

FINANCIAL PLANNING AND INVESTMENT BEHAVIOUR OF EMPLOYED WOMEN IN BENGALURU : AN ANALYTICAL STUDY

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Abstract

Money management is an important part of life for both men and women because it influences several other areas related to personal and financial well-being. Efficient financial planning helps individuals manage difficulties in life more comfortably and improves overall financial security. This study mainly concentrates on understanding the role of financial management among working women in Bengaluru. The research includes respondents from different demographic groups and collects information through a combination of open-ended and closed-ended questionnaires. The responses gathered from the participants were analyzed with the help of a Likert scale to arrive at meaningful interpretations and conclusions. The main aim of the survey is to examine the awareness and importance of financial planning and investment practices among women for achieving better financial returns in the future. The study highlights that social media has become a significant source of financial knowledge for women and has a considerable influence on their investment behaviour and decision-making abilities. It was also found that educated women increasingly prefer investing in mutual funds because they view them as a safer and more profitable investment option. At the same time, traditional forms of investment such as gold and post office savings schemes continue to remain popular among women due to the security and stability associated with these investment avenues.

Key words: - Financial administration, financial awareness

Introduction

Financial management plays a significant role in the lives of working women, especially in metropolitan cities like Bengaluru, where employment opportunities and career advancement prospects are rapidly growing. Bengaluru is often recognized as one of the most favourable cities for salaried women due to its progressive work culture, safety measures, and wide range of professional opportunities. The income earned by working women not only contributes to the financial stability of the family but also strengthens their confidence, self-respect, and independence. Financial earnings enable women to become equal contributors in both family and societal decision-making processes. When women possess their own source of income, they gain the ability to manage their expenses independently, make personal choices, and

pursue their ambitions without being restricted by financial barriers.

Financial independence is not merely associated with economic security; it also enhances women's confidence and empowers them to participate actively in important decisions concerning themselves and their families. Women who earn independently often experience greater control over their personal and professional lives. This aspect becomes particularly important for women living in challenging or abusive environments, where financial dependency may limit their freedom and access to resources. Although such situations are more commonly observed in certain rural settings, they highlight the broader importance of economic independence for women across society.

The investment behaviour of employed women is largely influenced by factors such as income level, financial awareness, and confidence in managing earnings. Today, numerous investment opportunities are available, but the extent of participation depends on the level of knowledge and awareness women possess regarding different financial avenues. Better access to financial information and investment education can therefore play a crucial role in improving the financial decision-making abilities of working women and encouraging long-term financial security.

Literature Review

Kavitha et al.,(2023) This exploration paper aims to evaluate the quantity of financial literacy as it one of the significant aspects and regulate the hordes pattern among the women in Bengaluru and in additional it also emphases on likening the financial literacy and planning awareness among different individuals, it is been concluded in deep analysis of working women and their financial investment. The people are more appealing to earn income but they are not serious about their investment decisions and saving allocations. It also suggests that women should be more knowledgeable about the investment avenue since they are generally depended on their spouses or other family members.

Dr. S.Ramesh (2021) this learning spectacles the impression of demographic characteristics on financial knowledge amongst ladies in Bengaluru city. This broadside targets in indulgent the stimulus of demographic dynamics on commercial mastery of women and the effect of financial attitude on their monetary savvy. According to this survey, the majority of women only know about portfolio flexibility, saving habits, and their own budgeting; and they also understand very little about the features of term insurance. Utilizing the ANOVA test for analysis, the sample was drawn from 660 female students in the age range of 18 to 23 years. Data was gathered from the fields of science, the arts, commerce, and business supervision.

Vinod Kumar Bagar(2021) This study found that women were not feeling confident despite working in good positions while making their own investment decisions; they invested for a shorter period and had a moderate risk appetite. The study also reveals that the preferable investment avenue among women is fixed deposits.it has been concluded that most working women were used to invest their earned money in one or another investment alternative by taking help from their family and friends. Despite working at suitable positions, they were not feeling confident while making their own investment decisions and were investing for a shorter period further analysis indicates that women are less aware of the several investments instrument available in the financial market and have a moderate risk appetite.

Taranjit kaur kainth and Dr.Puneet Bhushan (2020) Personal financial planning is essential for the financial well-being of both men and women .This study aims to determine the financial planning preferences of women employed in the field of education in the states of Punjab and Himachal Pradesh. These elements are explored using expertise of financial terminology, planning, taxation, management etc. The purpose of this paper is to investigate the desire for fiscal preparation among working women in the education sector and to examine the relationship between monetarist planning and fiscal literacy levels among these women. According to the study's findings, most women know very little or nothing about pecuniary matters, and they are not actively involved in peculiar commercial planning. For a secure future, working women must be encouraged to participate in financial planning

Pranati Tilak et al., (2022) The masculinity gap that has been provided and the recommendations to avoid the gender gap in the future through the global financial literacy excellence centre's latest study on the gender gap.it is purely based on the secondary data the information gathered by the scholar in the relevant study. The scholar focuses on gender disparity and to comprehend the idea and components of financial awareness with aid of knowledge of literature based analysis further factors that contribute to the gap also to offer insightful ideas to overcome the femininity gap some of the suggestions is been offered based on the judgements of the understanding. They have initiated to conclude that numerous initiatives run by the RBI, the Indian government and other organisations related to monetary terms that are assisting the country citizens in improving their mind set, awareness etc.

Dhandayuthapani and Santhiya (2023) The saving pattern of the salaried women and taxplanning measures further the level of awareness regarding the income tax among waged women in various deduction along the different aspects influencing investment attitude are the main focuses of the scholar in the discussions of this paper in Tiruchirappalli in order to

do the observations a sample size consisting of 70 through random sampling techniques to ensure the validity is been adopted in the study. It also includes other details based on the secondary data used in the study. The researcher concludes for working women that to attain their financial goals and safeguard their future, a good planning is essential with a clear objectives by making a suitable budget based on priority of the individuals and it is trusted that they can create a solid foundation and increase their future security

Objectives

To ascertain the aspects prompting the financial independency of the employed women

To recognize the investment activities among working women in Bengaluru

Hypothesis

H1-There is a significance relationship between factors that influence on the financial independency of the working women

H0-There is no significance relationship between factors that influence on the financial independency of the working women

H1-There is a significance relationship between the monthly income and investment behaviour of working women

H0-There is no significance relationship between the monthly income and investment behaviour of working women

Scope

Money is required for every humans as it plays an important role and more evident to lead a day to day life men and women both of them have their commitment to be fulfilled in recent rends as the cost of living is high in a metropolitan city like Bengaluru this also ensures the importance of managing money aspects and the acquaintance about various sources to invest and gain I inevitable to maintain the status of individuality

Limitations

- The investigation is limited only to Bangalore city
- The learning is constrained to 76 sample size so it may not be sufficient to predict 100% accuracy
- This learning may not be applied to other areas.

Research Methodology

The thoughtful cover both primary and secondary statistics some of the information used by scholar is based on the newspaper, magazines which acts as an evident for reference not only that researcher also focused on collecting the data by questionnaire both open ended and close ended which will be useful for conclusions in the paper also provides an opportunity for the participants to convey their opinion.

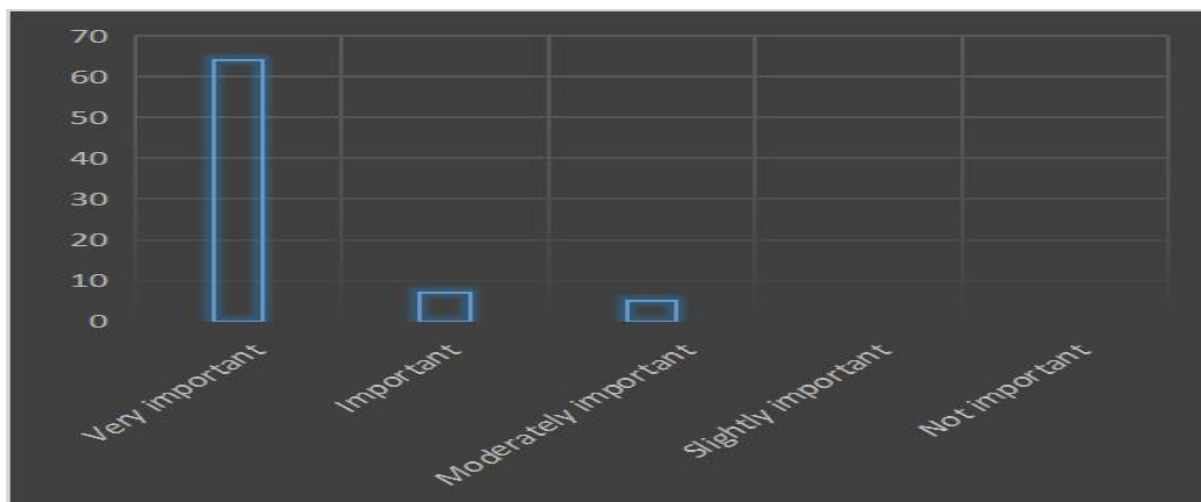
Data analysis and Interpretation

Components	Factors	Frequency	Percent
Age	21-30	41	53.95
	31-40	29	38.16
	41-50	6	7.89
	51-60	0	0
	60&above	0	0
Qualification	PG	18	23.69
	UG	33	43.43
	PUC	13	17.1
	SSLC	10	13.15
	Others	2	2.63
Occupation	Salaried	39	51.39
	Self-employed	5	6.58
	Professionals	10	13.16
	Home maker	3	3.94
	Student	19	25
Monthly Income	Upto 25000	26	34.21
	25000-50000	43	56.58
	50000-75000	7	9.21
	75000-100000	0	0
	100000&above	0	0
Marital status	Married	36	47.37
	Unmarried	39	52.63
	Others	0	0

It is observed that 53.95 percent of the respondents are between the age group of 21 to 30 and 38.16% of them belong to 31-40 age group , undergraduates who responded in the survey conducted is 43.43% and 23.69% of them are from post graduates department ,51.39% of their occupation are salaried who have initiated to respond for the questionnaires . it is also observed that 52.63% are unmarried who have provided information to us and 36% of them are married who have shared opinion. The monthly income of the respondents is also considered as on of the key to find out their savings hence from the above it is understood that 56.58% of them earning capacity is between 25000 to 50000

Importance of Financial independency to the working women :

Respondent views	Response	Percent
Very important	64	84.21
Important	7	9.21
Moderately important	5	6.58
Slightly important	0	0
Not important	0	0



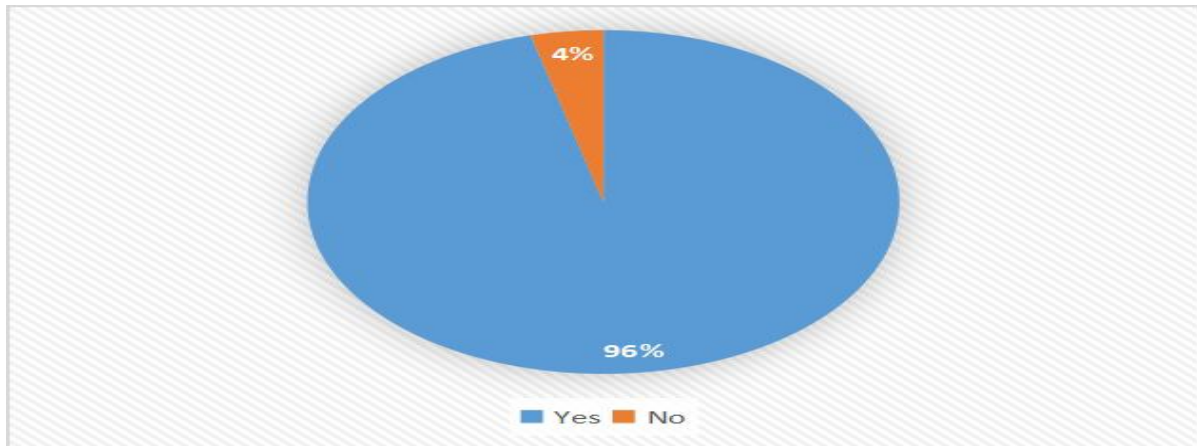
Freedom in money management is an expectation for every women and it’s a better gift for their happiness helps in satisfying their personal requirement the above graphs gives a picture of the respondents that 90.78 opinion is very important

Factors influencing the fiscal independency :

Factors	Strongly agree	agree	Neutral	disagree	Strongly disagree
Education and talents	58	10	4	2	2
Revenue and reserves	61	12	3	0	0
Access to credit and loans	46	10	5	8	7
Family support	44	17	6	4	5
Risk Tolerance and confidence	41	11	8	8	8
Financial literacy	57	11	8	0	0

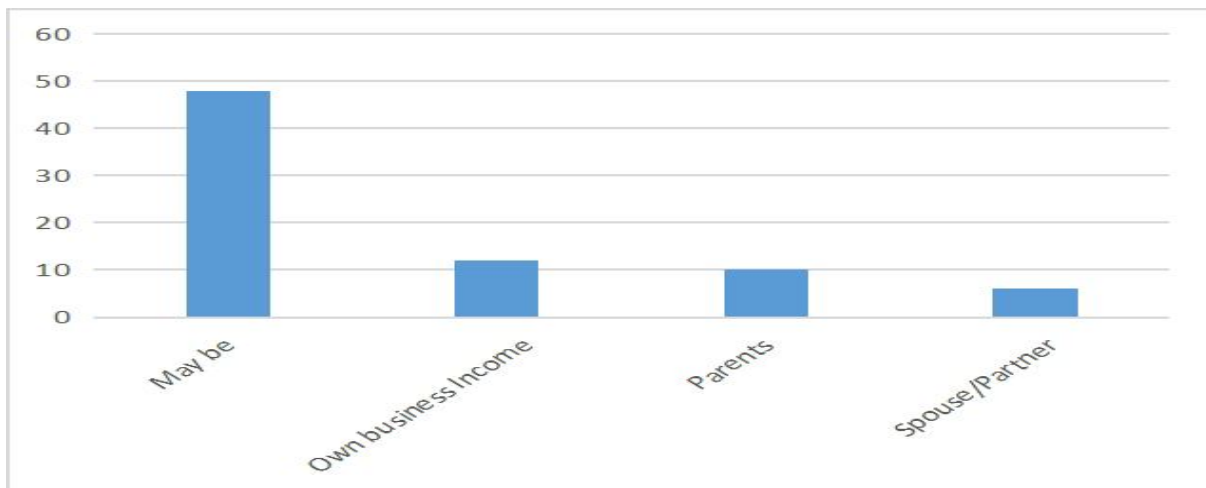
Five rating likert scale is been used to identify the opinion of the respondents on different factors that effects freedom of money among salaried ladies in Bengaluru as the above results shows the distribution of their opinion on different perspective.

Respondents with bank account:



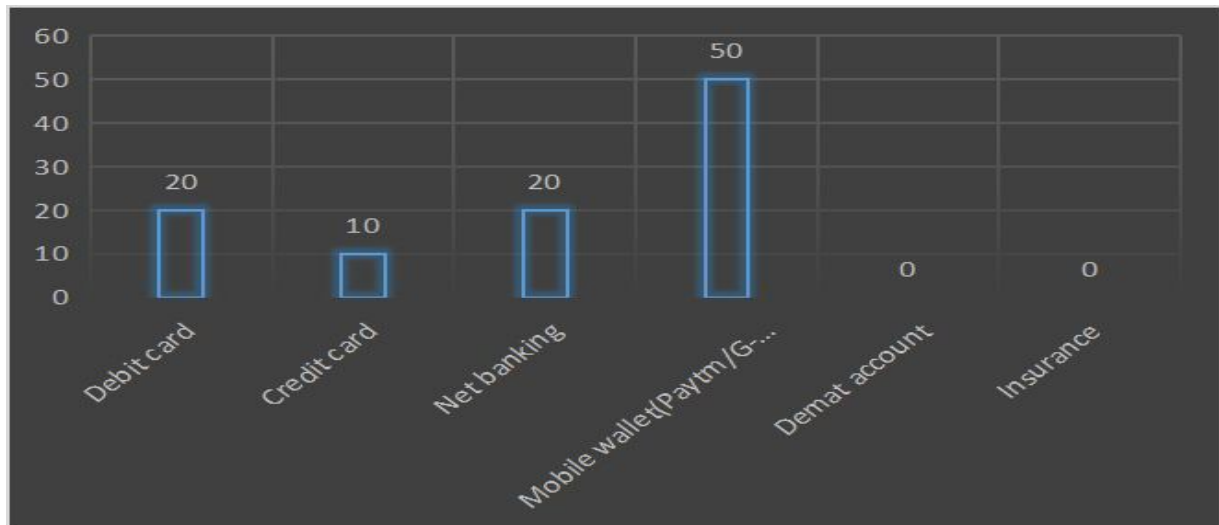
The 96% of the women expressed that they have bank account in the current trend as they are working they show their interest in spending money and earning the saving bank account helps them in doing cashless transactions with ATM and UPI .

Source of finance :



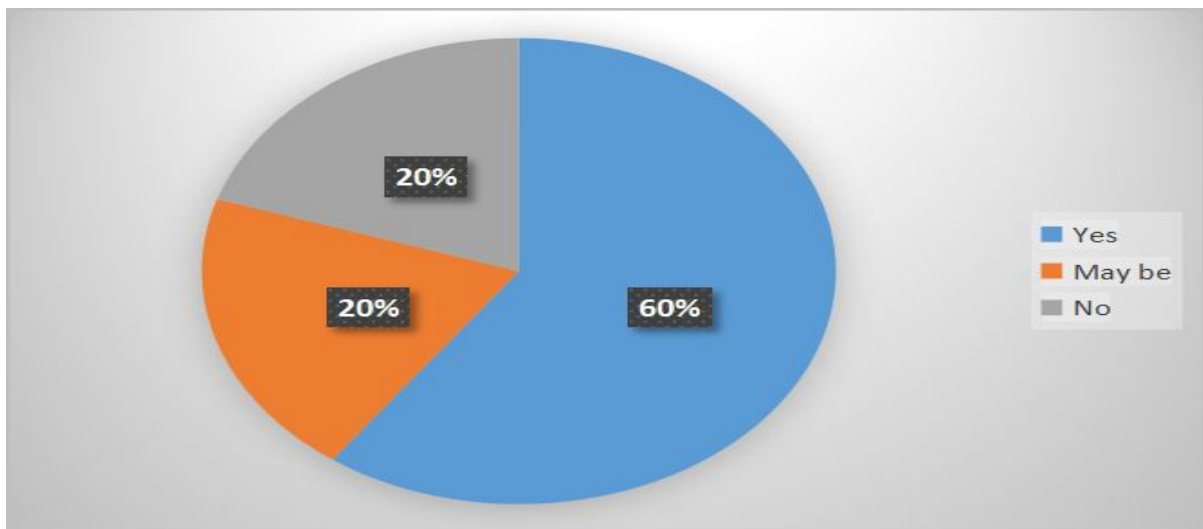
The women involves their financing decision based on availability of fund and freedom to invest and spend their money the above graphs gives us an idea as to how they depend on money for financing few they depend on their own money and some of them also depend on their own business revenue and as we have student respondents they depend on parent and some of them rely on their partner money.

Financial services used by women respondents to manage their finances:



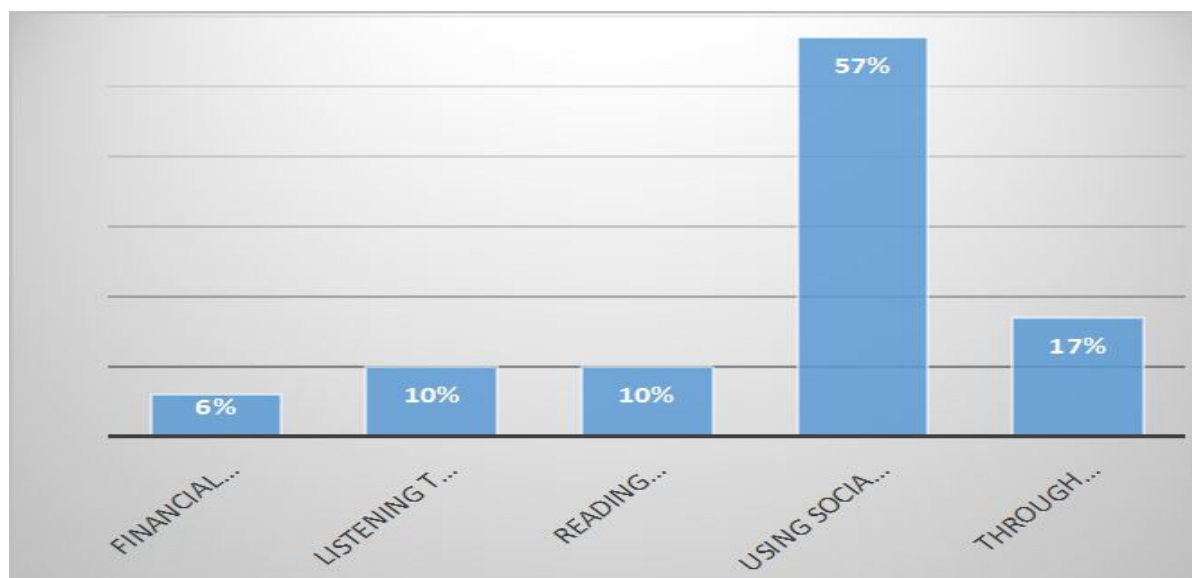
It is observed that 50% of the women respondents are using Mobile wallet in managing their finance cashless transactions is comfortable for financial planning with less risk the above graph also paves way in understanding that net banking and debit card usage is also equivalent from the respondents who have participated in the survey.

Freedom to take monetary decisions



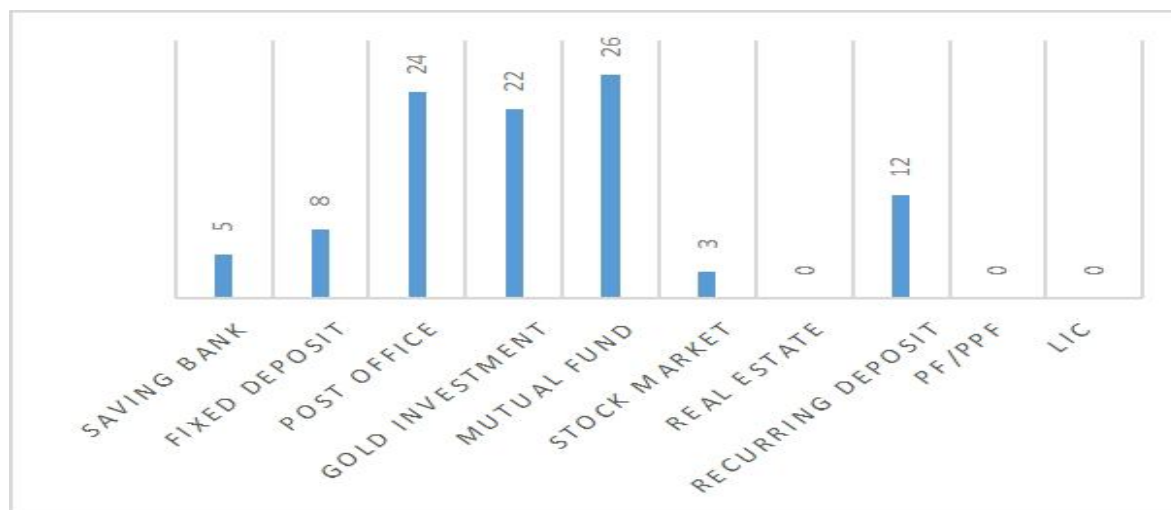
Freedom of taking monetary decisions is the key indicator of a successful women in the recent days as women also have equal responsibilities on family they also involve in taking up investment and expenses decisions. Though we have educated females only 60% of them are having the freedom in decisions it can be observed that among the responses we have 20% of them who takes decisions on their partner opinion and also depends on others before taking decisions.

Financial awareness among working women



Financial literacy also is one of the key component to know the importance of financial management , the above graphs gives us information that around 57% of the women respondents are getting updates from social media which helps them in taking decisions

Investment options used by women to save money :



Mutual fund investment, Post office, Gold investment is the top three investment chosen by the survey participated this helps in understanding that salaried ladies saves their hard earned money on these alternatives as per the responses that is obtained.

Financial administration is required in order to meet the below aspects of working women:

Variables	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Financially independent	48	22	6	0	0
Secure their future	50	26	0	0	0
Navigate life's uncertainties	46	22	6	2	0
It builds confidence	50	15	11	0	0
To increase the saving for fulfilling their needs	49	14	13	0	0
For the growth and development of family	51	17	4	2	2

Financial Management is the important aspect for every working women to meet various requirements of the women the above responses shows us the priority and importance of management of money some of the respondents express their disagree as the reason is women salary is an alternative income in a family .

Conclusion

The financial freedom and investment activities of the working women both plays a crucial role in identifying the significance of financial administration of the working women. The demographic profile of the respondents helps us in knowing all the participants have provided their opinion which fulfils our needs to conduct survey. The structured questionnaires which was circulated to the participants have paved way to us in understanding their priority of monetary planning and management. The women will get the financial information from social media which will impact on her investment skills, it is also observed that mutual funding is drastically increased as educated women feels it safe to make invest further in Gold and post office makes them comfortable to keep their money safe. The responses makes them to realise that there is a significance of understanding the importance of money and decisions to be taken very disciplined to manage funds effectively.

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