

A Study of Financial Behaviour of Women for Wealth Building with reference to Pune City

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Abstract: *A study of financial behaviour of women for wealth building focuses on analysing the financial behaviour of women and its influence on wealth building. With the increasing participation of women in the workforce and growing awareness about financial independence, it has become essential to study how women manage, invest, and grow their finances. The research aims to understand key aspects such as saving habits, investment preferences, budgeting skills, financial literacy, and risk appetite among women from different age groups, educational levels, and income brackets.*

Primary data was collected through surveys with women from urban area, including working professionals, homemakers, and students. The study reveals that while a significant number of women are inclined towards saving, many still rely on traditional saving methods and show low participation in high-return investment options due to lack of knowledge or fear of risk.

The findings emphasize the need for improved financial education, access to financial tools, and supportive policies to encourage women in making informed financial decisions. This study concludes that empowering women with financial knowledge and confidence is crucial not only for individual wealth building but also for the overall economic development of the society..

Keywords: Financial Behaviour, Women, Wealth, Decisions etc.

