



A STUDY ON LEVEL OF FINANCIAL LITERACY FOR SAVING ACCOUNTS AMONG WORKING WOMEN IN HIGHER EDUCATION SECTOR

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Abstract

The present research study conducts to gain knowledge about awareness level of financial literacy for saving accounts among working women in higher education sector. In order to achieve the objective of this research work, the researchers collected primary data from 400 respondents of selected educational institutions in Rohtak City. In this connection, level of level of financial literacy for saving accounts have been measured with the help of Likert's five point scale measurement and Chi-square test. The obtained result of this study concludes that there is a strong relationship between observers and interpreted results. The result also shows that 41% people rate Neutral rating about saving accounts literacy.

Keyword: Financial Literacy, Investment Decision, Educational Institutions.

Introduction

There are many financial assets or avenues are available in the country as well as abroad. However, to make investment through these available financial vehicles, understanding of financial knowledge is necessary for the investors and other people. Financial literacy is a complicated issue, and it is critical to comprehend its full significance. Indeed, we as a nation have yet to properly understand the importance and promise of financial literacy.

Financial literacy means to 'the perception of being able to sustain current and anticipated desired living standards and financial freedom'. The relevance of financial education has grown in recent years due to financial market developments and demographic, economic, and legislative changes. Financial markets are getting increasingly complex, and new products are being introduced regularly.

Financial illiteracy pervades all levels of society and economic stratification. The form and expressions of illiteracy vary, but it is evident in the everyday financial decisions many of us make. One prominent example of widespread financial illiteracy is a lack of fundamental understanding of financial goods and services and their risk-return framework. The need for more returns leads to a problem for many ordinary investors. The main objective of financial literacy is to empower the communities it targets financially. The ability of people to access and participate in financial growth processes and to negotiate a more equitable distribution of the benefits is referred to as financial empowerment. As a result, they can think more abstractly and have more control over their resources and financial decisions. Financial literacy is essential



for equipping people with the knowledge, abilities, and self-assurance they need to become financially empowered.

Financial Literacy

Financial literacy is a passport in securing a financially empowered living". The term "financial literacy" refers to more than just understanding the fundamentals of taxation, inflation, stock market trading, and money management. This knowledge includes theoretical and practical financial literacy applications to better plan and uses financial products for effective growth.

Review of Literature

The Foreign and Indian studies which are relevant to the concept of financial literacy are gathered and presented to support the theoretical orientation of the present study, collected from scholarly journals, relevant past studies, newspapers and other sources.

Anwaar Hussain et. al. (2022) measured the effect of financial literacy on investment decision of investors. They collected required data from 504 investors through questionnaire to obtain the aim of study. They applied both OLS and logistic regression modal to analyze the data. The results reveal that the financial literacy of investors was improving with the help of increasing education, income and marital status. Whereas, they also found that guardian's occupation decreases financial literacy level. The researchers concluded that the financial literacy enhanced investment decisions.

Raut (2020) found that investment-decisions in India were significantly linked with individuals' financial literacy. The researcher found that enhance the level of financial literacy in emerging economies would increase financial empowerment, opportunities, and status of the market locally and internationally.

James C. Brauet.al. (2019) tried to investigate the efficacy of learning sources associated with financial literacy in young adults. The researchers collected data from 1,500 college undergraduate students by using structured questionnaire. They considered the various aspects related to financial literacy quiz to determine the state of the participants' existing financial knowledge. Besides this, they gathered socio-demographic data related to family background, formal learning activities and experiential learning activities. They measured financial literacy as a function of these three sources of learning. The results of the study indicated that family background has little influence. Further, while some types of formal learning activities increase literacy, the most significant effect is associated with experiential learning.

Bhaskar and et al. (2018) focused on the fact that financial literacy can make a way for women's independence and build confidence in them to make a stand for themselves. They proponent that women not only need to be introduced to financial terms and concepts but they should also be made capable of making investments to earn money and safeguard their future.



Singh Chetna and Kumar Raj (2017) studied on educate women about various investment avenues and develop in them a habit of active financial planning and money management. They also found that women do not actively keep a check on their financial portfolio due to lack of awareness and were mostly dependant on their male family members or friends for seeking assistance.

Sebastian T. And Raju Middi A. (2016) found that most of the professional women had financial knowledge but they were not comfortable in case of money management and financial planning or decision making. They also found that most of the women investors have medium risk perception and thus they prefer SIP, though they are not fully aware about the same.

Devi Anjali (2016) conducted a study on financial literacy of women in the district of Assam in India. The researcher found that the financial literacy levels of women looks to be upgrading to a satisfactory level but there still exists a difference in the performances of women of different regions, income level, and educational levels. The researcher also found that the financial literacy levels of working women in urban areas were better than those of non working and rural women. She suggested that there is a need to implement such programmes that could focus on the overall development of women.

Agarwal Priyanka et al. (2015) revealed that people were unaware about investing aspects future security and wealth creation. They also found that women should become more aware about financial matters and should participate actively in the financial decision making in their families.

Marzieh et al., (2013) revealed that the age and education were positively correlated with financial literacy and financial wellbeing. They also found that the married people and men were more financially literate. Higher financial literacy leads to greater financial well-being and less financial concerns. Finally, financial wellbeing leads to less financial concern.

Objectives of the Study

1. To know the level of financial literacy for savings accounts among working women in Higher Education Sector.

Area of the Study:

The present research work was carried out in Rohtak District of Haryana State.

Research Design

In order to achieve the objectives of this research work descriptive research design has been applied.

Sample Design

The judgment non- probability sampling has been applied for the selection of sample units. The sample has been drawn from Universities, Govt. colleges and Govt. Aided Colleges situated in Rohtak District.

Data Collection



In order to analyse the objective of this study, primary data have been collected from 400 respondents of Educational Institutions of Rohtak District with the help of questionnaire method.

Tools of Analysis

In this study, collected primary data have been analysed with the help of Chi-square test.

Data Analysis and Interpretation

The data was collected through a structured questionnaire. It was aimed to record responses from 400 working women responded appropriately for the study. The analysis is based on these 400 responses so collected primarily from the Education Institutions of Rohtak District.

Table-1

Analysis Based on Level of Financial Literacy for Saving Accounts

Category	Observed	Test Proportion	Expected	Contribution to Chi-Square
2	4	0.25	100	92.16
3	164	0.25	100	40.96
4	78	0.25	100	4.84
5	154	0.25	100	29.16

Table-2

Chi Square Test Based on Level of Financial Literacy for Saving Accounts

N	N*	DF	Chi-Sq	P-Value
400	0	3	167.12	0.000

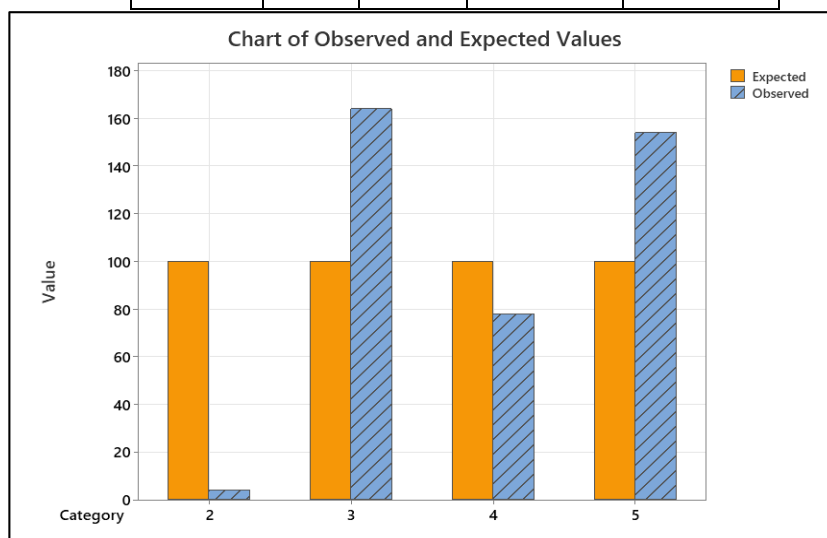




Fig -1: Observed vs Expected Values Based on Level of Financial Literacy for Saving Accounts

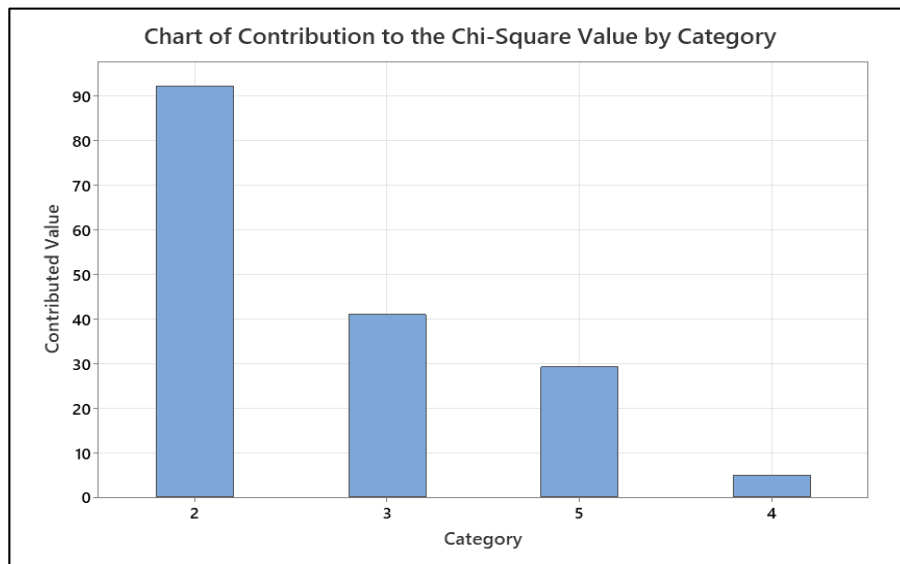


Fig-2: Contribution to Chi-Square Based on Level of Financial Literacy for Saving Accounts

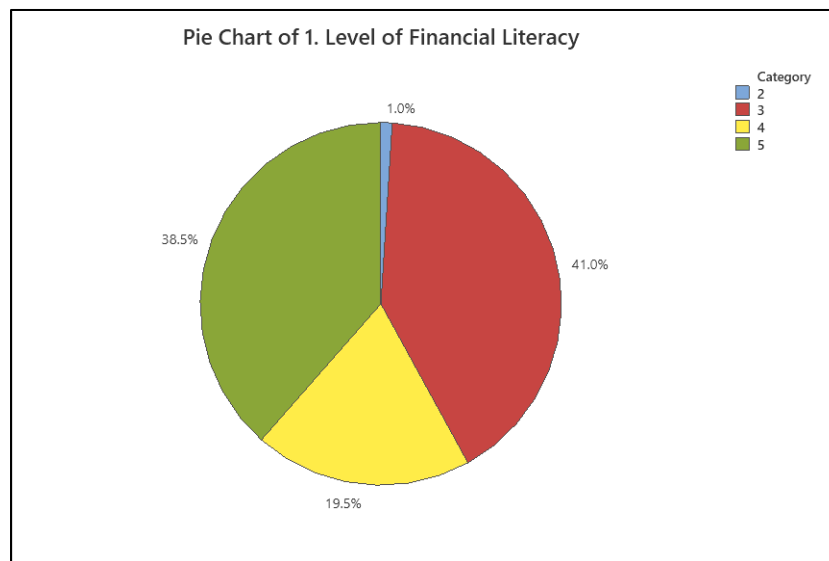


Fig-3: Interpretation of Observed Values Based on Level of Financial Literacy for Saving Accounts

Table-1 and 2 shows the Chi square analysis based on Level of Financial Literacy for Saving Accounts in which Rating-2 shows maximum contribution to Chi-square. Total 400 observers were participated in this survey. Its overall chi-square value is 167.1 and its P-value is 0.000 as shown in Table which is less than 0.05. Its p-value shows that it rejects null hypothesis H_0 . It concludes that there is a strong relationship between observers and interpreted results.



Above Fig shows the expected vs. observed values related to chi-square category and its contribution to respective chi-square values and Interpretation of Observed Values Based on them that shows 41% people rate Neutral rating about saving accounts literacy.

Conclusion

This research study is another to gain knowledge about level of financial literacy for savings accounts among working women in educational institutions of Rohtak District. In order to obtain the objectives of this research work one aspect saving accounts of financial literacy has been taken. It is observed from the result that the level of financial literacy for saving accounts found sufficient among working women of all sampled respondents from selected educational institutions.

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