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A Study of Demographic Factors and Investment Awareness Among Youth with Reference to Thane City

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Abstract-Young generations in today's world are much more imaginative and understand technology or we call them socially and financially technologically skilled in comparison to the older generation. Knowing whether the young and vibrant generation today is really worried about its future financial status or investments and knowing it. This research attempts to find out above by examining students' awareness of investment. For the study purpose, raw data is from students through a structured questionnaire, and the samples chosen are the students of different streams from the age group of 16 to 28 years old wherein 253 responded from youth filled through a questionnaire. The goal is to evaluate the participant's level of awareness and information about investments. The study reveals that investment awareness and knowledge and demographic factors are linked to a recent extent.

Keywords: Awareness, Financial Literacy, Investment, Demographic, Knowledge

Introduction

Financial literacy is assessed as a significant aid for the promotion and eventual financial robustness of financial inclusions. Youth students from colleges not only learn the subject but also something necessary to improve their survival. They should have knowledge of financial management to run their lives in a better and more prosperous manner. It is useful for students to schedule their daily expenses, focus on saving excess wallets, use loans, or repay their education loans in a timely way, providing the full basis for tomorrow's investment pattern. Financial literacy is beneficial for present youths. This places college youths in unequal financial positions with rising educational costs. Most college students don't have savings bank accounts for various college fees and other costs related to their education. Because many students don't know how to manage their finances, many university students find it difficult to support themselves and their families when pursuing further education.

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The various funding agencies like the government and financial institutions provide the student youth with monetary support for completing their education successfully. Almost all students have several particular financial problems even after completion of their education because of their lack of financial awareness.

The value of savings in developing an economy, which is again widely recognized as the primary driver of economic growth, is well established as a major determinant of investment.

Evidence indicates that around the age of seven financial activity suggests that financial education will start at early stage of age. Children must be taught to spend wisely and save carefully because when they grow up, these habits or their actions with money probably will affect their financial behavior. Consequently, children and youth have the potential for financial inclusion. Financial literacy has emerged from the control of the money market and easy entry to lending for market share, speedy progress in the financial products development and its marketing, and reinforcement by the government of the retirement income by people. It can furthermore avoid college youth engaged exclusively in the burden of credit card debt.

Scope of the study:

The study of a population's statistically expressed characteristics, such as age, sex, education level, etc., is known as demographics. These elements characterize the personality of an individual or the population of thane city, Maharashtra State. Since the focus of our study is on students' early understanding of various investing opportunities. Information on students' age, gender, educational background, and other characteristics is gathered. Students aged 16 to 28 make up the majority of the study's sample. There are students who are currently graduating, and few might have completed and looking up for further studies. We focus on this age group in particular since the students' youth have a clear understanding of the economy and other aspects of their lives. Therefore, we believe that this is the ideal age for students and young people to learn about different investment opportunities and develop an understanding of investing.

Literature review:

(Mohammed Abdullah Ameer et al., 2022) To meet the goals of the quantitative model utilized with convenience sampling, researchers target and investigate the predictor of investment awareness. Online questionnaires from the School of Business and Applied Colleges at King Faisal University yielded 409 replies on five-point Likert scales, providing data on young people between the ages of 18 and 35. For analysis and interpretation, PLS-SEM is used. The studies' conclusion was that there is a need to develop and put into practice practical measures to raise investment awareness among young people. In addition, they concluded that examining the level of investment awareness could have significant policy-relevant ramifications and raise youth investment awareness to help them make wise investment decisions.

This study looks at Kenyan youngsters' involvement and awareness of the Bitcoin market (Charles Guandaru Kamau, 2022). The study employed online surveys as well as secondary data gathering. Using panel data, this study looked at the prices, transaction fees, and volume of four distinct cryptocurrencies during a six-year period. According to the findings, there is a correlation between the number of Bitcoin transactions, their fees, and their pricing. The survey demonstrates how much cryptocurrency knowledge and use among Kenyan youth. This essay also highlights a few considerations for operating a Bitcoin business. The results of the study indicate that local and international regulation of the cryptocurrency industry is required to boost investor confidence and bolster security.

This study's aim was to investigate how a student's level of financial literacy affects their financial attitudes, decisions, and behaviors (Kumari D.A.T, 2020). In western Sri Lanka, this study investigates how financial literacy affects undergraduate investors' choices. In the western region of Sri Lanka, 200 students from four government universities took part in this survey. The results showed that financial literacy has a positive and significant influence on undergraduates' investment decisions. The researcher also offers policymakers and financial organizations some advice for raising financial literacy levels and improving financial knowledge to improve the young population of Sri Lanka's ability to make investment decisions.

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In addition, (Priyanka Sahu, 2023) This study intends to look into how young people in Central India invest their money. A mixed-methods approach was utilized, combining a survey of 140 young people aged 18 to 30 with in-depth interviews with a smaller group of respondents. The information on investment behavior, financial literacy, risk perception, socioeconomic position, and cultural aspects, while the interviews will give further depth into participants' experiences and perceptions of investing. The purpose of the project is to determine the critical variables that affect young people's investment behavior in Central India and to provide information for developing targeted interventions to enhance investment outcomes. The findings have ramifications for policymakers, financial institutions, and youth-focused groups as well as adding to the body of knowledge on investing behavior in emerging markets.

(Abhijeet Birari & Umesh Patil 2014) This study aims to determine how young saving and spending patterns in India have altered significantly over the past few years as a result of Westernization and rising disposable income. According to studies, young people spend more money shopping, particularly for branded goods. The objective of the study is to examine the various spending habits of three groups of college students in Aurangabad, Maharashtra. Various statistical and research tools were used to gather and analyze primary data. To determine whether there are statistically significant differences between the gender- and group-specific expenditure patterns, various statistical tools were utilized. The results of the studies show that students with varying levels of education spend very differently across a wide range of categories.

(Nikola Fabris & Radoica Luburic, 2016) The purpose of this essay is to emphasize the need for financial education for children and young people and to offer some suggestions on how to create a national initiative to increase financial literacy. The article presents a five-step program, with the major subject being the creation and implementation of a national plan for fostering financial literacy in children and youth.

(Zainal Azhar et al., 2017) The researcher investigates the young generation's awareness of investing. The youthful generation, aged 18 to 28, comprised the samples for this study's primary data collected via questionnaire. The outcome shows that the young generation's key-driven investment is heavily dependent on the chosen independent variables.

(Folorunsho M. Ajide 2015), The purpose of the study is to ascertain Nigerian youths' spending habits. Various statistical tools are used, such as percentages and graphs, were used to analyze the data that were acquired. Male and female young people's spending habits differed significantly, according to the analysis. Additionally, it was claimed that there was a strong positive correlation between spending habits and pocket money. Male and female young people saved almost the same amount of money.

(Samy M. et al., 2008) This study examines the likely of nervous networks as a tool for sensitivity modeling of the factors influencing financial literacy. The goal of this study's financial literacy modeling was to assess young people's financial literacy in relation to credit cards, loans, and superannuation an Australian pension program that allows members to select their own investment options and funds. Neural Network results demonstrated and capabilities for efficient financial literacy determinants based on the characteristics connected to financial literacy, and they provide a potentially reliable and fault-tolerant technique. The results show that credit card determinants are strongly related to respondents' knowledge of credit cards and are considerably influenced by a student's year of study, credit card status, and daily routine. This study's goal was to evaluate young people's fundamental financial knowledge of important items that are prevalent in Australian society. It was not intended to examine young people's talents or gauge their degree of financial literacy. In doing so, the researchers were eager to pinpoint the factors that influence financial understanding.

(Salwa Muda et al., 2022), The purpose of this study is to establish the relationship between students' understanding of investment fraud, budgeting skills, and financial objectives.

This study aims to determine the relationship between students' understanding of investment fraud, budgeting skills, and financial objectives. The study's conclusions suggest that students' financial management skills may have a significant impact on their knowledge of investment fraud. The study's research of respondents' financial

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objectives revealed that having a clear financial goal did not, however, significantly boost respondents' understanding of investment fraud.

Need Of The Study

The primary goal of the research is to find the level of investment awareness / literacy for investment between college and university students. There was limited research in India since the idea was quite new, so an effort was conducted for the purpose of investigating college and university students' level of financial literacy. One study found that those financially educated while young should take steps to build wealth later in life. The research will help to identify critical areas in which teachers, regulators, and financial institutions may establish more effective courses of financial planning to help adults gain enhanced financial independence and thorough retirement preparedness.

Research Design

A.   Objectives of the Study

1)   To evaluate investment awareness level between youth

2)   To access the impact of known aspects on the level of financial literacy

3)   To provide recommendations and outcomes derived from the research

B.   Hypothesis of the Study

H0:   There is no correlation between gender and Investment awareness level among youth

H1:   There is a correlation between gender and Investment awareness level among youth

C.   Research Methodology

The data have been collected from first-hand as well as from second-hand sources. The first-hand data was collected through a structured questionnaire using various closed-ended questions and Likert 5-point scale types questions, as second-hand information was collected from reference books, newspapers, journals, magazines, etc.

➢   **Research design** – Descriptive research and Explanatory research

➢   **Sampling method** – under non-probability method using Convenience sampling

➢   **Sample** – 253 youth

➢   **Tool used (MS-Excel & SPSS)**

➢   **Data collection method** – Questionnaire method

➢   **Data analysis device** - Frequency and percentage analysis

➢   **Data presentation tool** - Table

➢   **Hypothesis testing** – Pearson Chi-Square Test
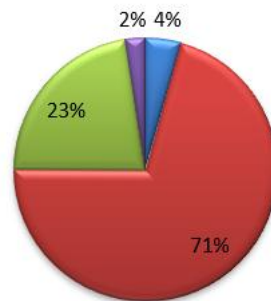
Discussion And Analysis

Following is the frequency analysis and graphical representation of surveyed data.

Table 1: Age					
		n	%	Valid Percent	c.f.
Valid	16-17	11	4.3	4.3	4.3
	18-20	179	70.8	70.8	75.1

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	21-24	57	22.5	22.5	97.6
	25-28	6	2.4	2.4	100.0
	Total	253	100.0	100.0	

Figure 1: Age

■ 16-17 ■ 18-20 ■ 21-24 ■ 25-28

A total of 253 youths participated in the survey. Among them, 11 youth students (4.3%) fell within the 16-17 age bracket, 179 students (70.8%) were aged between 18 and 20, 57 students (22.5%) belonged to the 21-24 age range, and a minority of 6 students (2.4%) were in the 25-28 age group.

Table 2: Gender					
		n	%	Valid Percent	c.f
Valid	Female	82	32.4	32.4	32.4
	Male	169	66.8	66.8	99.2
	Third Gender	2	.8	.8	100.0
	Total	253	100.0	100.0	

Figure 2: Gender

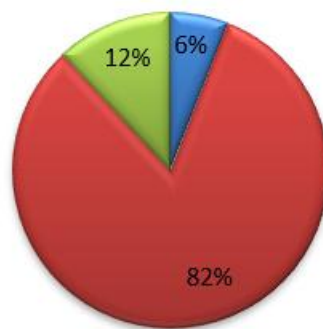■ Female ■ Male ■ Third Gender
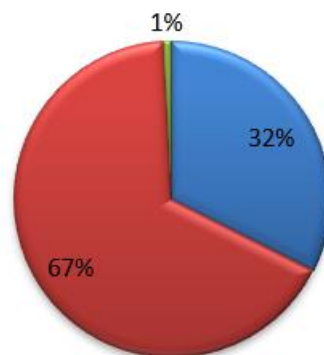
A total of 253 youths responded to the survey. Among them 66.8 are male, 32.4 are female, and 0.8 are from third genders.

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Table 3: Educational Qualification					
		n	%	Valid Percent	c.f
Valid	Arts	15	5.9	5.9	5.9
	Commerce/ Management	208	82.2	82.2	88.1
	Science	30	11.9	11.9	100.0
	Total	253	100.0	100.0	

Figure 3: Educational Qualification

Among a total of 253 respondents to the survey, 5.9% are from the Arts Stream, 82.2 % are from the Commerce and management stream and the remaining 11.9% are from the science stream

Data analysis and interpretation:

Reliability analysis:

We conducted a reliability analysis on the 12-item perceived task values scale. The questionnaire exhibited satisfactory reliability with a Cronbach's alpha of 0.881. (It's worth noting that a reliability coefficient of 0.70 or higher is generally considered acceptable in social science research.)

To test the hypothesis, we applied the Chi-Square test of SPSS Application.

Awareness and Knowledge about Investments	**Gender (P value)**
1. I know very well the avenues of investment	0.064
2. I know that for a secure future investment is necessary.	0.974
3. I am aware that investments are good for financial planning	0.658
4. I know that investment can provide more revenue and stability	0.911
5. I am aware of the high risk of investment	0.309
6. How and where I can Invest, I know precisely	0.035

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7.	I know the kind of avenues for investment	0.006
8.	I know the positive and negative effects of investment	0.117
9.	I am aware of the concept of investments	0.019
10.	I know where I can get investment information	0.042
11.	Investment will suffer from the political and social situation	0.618
12.	Investment affects tax incentives	0.276

To evaluate the statistical significance of differences between means, compare the p-value to your chosen significance level, which evaluates the null hypothesis. The null hypothesis assumes that population means are equivalent. Typically, a significance level (referred to as α or alpha) of 0.05 is commonly used. A 0.05 significance level suggests a 5% possibility of incorrectly concluding a difference exists when it doesn't.

For Statements 6, 7, 9, and 10, where the p-value is less than the significance level of 0.05, we reject the null hypothesis and embrace the alternative hypothesis. Consequently, we establish a correlation between gender and awareness regarding where to invest, types of investments, concepts of investments, and information about investments.

Conclusion:

It is important to study and identify strategies for enhancing people's financial literacy skills in the context of globalization and financial development, especially youth students who are seen as the future generation in every nation. This study focuses on demographic factors and investment awareness among youth students.

Understanding of investment awareness plays a crucial role in youth life in order for a secure and stable future. A study was held among college and university students in Thane city, Maharashtra. Five-point scales are given for the investment awareness of college youth in the Thane city of Maharashtra. The studies concluded that there is no link and disparity between age, sex, or education and the respondents ' level of investment knowledge.

This study's evaluated youth knowledge of investment management, saving, borrowing, and investing. The study also looks at how students apply their financial understanding and knowledge to their financial behavior and decision-making. The least significant variable should be taken into consideration of policy maker to take necessary actions for the improvement in that context.

Scope Of Further Research

In a similar field, the prospective researcher also can conduct an extensive analysis and use more samples and/or a comparative study to emphasize the field of study. The study reveals there is a significant relation between gender and awareness related to investments, in terms of where to invest, Knowledge, and information related to investments. Further sample studies may yield various results. The policymaker has to formulate measures to provide early age or school knowledge in financial planning from the secondary level.

Limitation of the research:

The study is restricted to thane city, Maharashtra due to time and resource constraints. The information provided by the youth is limited to perception only. The dependability and reliability of the collected data show the genuine sentiments of the respondents. The finding of the research might not be universally accepted, considering diverse viewpoints in other cities could generate different results. The true sentiment of respondents can be found in the quality and dependability of the data gathered. Because people in other cities may perceive things differently, the results of the present study may not be generalizable.

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