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**“A STUDY ON FINANCIAL LITERACY AND INVESTMENT  
BEHAVIOR AMONG WORKING INVESTORS IN PCMC.**

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Pune.DOI: <https://doi-doi.org/101555/ijarp.7112>**ABSTRACT**

Fiscal knowledge has come an essential skill in moment's complex fiscal terrain, where individualities are needed to make important opinions regarding saving, investing, and managing their income effectively. This study aims to examine the position of fiscal knowledge and its impact on the investment gets of working investors in the Pimpri-Chinchwad Municipal Corporation (PCMC) area. With the rapid- fire growth of diligence, IT companies, and employment openings in PCMC, a large number of individualities earn regular income; still, the capability to manage and invest this income wisely depends largely on their fiscal knowledge. The study is grounded on primary data collected from 100 working individualities using a structured questionnaire, along with secondary data from reports, exploration papers, and fiscal websites. The exploration adopts a descriptive and logical approach to understand the relationship between fiscal knowledge and investment opinions. The findings indicate that a maturity of repliers retain introductory fiscal knowledge, are apprehensive of colorful investment options, and laboriously share in investment conditioning. Still, despite having mindfulness. Utmost investors prefer low to moderate threat investment options similar as bank deposits and collective finances, showing a conservative approach toward investment.

The study further reveals that factors similar as education, income positions, and fiscal mindfulness significantly impact investment gets. Individualities with advanced fiscal knowledge tend to make further informed, rational, and diversified investment opinions. It's also observed that numerous investors calculate on tone- analysis along with guidance

from fiscal counsels and family members while making investment choices

**KEYWORDS:** UPI (Unified Payments Interface), Digital Payments, Cashless Economy, Mobile Wallets, Consumer Behavior.

## INTRODUCTION

Fiscal knowledge refers to the capability to understand and effectively manage particular fiscal matters similar as income, savings, investments charges, and fiscal planning. It includes knowledge of important generalities like interest rates, affectation, threat, return, and diversification. In moment's dynamic fiscal terrain, where multiple investment options are available, fiscal knowledge has come essential for making informed and effective fiscal opinions. In recent times, the fiscal system has come more complex with the vacuity of colorful investment avenues similar as fixed deposits, collective finances, shares, insurance programs, gold, real estate, and pension schemes.

While these options give openings for wealth creation, opting the most suitable investment requires proper fiscal knowledge and mindfulness. Without acceptable understanding, individualities may make poor fiscal opinions, leading to fiscal losses or missed openings. The Pimpri-Chinchwad Municipal Corporation (PCMC) area is one of the swift- growing artificial and domestic regions, with a strong presence of manufacturing diligence, IT companies, and small businesses. This growth has created multitudinous employment openings, performing in a large number of working professionals earning regular income.

Still, earning plutocrat alone is not sufficient; it's inversely important to manage, save, and invest plutocrat wisely to insure long- term fiscal security and stability. Investment gets refers to the way individualities allocate their savings among different fiscal instrument. Some individualities prefer low- threat investment options similar as bank deposits and gold, while others are willing to take advanced pitfalls by investing in collective finances, stock request, or real estate to achieve advanced returns.

These investment opinions are told by colorful factors similar as income position, education, age, occupation, fiscal pretensions, and most importantly, fiscal knowledge. Despite earning a stable income, numerous individualities warrant acceptable fiscal knowledge and depend on external sources similar as musketeers, family, or fiscal agents for investment opinions.

This lack of fiscal knowledge can lead to poor fiscal planning, low returns, or exposure to fiscal pitfalls and fraud. On the other hand, financial knowledgeable individualities are more likely to plan for withdrawal, maintain exigency finances, purchase applicable insurance, and diversify their investment effectively.

### **LITERATURE REVIEW-**

Fiscal knowledge and investment gets have come important areas of study in recent times, especially with the growing complexity of fiscal requests and investment options. Numerous experimenters and institutions have studied how fiscal knowledge influences individualities capability to make effective fiscal opinions.

Annamaria Lusardi and Olivia S. Mitchell (2014) conducted one of the most influential studies on fiscal knowledge. The set up that individualities with advanced fiscal knowledge are more at planning for withdrawal, managing debt, and making informed investment opinions. Their exploration also highlights that lack of fiscal knowledge leads to poor fiscal planning, lower savings, and reduced participation in fiscal requests. They emphasized that fiscal education is essential for perfecting long-term fiscal well- being.

In the Indian environment, Puneet Bhushan and Yogesh Medury (2013) examined the position of fiscal knowledge among salaried individualities. Their study revealed that factors similar as education, income, and occupation play a significant part in determining fiscal mindfulness. They set up that individualities with advanced education and income situations tend to have better fiscal knowledge and are more likely to invest in advanced fiscal instruments similar as collective finances and equalities. On the other hand, individualities with lower education situations prefer traditional and safer investment options.

According to reports published by the Securities and Exchange Board of India, a large position of the population in India still lacks mindfulness about ultramodern fiscal products. The reports punctuate that numerous individualities are ignorant of the benefits and pitfalls associated with investment options similar as collective finance, shares, and bonds. SEBI has taken colorful enterprise to promote investor education and cover investor interests, but there's still a need for nonstop sweats to ameliorate fiscal knowledge among the general public.

The Reserve Bank of India also emphasizes the significance of fiscal knowledge in achieving fiscal addition and profitable growth. According to RBI, financially knowledgeable individuals are better equipped to manage their finances, avoid inordinate debt, and make informed opinions regarding saving and investing. The RBI has launched several fiscal knowledge programs and juggernauts to educate people, especially in pastoral and semi-urban areas.

The Organization for Economic Co-operation and Development (OECD) has conducted global studies on fiscal knowledge and its impact on fiscal gestic. According to OECD, fiscal knowledge improves individuals' capability to save regularly, invest wisely, and handle fiscal pitfalls. The association also states that financially educated individuals are more confident in making fiscal opinions and are less likely to fall into fiscal difficulties.

Sumit Agarwal et al. (2015) studied the relationship between fiscal knowledge and fiscal planning in India. Their exploration showed that individuals with advanced fiscal knowledge are more likely to engage in long-term fiscal planning and invest in diversified portfolios. They also set up that fiscal knowledge reduces the chances of poor investment opinions and increases overall fiscal stability. Other studies have also stressed that demographic factors similar as age, gender, and income position influence fiscal gestic.

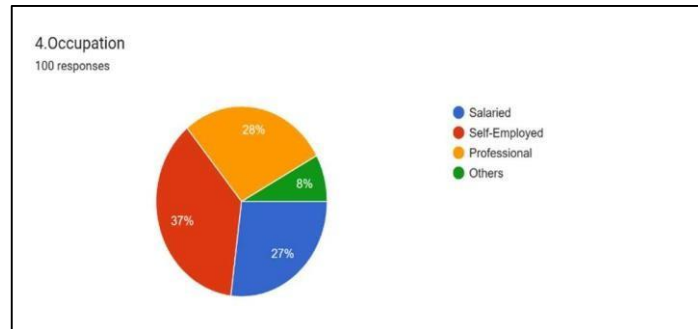
Youngish individuals tend to have lower fiscal knowledge and lower investment experience, while middle-aged individuals are more laboriously involved in investment conditioning. Also, advanced income groups have lesser access to fiscal products and are more likely to invest compared to lower income groups.

Overall, the literature easily that fiscal knowledge plays a pivotal part in shaping investment gestic. Individuals with better fiscal knowledge are more likely to make informed, rational, and diversified investment opinions. They're also better at managing pitfalls and achieving long-term fiscal pretensions. Still, despite the growing significance of fiscal knowledge, numerous individuals still warrant acceptable knowledge, especially in developing regions. Thus, there's a strong need to promote fiscal education and mindfulness programs to ameliorate fiscal knowledge situations.

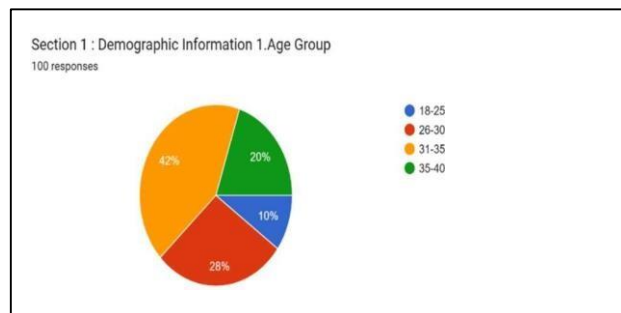
**OBJECTIVES OF THE STUDY-**

- To Study the position of fiscal knowledge among working investors in PCMC.
- To dissect the investment geste of working investors in PCMC.
- To compare fiscal knowledge situations among different orders of working investors
- To identify impacting opinions of working investors.

**DATA ANALYSIS AND INTERPRETATION-**



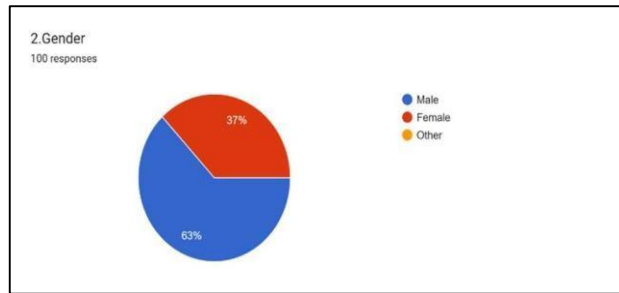
**Section 1: Demographic Information.**



**Interpretation:**

The data shows that 42 of repliers belong to the 31-35 age group, which is the loftiest among all orders. This indicates that the maturity of actors are their earnings and career growth stage, where fiscal planning and investment opinions come more important. Around 28 fall in the 26-30 age group, suggesting that youngish professionals are also gradationally apprehensive of fiscal planning. About 20 belong to the 35-40 age group, who are likely to have further experience in managing finance and investment. Only 10 are in the 18-25 age group, indicating that veritably youthful individualities are less involved in investment conditioning, conceivably due to lower income or lack of mindfulness.

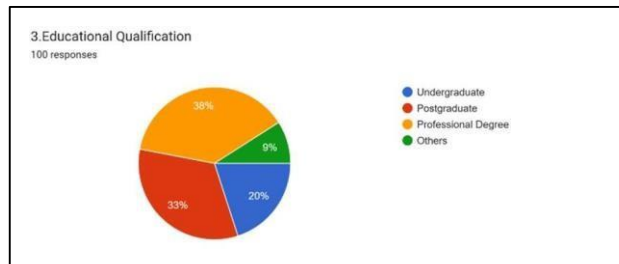
## 2. Gender



### Interpretation:

The gender distribution shows that 63 of repliers are manly, while 37 womanish. This indicates that manly participation in fiscal decision- timber is slightly advanced still, the significant chance of womanish repliers reflects adding mindfulness and involvement of women in fiscal conditioning and investment opinions. This trend highlights a positive shift toward gender equivalency in fiscal matters.

## 3. Educational Qualification



### Interpretation:

The data reveals that 38 repliers hold professional degrees and 33 are postgraduates, while 20 are undergraduates and 9 fall under orders. This easily indicates that the maturity of repliers is largely educated. Advanced education plays a pivotal part in perfecting fiscal knowledge, as educated individualities are more likely to understand fiscal generalities similar as threat, return, and diversification. They're also more able of assaying investment options and making informed options. The findings a strong positive relationship between education position and fiscal mindfulness.

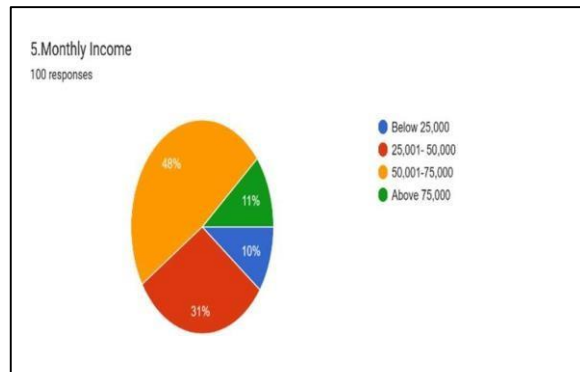
## 4. Occupation

### Interpretation:

The occupational distribution shows that 37 of repliers are tone- employed, followed by 28 professionals and 27 salaried workers, while 8 belong to other orders. This indicates that the

study includes individualities from different occupational backgrounds. Tone- employed individualities frequently face irregular income patterns, which may encourage them to concentrate more on fiscal planning and savings. Salaried workers, on the other hand, tend to prefer stable and secure investment options due to fixed income. Professionals may have better fiscal knowledge and access to fiscal coffers.

**5. Monthly Income**

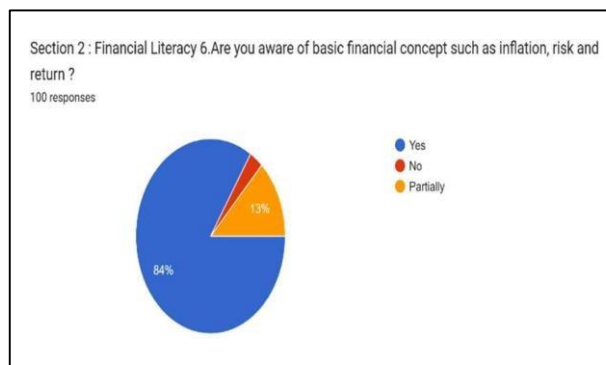


**Interpretation:**

The maturity of repliers (48) fall within the income range of 50,001- ₹75,000, followed by 31 in ₹25,001- ₹50,000. Around 11 earn above ₹75,000, while only 10 earn below 25,000. This indicates that utmost repliers belong to the middle- income group. Which generally has the capacity to save and invest regularly. Individualities in this income group are more likely to look for balanced investment options that give both safety and moderate returns. The lower representation of low- income groups suggests that investment mindfulness is advanced among individualities with stable income.

**Section 2: Fiscal Literacy**

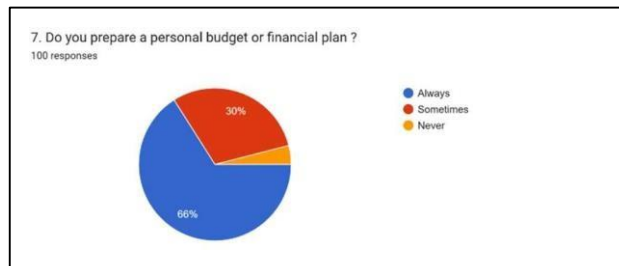
**6. Are you aware of basic financial concept such as inflation, risk and return?**



**Interpretation:**

The data shows that 84 of repliers are apprehensive of introductory fiscal generalities similar as affectation, threat, and return, while 13 are incompletely apprehensive and only 3 are not apprehensive. This indicates a high position of fiscal knowledge among the repliers. Understanding these generalities is essential for making informed investment opinions and avoiding fiscal miscalculations. The small chance of ignorant individualities highlights the need for farther education enterprise.

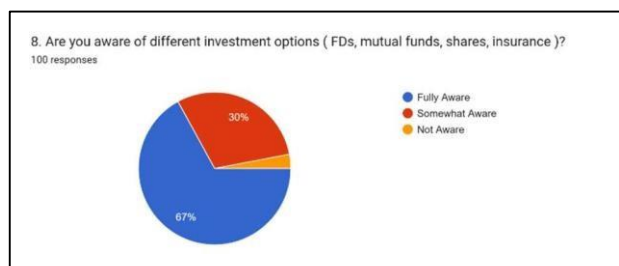
**Do you prepare a personal budget or financial plan?**



**Interpretation:**

A maturity of repliers (66) always prepare a particular budget, while 30 do so sometimes, and only 4 noway prepare a budget. This reflects strong fiscal discipline and planning habits among actors. Budgeting helps individualities control charges, increase savings, and allocate finances effectively for investment. The findings suggest that utmost repliers are responsible in managing their finances.

**7. Are you aware of different investment options (FDs, mutual funds, shares, insurance)?**



**Interpretation:**

The results indicate that 67 of repliers are completely apprehensive of different investment options, while 30 are kindly apprehensive, and only 3 are not apprehensive. This shows that the maturity of individualities are familiar with colorful fiscal instruments similar as fixed deposits, collective finances, shares, and insurance. This mindfulness enables them to diversify their investments and reduce threat.

**Research Methodology Research Design**

<b>Component</b>	<b>Description</b>
<b>Research Design</b>	A study uses a descriptive and analytical research design to understand financial literacy and its impact on investment behavior
<b>Data Collection</b>	Data was collected using both primary and secondary sources.
<b>Primary Data</b>	Primary data was collected through a structured questionnaire from working investors in the PCMC area.
<b>Secondary Data</b>	Secondary data was collected from research papers, books, journals, websites, SEBI and RBI reports.
<b>Sample Size</b>	The study considered <b>100 respondents</b> from different groups in PCMC area.
<b>Sampling Method</b>	<b>Convenience sampling method</b> was used for selecting respondents.
<b>Data Analysis Tools</b>	Data was analyzed using <b>percentage analysis, charts and graphs for better interpretation.</b>

**Findings of the Study****1. Age and Earning Stage:**

The study shows that utmost repliers belong to the 31-35 age group, which represents individualities in their high earnings stage. This group is more focused on fiscal planning and investment for unborn security.

**2. Level of Financial literacy:**

Repliers have a good understanding of introductory fiscal generalities similar as threat, return, and affectation. This indicates a strong position of fiscal knowledge among working investors in PCMC.

**3. Investment Participation**

A maturity of repliers laboriously invests their savings rather than just keeping plutocrat idle. This reflects a positive investment culture and mindfulness about wealth creation.

**4. Risk Preference**

Utmost investors prefer low to moderate threat investment options. This shows that individualities prioritize safety and stable returns over high- threat, high- return investments.

**5. Investment Choices**

Repliers prefer a combination of investment options similar as bank deposits and collective finances. This indicates a

diversified investment approach to balance threat and return.

## 6. Role of financial Knowledge

The study concludes that fiscal knowledge and education play an important part in impacting investment opinions. Individualities with better knowledge tend to make further informed and logical fiscal choices.

## CONCLUSION

The present study easily highlights the significance of fiscal knowledge in shaping the investment geste of working investors in the PCMC area. It's apparent from the analysis that a maturity of repliers retains a introductory position of fiscal knowledge, including an understanding of crucial generalities similar as threat, return, affectation, and colorful investment options. This mindfulness has encouraged them to laboriously share in investment conditioning rather than counting only on traditional saving styles. The presence of fiscal knowledge among repliers indicates a positive trend toward informed fiscal decision- timber.

Another important conclusion of the study is that factors similar as education, income position, and occupation significantly impact fiscal knowledge and investment geste. Individualities with advanced education and stable income tend to have better fiscal understanding and are more likely to make diversified and well- planned investment opinions. Also, numerous repliers calculate on tone – analysis along with guidance from fiscal counsels, family, and digital platforms, showing a balanced approach to decision - timber.

The study further emphasizes that fiscal knowledge not only improves investment geste but also promotes better fiscal planning practices similar as budgeting, saving regularly, maintaining exigency finances, and planning for long- term pretensions like withdrawal. Still, there's still a gap between fiscal knowledge and factual threat- taking geste, as utmost individualities avoid high- threat investments.

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