

Achieving Financial Goals and Wealth Creation by Equity Mutual Fund: A Study of Financial Literacy of Gen Z

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Abstract: Financial literacy plays a crucial role in shaping investment decisions, particularly among Gen Z, who are at the early stages of wealth creation and financial planning. This study explores the relationship between financial literacy and investment in equity mutual funds as a means to create wealth and to achieve financial goals. It examines how Gen Z perceives and utilizes equity mutual funds for wealth creation, goal-based investing, and long-term financial stability. The research highlights the level of awareness, confidence, and reliance on equity mutual funds while evaluating the factors influencing their investment behavior. Findings indicate that a higher degree of financial literacy enhances investment participation and goal-oriented financial planning. Additionally, the study identifies the challenges faced by Gen Z in adopting equity mutual funds as an investment tool. The insights derived can help financial educators, policymakers, and institutions develop strategies to improve financial literacy and encourage disciplined investment habits for long-term wealth creation.

Keywords: Financial literacy

