Yes	4	7	46	82	4	143	Value: 10.954[a] Df:
	No	2	0	19	32	8	61	4
	Total	6	7	65	114	12	205	Asymp.: 0.027
Derivatives (F&O)	Yes	4	7	42	77	3	133	Value: 12.574[a] Df:
	No	2	0	23	37	9	71	4
	Total	6	7	65	114	12	205	Asymp.: 0.014
Mutual Funds	Yes	5	4	22	61	5	97	Value: 10.023[a] Df:
	No	1	3	43	53	7	107	4
	Total	6	7	65	114	12	205	Asymp.: 0.040
SIP	Yes	5	4	30	58	6	103	Value: 3.210[a] Df:
	No	1	3	35	56	6	101	4
	Total	6	7	65	114	12	205	Asymp.: 0.523
Insurance	Yes	4	3	28	56	8	99	

	No	2	4	37	58	4	105	Value: 3.250[a] Df: 4 Asymp.: 0.517
	Total	6	7	65	114	12	205	
PPF	Yes	6	6	47	71	4	134	Value: 11.804[a] Df: 4 Asymp.: 0.019
	No	0	1	18	43	8	70	
	Total	6	7	65	114	12	205	
NPS	Yes	6	6	44	72	3	131	Value: 13.180[a] Df: 4 Asymp.: 0.010
	No	0	1	21	42	9	73	
	Total	6	7	65	114	12	205	
Post Office Schemes	Yes	6	6	43	69	4	128	Value: 10.146[a] Df: 4 Asymp.: 0.038
	No	0	1	22	45	8	76	
	Total	6	7	65	114	12	205	
Money Market	Yes	6	6	45	75	3	135	Value: 13.629[a] Df: 4 Asymp.: 0.009
	No	0	1	20	39	9	69	
	Total	6	7	65	114	12	205	
Real Estate	Yes	5	5	40	68	6	124	Value: 2.275[a] Df: 4 Asymp.: 0.685
	No	1	2	25	46	6	80	
	Total	6	7	65	114	12	205	
Gold	Yes	4	5	38	73	6	126	Value: 1.590[a] Df: 4 Asymp.: 0.811
	No	2	2	27	41	6	78	
	Total	6	7	65	114	12	205	
Silver	Yes	4	5	34	73	4	120	Value: 6.248[a] Df: 4 Asymp.: 0.181
	No	2	2	31	41	8	84	
	Total	6	7	65	114	12	205	
Gold/Silver Mutual Fund	Yes	4	6	39	75	5	129	Value: 4.566[a] Df: 4 Asymp.: 0.335
	No	2	1	26	39	7	75	
	Total	6	7	65	114	12	205	
Sovereign Gold Bond	Yes	5	7	47	79	4	142	Value: 11.284[a] Df: 4 Asymp.: 0.024
	No	1	0	18	35	8	62	
	Total	6	7	65	114	12	205	
Crypto Currency	Yes	4	7	47	79	3	140	Value: 14.252[a] Df: 4 Asymp.: 0.007
	No	2	0	18	35	9	64	
	Total	6	7	65	114	12	205	

Interpretation: The analysis shows that education has a significant impact on awareness of some financial products such as Government Bonds, Derivatives, Mutual Funds, PPF, NPS, Post Office Schemes, Money Market, Sovereign Gold Bonds, and Cryptocurrency ($p < 0.05$). Hence, the null hypothesis is rejected for these. However, for basic products like Saving Account, Fixed Deposit, Insurance, Gold, etc., no significant relationship is found ($p > 0.05$). Therefore, education mainly affects awareness of advanced financial products.

Cross tabulation between Age and financial product

Cross tabulation between Age and financial product							
		18–25	26–35	36–45	45 & Above	Total	Chi-square
Saving Account	Yes	44	26	69	52	191	Value: 23.925[a] Df: 3 Asymp.: 0.000
	No	11	1	0	1	13	
	Total	55	27	69	53	205	
Fixed Deposit	Yes	41	27	63	47	178	Value:13.047[a] Df:3 Asymp.: 0.005
	No	14	0	6	6	26	
	Total	55	27	69	53	205	
Equity Shares	Yes	34	15	47	39	135	Value: 3.243[a] Df:3
	No	21	12	22	14	69	

	Total	55	27	69	53	205	Asymp.: 0.356
Govt Bonds/Debentures	Yes	34	18	52	39	143	Value: 3.170[a]
	No	21	9	17	14	61	Df:3
	Total	55	27	69	53	205	Asymp.: 0.366
Derivatives	Yes	33	19	49	32	133	Value: 2.545[a]
	No	22	8	20	21	71	Df:3
	Total	55	27	69	53	205	Asymp.: 0.467
Mutual Fund	Yes	36	16	27	18	97	Value: 14.439[a]
	No	19	11	42	35	107	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.002
SIP	Yes	37	16	27	23	103	Value: 11.656[a]
	No	18	11	42	30	101	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.009
Insurance	Yes	35	13	29	22	99	Value: 7.240[a]
	No	20	14	40	31	105	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.065
PPF	Yes	36	15	46	37	134	Value: 1.660[a]
	No	19	12	23	16	70	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.646
NPS	Yes	31	16	49	35	131	Value: 3.229[a]
	No	24	11	20	18	73	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.358
Post Office Scheme	Yes	34	16	46	32	128	Value: 0.742[a]
	No	21	11	23	21	76	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.863
Money Market	Yes	34	16	51	34	135	Value: 2.986[a]
	No	21	11	18	19	69	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.394
Real Estate	Yes	35	14	38	37	124	Value: 3.848[a]
	No	20	13	31	16	80	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.278
Gold	Yes	41	12	39	34	126	Value: 8.165[a]
	No	14	15	30	19	78	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.043
Silver	Yes	39	10	37	34	120	Value: 9.999[a]
	No	16	17	32	19	84	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.019
Gold/Silver Mutual Fund	Yes	37	13	42	37	129	Value: 4.181[a]
	No	18	14	27	16	75	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.243
Sovereign Gold Bond	Yes	34	15	51	42	142	Value: 7.029[a]
	No	21	12	18	11	62	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.071
Crypto Currency	Yes	34	15	47	44	140	Value: 8.434[a]
	No	21	12	22	9	64	Df: 3
	Total	55	27	69	53	205	Asymp.: 0.038

Interpretation: The results indicate that age has a significant impact on awareness of certain financial products like Saving Account, Fixed Deposit, Mutual Funds, SIP, Gold, Silver, and Cryptocurrency ($p < 0.05$). Hence, the null hypothesis is rejected. However, for other products, no significant relationship is found ($p > 0.05$). Thus, age influences awareness only for selected financial products.

Cross tabulation between awareness and financial product

		Aware	Total	Chi-square
Saving Account	Yes	191	191	Value: 0.000[a]
	No	13	13	Df: 1
	Total	205	205	Asymp.: 1.000
Fixed Deposit	Yes	178	178	Value: 0.000[a]
	No	26	26	Df: 1
	Total	205	205	Asymp.: 1.000
Equity Shares	Yes	135	135	Value: 0.000[a]
	No	69	69	Df: 1
	Total	205	205	Asymp.: 1.000
Govt Bonds/Debentures	Yes	143	143	Value: 0.000
	No	61	61	Df: 1
	Total	205	205	Asymp.: 1.000
Derivatives	Yes	133	133	Value: 0.000[a]
	No	71	71	Df: 1
	Total	205	205	Asymp.: 1.000
Mutual Fund	Yes	97	97	Value: 0.000[a]
	No	107	107	Df: 1
	Total	205	205	Asymp.: 1.000
SIP	Yes	103	103	Value: 0.000[a]
	No	101	101	Df: 1
	Total	205	205	Asymp.: 1.000
Insurance	Yes	99	99	Value: 0.000[a]
	No	105	105	Df: 1
	Total	205	205	Asymp.: 1.000
PPF	Yes	134	134	Value: 0.000[a]
	No	70	70	Df: 1
	Total	205	205	Asymp.: 1.000
NPS	Yes	131	131	Value: 0.000[a]
	No	73	73	Df: 1
	Total	205	205	Asymp.: 1.000
Post Office Scheme	Yes	128	128	Value: 0.000[a]
	No	76	76	Df: 1
	Total	205	205	Asymp.: 1.000
Money Market	Yes	135	135	Value: 0.000[a]
	No	69	69	Df: 1
	Total	205	205	Asymp.: 1.000
Real Estate	Yes	124	124	Value: 0.000[a]
	No	80	80	Df: 1
	Total	205	205	Asymp.: 1.000
Gold	Yes	126	126	Value: 0.000[a]
	No	78	78	Df: 1
	Total	205	205	Asymp.: 1.000
Silver	Yes	120	120	Value: 0.000[a]
	No	84	84	Df: 1
	Total	205	205	Asymp.: 1.000
Gold/Silver Mutual Fund	Yes	129	129	Value: 0.000[a]

	No	75	75	Df: 1
	Total	205	205	Asymp.: 1.000
Sovereign Gold Bond	Yes	142	142	Value: 0.000[a] Df: 1 Asymp.: 1.000
	No	62	62	
	Total	205	205	
Crypto Currency	Yes	140	140	Value: 0.000[a] Df: 1 Asymp.: 1.000
	No	64	64	
	Total	205	205	

Interpretation: The analysis shows no significant relationship between awareness and financial products, as the p-value for all variables is greater than 0.05. Hence, the null hypothesis is accepted. This is because all respondents fall under the "aware" category, resulting in no variation in data.

VI. FINDINGS

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	148	72.2
	Female	57	27.8
Age Group	18–25 years	55	27.0
	26–35 years	27	13.2
	36–45 years	69	33.8
	45 years & above	54	26.0
Educational Qualification	Below SSC	6	2.9
	SSC	7	3.4
	HSC	66	32.2
	Graduate	114	55.6
	Post Graduate	12	5.9
Family Size	1–2 members	3	1.5
	3–4 members	111	54.1
	5–6 members	72	35.1
	More then 6	19	9.3
Primary source of income	Self-employment	71	34.6
	Private sector service	30	14.6
	Government service	27	13.2
	Farming	23	11.2
	Wage labour	8	3.9
	Livestock	6	2.9
	Other sources	40	19.5

The study reveals that a large majority of respondents are financially included, as most of them possess a bank account, indicating strong penetration of basic banking services. In terms of financial behaviour, respondents predominantly prefer safe and traditional investment options such as saving accounts, fixed deposits, and government-backed schemes, reflecting a conservative and risk-averse approach. The analysis also shows that while a significant proportion of respondents have a good understanding of interest rates and basic financial concepts, their practical application of this knowledge remains limited.

Further, although more than half of the respondents are aware of financial planning, a considerable number have not actually implemented financial planning for their future goals, highlighting a gap between awareness and action. Financial decision-making is largely influenced by family members, with very limited reliance on professional financial advisors or digital platforms, indicating low exposure to formal financial guidance. Additionally, awareness of basic financial products is relatively high, but awareness and participation in advanced financial instruments such as mutual funds, derivatives, and pension schemes are comparatively lower.

The study also identifies that respondents adopt structured risk management practices, mainly through insurance and emergency funds, rather than informal methods. Moreover, demographic factors such as education and age significantly influence awareness of certain financial products, particularly modern and market-linked instruments. Overall, the findings suggest that while financial awareness exists among respondents, their investment behaviour remains cautious, with a strong preference for low-risk financial options.

VII. CONCLUSION

In conclusion, the study highlights that the overall level of financial awareness among respondents is moderate to high, with most individuals having access to basic banking facilities and possessing a fundamental understanding of financial concepts such as interest rates. This indicates that financial inclusion initiatives have been largely successful in integrating individuals into the formal financial system. However, despite this awareness, the study identifies a significant gap between knowledge and actual financial behaviour.

Respondents tend to exhibit a conservative approach towards financial management, as they primarily invest in low-risk and traditional financial instruments such as saving accounts, fixed deposits, and government-backed schemes. Although awareness of advanced financial products like mutual funds, derivatives, and pension schemes exists to some extent, actual participation in these instruments remains limited. This suggests a lack of confidence, risk-taking ability, or adequate guidance among respondents when it comes to diversified investment options.

Furthermore, financial planning for future goals is not widely practiced, even among those who are aware of its importance, indicating the need for greater emphasis on practical financial education. The reliance on family members for financial decision-making, rather than professional advisors or digital sources, also reflects limited exposure to expert financial guidance.

Therefore, the study concludes that while awareness levels are encouraging, there is a strong need to bridge the gap between knowledge and implementation. This can be achieved through effective financial literacy programs, awareness campaigns, and improved access to professional financial advice. Enhancing financial education will not only promote better financial planning but also encourage individuals to make informed and diversified investment decisions, ultimately leading to improved financial well-being.

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