

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3130 Cities in 166 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>DETERMINANTS OF REAL ESTATE MARKETING: AN EMPIRICAL STUDY ON SELECTED REAL ESTATE MARKETERS IN ADDIS ABABA, ETHIOPIA</b> <i>DR. GETIE ANDUALEM IMIRU</i>	1
2.	<b>A STUDY ON PROBLEMS AND PROSPECTS OF TEA GROWERS WITH PARTICULAR REFERENCE TO NILGIRIS DISTRICT (TN) IN INDIA</b> <i>DR. G. KAVITHA &amp; M. JAMUNA RANI</i>	7
3.	<b>A STUDY ON THE CHALLENGE FOR ARTISANS OF CONCH SHELL INDUSTRY IN WEST BENGAL</b> <i>ANAMITRA PAUL &amp; SEBAK KUMAR JANA</i>	11
4.	<b>A CHRONOLOGICAL STUDY ON EMERGENCE OF PRIVATE LABEL BRANDS IN INDIAN ORGANIZED RETAIL</b> <i>AJAY SINGH &amp; DR. NRIPENDRA SINGH</i>	15
5.	<b>MUTUAL FUNDS IN INDIA-RECENT ISSUES, OPPORTUNITIES AND CHALLENGES</b> <i>M.NAGABHASKAR &amp; M.RAMU</i>	20
6.	<b>GREEN MARKETING AND THEIR IMPACT ON ENVIRONMENT: A STUDY</b> <i>SUSHEELA RATHEE &amp; AMIT RATHEE</i>	23
7.	<b>ASSESSING QUALITY OF WEBSITES THROUGH OBSERVATION</b> <i>DR. HEERA BARPUJARY</i>	28
8.	<b>ANALYSIS ON THE CASH MANAGEMENT OF NEPA LIMITED</b> <i>DR. ADARSH ARORA</i>	34
9.	<b>DESTINATION BRANDING AS A MARKETING TOOL FOR DEVELOPING COUNTRIES: A COMPARATIVE ANALYSIS BETWEEN INDIA &amp; SPAIN</b> <i>SWATI SHARMA &amp; MAHESH UNIYAL</i>	39
10.	<b>FINANCIAL LITERACY AND ITS' INFLUENCING FACTORS: AN EMPIRICAL STUDY OF INDIAN INVESTORS</b> <i>DR. BIDYUT JYOTI BHATTACHARJEE</i>	43
11.	<b>STUDYING THE RELATIONSHIP BETWEEN CORPORATE GOVERNANCE AND FINANCING THROUGH THE TWO PERSPECTIVES OF BALANCE SHEET AND CASH FLOW STATEMENT IN FIRMS ACCEPTED IN STOCK EXCHANGE TEHRAN (IRAN)</b> <i>NASRIN DADASHI &amp; EBRAHIM CHEIRANI</i>	47
12.	<b>POVERTY: TROUBLESOME THE PROBLEM &amp; OVERCOME (AN INDIAN CONTEXT)</b> <i>DR. MANOJ KUMAR SHARMA &amp; SUTHAR AAVANTI ASHOK</i>	53
13.	<b>ENFORCEMENT OF LAWS TOWARDS HAZARDOUS CHILD LABOR: A STUDY ON WELDING WORKSHOPS AT SYLHET CITY IN BANGLADESH</b> <i>A.K.M. SOHEL HABIB NOWROZ &amp; KOWSER JANNAT</i>	57
14.	<b>MODEL OF INTEGRATION OF SPIRITUALITY TOWARDS THE WORK BEHAVIOUR AND EMOTIONAL INTELLIGENCE AS MEDIATING VARIABLE: AN APPROACH OF STRUCTURAL EQUATION MODELING (SEM)</b> <i>ACHMAD CHOERUDIN</i>	62
15.	<b>MACROECONOMIC VARIABLES AND STOCK PRICES: A STUDY OF COLOMBO STOCK EXCHANGE (CSE) IN SRI LANKA</b> <i>P.ELANGKUMARAN &amp; J.N.JENITTA</i>	71
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	75

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

*(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)*

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## FOUNDER PATRON

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## CO-ORDINATOR

**AMITA**

Faculty, Government M. S., Mohali

## ADVISORS

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

## CO-EDITOR

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P. J. L. N. Government College, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

***ASSOCIATE EDITORS***

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. A. SURYANARAYANA**

Department of Business Management, Osmania University, Hyderabad

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

**SURJEET SINGH**

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

***TECHNICAL ADVISOR***

**AMITA**

Faculty, Government M. S., Mohali

***FINANCIAL ADVISORS***

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript anytime** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.**

**(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

**NAME OF CORRESPONDING AUTHOR:**

Designation:  
Affiliation with full address, contact numbers & Pin Code:  
Residential address with Pin Code:  
Mobile Number (s):  
Landline Number (s):  
E-mail Address:  
Alternate E-mail Address:

**NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of** (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:****BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**DR. BIDYUT JYOTI BHATTACHARJEE**  
**ASST. PROFESSOR**  
**DEPARTMENT OF COMMERCE**  
**B.H.COLLEGE**  
**HOWLY**

**ABSTRACT**

Financial literacy among the people plays pivotal role in the process of financial inclusion. Financial literacy is the ability to make informed judgments and to take effective decisions regarding the use and management of money. Research has shown that levels of financial literacy worldwide are unacceptably low. People find it difficult to take decisions regarding personal finance issues confidently and often make mistakes. In India too the levels of financial literacy are very low. An attempt has been made through this paper to determine financial literacy level of respondents and also to examine whether or not the financial literacy is related with the demographic and socio-economic factors of investors. The study observed that overall financial literacy level of respondents is not very high. Financial literacy level has been influenced by age, education, income and nature of employment whereas it does not get affected by gender of the population. Moreover, the study recommended that it is the time for policy makers and regulators to adopt appropriate strategies like introducing subject based on finance in the secondary level of education rather than confining only in commerce based higher level of education and also encourage programs to ensure the higher level of financial literacy amongst the population.

**KEYWORDS**

Financial Inclusion, Financial Literacy, Awareness Program, Appropriate Strategy.

**1. INTRODUCTION**

Financial literacy or financial education can broadly be defined as “providing familiarity with and understanding of financial market products, especially rewards and risks, in order to make informed choices”. Financial literacy has assumed greater importance in the recent years, as the natures of financial market have changed and becomes more complex for the investors.

In the context of financial inclusion, the scope of financial literacy is relatively broader and it acquires greater significance since it is concerned with the very access of such excluded groups to finance. In countries with diverse social and economic profile like India, financial literacy is particularly relevant for people who are resource-poor and who operate at the margin and are vulnerable to persistent downward financial pressures. It becomes challenges for those people having either little bit or no knowledge in finance to access financial market resulting into financial exclusion. Therefore, only financial literacy can help and prepare them to face life cycle needs and deal with unexpected emergencies without assuming unnecessary debt.

**2. STATEMENT OF THE PROBLEM**

While investing decision, investors tend to use thumb rules or seek advice from friends and relatives. If they get bad advice, their outcomes will be poor, and they will start to lose faith in the financial sector. A big improvement of financial knowledge of households is necessary so that they participate efficiently in financial markets. Financial literacy plays a significant role in the efficient allocation of household savings and the ability of individuals to meet their financial goals. Therefore, the present study aims to find out the financial literacy level of Indian investors by asking basic questions about financial instruments as well as to identify the factors which influence financial literacy.

**3. REVIEW OF LITERATURE**

*Volpe et al. (2002)* conducted a study to analyse the investment literacy of online investors. The study included 530 online investors to find out the difference in financial literacy level on the basis of age, gender, experience, education and income and previous online experience. The study came out with the results that level of financial literacy varied with people's age, gender, experience, education and income.

*Hussein A. Hassan Al –Tamimi and Al Anood Bin Kalli conducted a research study (2009)* on Financial Literacy in UAE. The study finds that financial literacy of UAE investors is well below the needed level. Moreover, a significant difference in the level of financial literacy was observed between the respondents according to their gender. Women were found to have lower level of financial literacy than men.

**4. OBJECTIVES OF THE STUDY**

The objectives of the study are outlined below

- (i) To find out the financial literacy level of the individuals
- (ii) To examine the influencing factor of Financial Literacy

**5. HYPOTHESIS OF THE STUDY**

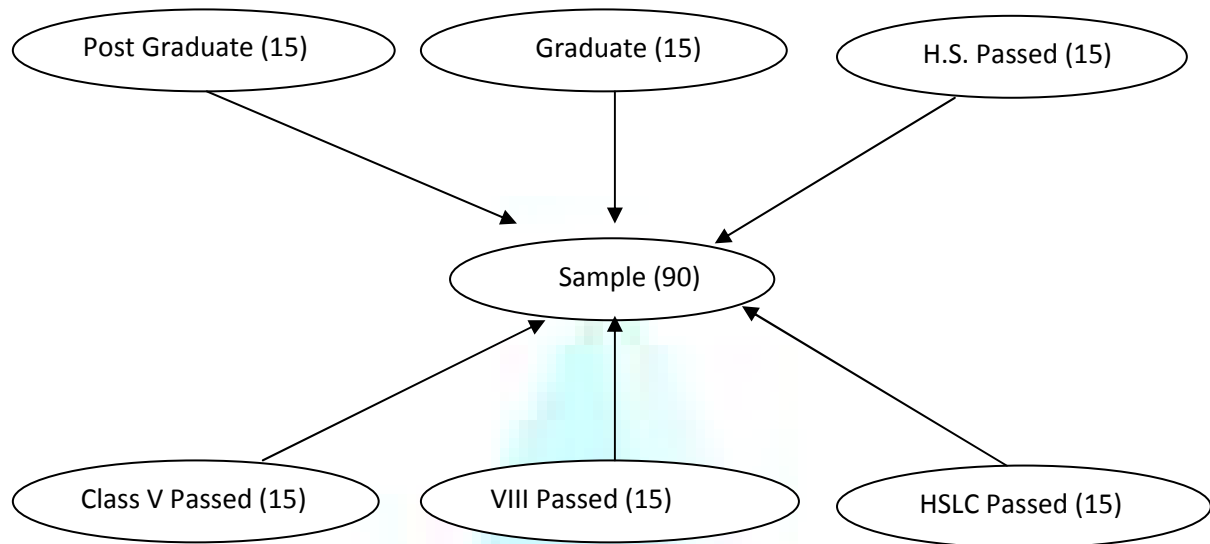
$H_0$ : Financial literacy of an individual is not influenced by age, income, education, profession and gender.

$H_1$ : Financial literacy of an individual is influenced by age, income and education, profession and gender.

**6. RESEARCH METHODOLOGY**

The present study based on primary and secondary data. The primary data collected through field survey where as secondary data was collected from books and journals. A questionnaire was prepared to test basic and advanced financial knowledge and sent to a sample of 90 respondents covering three villages of Barpeta district of Assam. The study followed stratified sampling method and statistical tools like Average, Correlation and Regression have been used for analyzing the data. The hypothesis was tested by using student t-test technique.

**SAMPLE DESIGN: ON THE BASIS OF RESPONDENT EDUCATION (Stratified Sampling Technique)**



**7. PROFILE OF THE RESPONDENTS**

Apart from the questions asked to test the financial knowledge of the respondents, demographic data has also been collected which is depicted in the Table 1. From the table it is observed that 30% of the respondents are female and 70 % percent are male. In respect of annual income, around 24 % are in the income slab of Rs 40,000 to Rs 1,00,000, 19 % are having income slab of Rs.1,00,000-3,00,000, 29 % are in the income slab of Rs 3,00,000-6,00,000 and 28 % are in the income slab of Rs 6 lacs and above annually. With respect to age, around 20 % of total respondents fall in the age group of 20 to 39 years, 46 % of the respondents are in the age group of 40 to 49 years and around 34 % of the respondents are in the age group of 50 to 59 years. In terms of profession, around 43 % of respondents doing business, 13% engaged in services, 8% of respondents are labour, 22% are engaged themselves in the agriculture and farming activities and 13% of the respondents are servant.

**TABLE 1: RESPONDENT'S PROFILE**

Characteristics	Number	Percentage
<b>Gender</b>		
Male	63	70
Female	27	30
<b>Annual Income</b>		
40,000- 1,00,000	22	24
1,00,000-3,00,000	17	19
3,00,000-6,00,000	26	29
6,00,000 & onwards	25	28
<b>Age</b>		
20-39	18	20
40-49	41	46
50-59	31	34
<b>Profession</b>		
Business	39	43
Service	12	13
Labour	7	8
Farmer	20	22
Servant	12	13

Source: Field Survey

**8. ANALYSIS AND RESULTS**

**8.1 FINANCIAL LITERACY LEVEL**

The study asked basic as well as advanced questions about the financial instruments to the respondents to know their financial literacy level. The table exhibits the respondent awareness level in form of percentage.

**TABLE 2: RESPONDENTS AWARENESS RELATING TO FINANCIAL INSTRUMENTS**

Question Subject	Respond (In %)	Question Subject	Respond (In %)
Savings Account	98	National Savings Certificate	78
Difference between Saving Account and Current Account	54	Tax Benefit in NSC	74
Life Insurance Policies	83	Nomination in NSC	45
Nomination and Assignment	53	Maturity period of NSC	34
Income Tax Benefit in Fixed Deposit	68	Heard about Mutual Funds	58
Minimum Period for Investing in Fixed Deposit	52	Invested in Mutual Funds	26
Nomination in Savings Account & Bank Fixed Deposit	46	Tax Benefit in Mutual Fund	24
Post Office Savings	80	Heard about SENSEX/National Stock Exchange	61
Heard about Public Provident Fund	43	Use information available on SENSEX/NSE	24
Minimum Amount to be deposited in PPF	36	Invested in shares	23

The study shows respondents have different levels of financial literacy for different financial instruments as shown in the table above. Almost all the respondents are aware about saving bank account and its operations. But only 54% of the respondents are aware about the difference between saving and current account. The respondents are more aware about the instruments like life insurance policies, post office for saving, national saving certificate. On the



other hand it has been seen that the respondents are little aware about advanced financial instrument like Mutual Fund, Capital Market, Stock Exchange and Share etc.

**8.2 ECONOMETRIC ANALYSIS**

In this section, the interrelationship between the variables of age, income, education and financial literacy is examined by applying correlation matrix analysis and through multiple regression technique the influencing factor of financial literacy has been measured.

**8.2.1 Correlation Matrix**

The correlation matrix table shows that there are interrelationships between financial literacy and age (r=.631; p=.028), financial literacy and income (r=.702; p=.003), financial literacy and education (r=.988; p=.000), financial literacy and profession (r=.613; p=.004). The value of p shows the relationships are statistically significant at either 5% level or 1% level. Therefore, the relationships are statistically significant and the null hypotheses of the study regarding the relationship are rejected. But no statistically significant relationship has been found in between the financial literacy and gender of the people (r=-.034; p=.491).

**CORRELATION MATRIX**

	Gender	Age	Income	Education	Profession	Literacy
Gender	1.00					
Age	-.684** (.004)	1.00				
Income	-.516** (.000)	.698** (.003)	1.00			
Education	-.007 (.456)	.239* (.034)	.691** (.000)	1.00		
Profession	-.518** (.000)	.480** (.000)	.840** (.000)	.580** (.000)	1.00	
Literacy	-.034 (.491)	.631* (.028)	.702** (.003)	.988** (.000)	.613** (.004)	1.00

\*\* Indicates 1% level of significance and \* Implies 5% level of significance: The figures within the brackets are values of p

**8.2.2 Multiple Regression Analysis**

To examine the impact of selected variables (Age, Income, Education, Profession) on financial literacy; the multiple regression technique has been applied. The financial literacy level being considered as dependent variable and other variables fitted in the regression equation as independent variable.

$$Y = a + bx_1 + bx_2 + bx_3 + bx_4 + bx_5 + c$$

Y= Literacy Level, x<sub>1</sub> = Gender x<sub>2</sub> = Age x<sub>3</sub> = Income x<sub>4</sub> = Education, bx<sub>5</sub>= Profession,

a= constant, b= regression coefficient and c= standard error

The regression table exhibits that financial literacy is influenced by age and education (β=.060; β=.953) and statistically significant at 5% level of significance.

It implies that with the increase of age the person develops knowledge on financial instrument through informal education. Similarly, educated people are more acquainted with the financial instruments.

**Regression Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.366	1.033		.354	.724
	GENDER	-.319	.295	-.027	-1.080	.283
	AGE	3.50E-02	.017	.060	2.065	.042
	INCOME	6.660E-07	.000	.029	.625	.533
	EDUCATIO	2.990	.084	.953	35.701	.000
	PROFESSI	.173	.112	.050	1.541	.127

a. Dependent Variable: LITERACY

**Anova Analysis**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2530.297	5	506.059	821.298	.000 <sup>a</sup>
	Residual	51.758	84	.616		
	Total	2582.056	89			

a. Predictors: (Constant), PROFESSI, AGE, EDUCATIO, GENDER, INCOME

b. Dependent Variable: LITERACY

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 <sup>a</sup>	.980	.979	.78

a. Predictors: (Constant), PROFESSI, AGE, EDUCATIO, GENDER, INCOME

**9. FINDINGS AND SUGGESTIONS**

- The study reveals that maximum respondents have knowledge on bank savings accounts
- A large section of respondents have knowledge about basic financial instruments like life insurance policies, public provident fund and national saving certificate.
- The study observes that some of the respondents are aware about the advance financial instruments like existence of capital market, mutual fund.
- Therefore, it can be recommend that financial literacy or knowledge on finance depends on the age, income, and education of the people. The person belongs to lower income group or having lower level of education restrict them from using financial transaction.
- To improve the current low levels of financial literacy, the government should introduce devise and encourage programs that simplify financial decision-making as well as provide sources of reliable financial advice.
- Introduce subject based on finance in the secondary level of education rather than confining only in commerce based higher level of education.
- Develop global guidelines and standards for financial literacy initiatives and consumer protection frameworks in financial markets and help out stakeholders in implementing those rules and standards.

**10. CONCLUSION**

From the above analyses, it can be concluded that overall financial literacy level among all the respondents is not encouraging. This shows that in our country people are still not much aware about their finance related issues. The results suggest that level of financial literacy varies significantly among respondents based on various demographic and socio-economic factors. It can be concluded that financial literacy level gets affected by education, income, age, and nature of employment and place of work. Overall it can be concluded that financial literacy level is low in our country and necessary measures should be taken by government to increase awareness about financial related matters.

**REFERENCES**

1. Almenberg, Johan and Jenny Säve-Söderberg. 2011. Financial Literacy and Retirement Planning in Sweden. CeRP Working Paper, No.112, Turin (Italy).
2. Beal, Diana and Sarath Delpachitra. 2003. Financial Literacy among Australian University Students. *Economic Papers* 22 (January): 65-78.
3. Chen, H. and Volpe, R. (1998), "An analysis of personal financial literacy among college students", *Financial Services Review*, Vol. 7 No. 2, pp. 107-128
4. Chen, Haiyang, and Ronald P. Volpe. 2002. Gender Differences in Personal Financial Literacy Among College Students. *Financial Services Review* 11 (March): 289-307.
5. Hussein A. Hassan Al-Tamimi & Al Anood Bin Kalli "Financial literacy and investment decisions of UAE investors", *The Journal of Finance*, Vol. 10, No. 5, 2009, pp 500- 516, Emerald Group Publishing Limited 1526-5943

**WEBSITES**

6. <http://amarbheenick.blogspot.com/2011/12/mauritius-fsc-launches-financial.html> [Accessed 20 August 2012]
7. [http://articles.businessinsider.com/2012-05-07/news/31605305\\_1\\_retirement-plan-student-loans-mistakes](http://articles.businessinsider.com/2012-05-07/news/31605305_1_retirement-plan-student-loans-mistakes) [Accessed 7 May 2012]

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

