

Measuring the Level of Awareness among the Women Executive for Retirement Planning

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ARTICLE DETAILS

Article History

Published Online: 14 December 2020

Keywords

Retirement Planning, Awareness, and Knowledge.

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ABSTRACT

Retirement planning in India is of seminal importance given the rising rate of life expectancy, increasing health care expenses and dearth of robust social security measures among others. People should plan ahead to ensure that they can maintain the same lifestyle and meet any unforeseen expenses when they are old and grey. The saying 'what is good for the goose is good for the gander' does not hold its authenticity when money comes into the picture. It is well-known that contrasting life experiences are encountered by men and women. They differ in their knowledge levels and the ways in which they respond towards any risk. Moreover, financial planning is a personal task of an individual. Due to all these reasons we need to look at the style of action for women differently. Women also tend to have career breaks to handle family situations. This study focuses on awareness of women executives towards the retirement planning in Rajasthan and also attempted to find out the impact of demographic variables on the awareness level. With the sample size of 485 women executives, the researcher has found that there is low awareness of retirement planning in the respondents and age, area and monthly expenditure has association with the awareness of the retirement planning.

1. Introduction

At the point when you are youthful, it is incredibly testing to consider retirement planning. Youngsters are occupied with beginning professions, families, or getting comfortable new areas, so it is reasonable that they have the hesitance to talk about retirement planning this right off the bat throughout everyday life. Nonetheless, life passes by so quick. Consistently you squander deferring retirement planning implies adding a year denying yourself of resigning early and appreciating the brilliant years. One of your objectives in life should be resigning with independence from the rat race and security through a monetarily agreeable and tranquil way of life. Retirement planning is the urgent undertaking for this objective, as it chooses how you will live once you are old and presently don't wish or can't work. It includes the thought of various variables: at what age you would like to resign, how much money you should use to cover the everyday costs and your different plans after retirement, and from where your money will come. As a rule, retirement planning is planning your accounts for the time of life after you quit working. One standard arrangement can't fit everybody on the grounds that every individual has his/her own exceptional circumstances. The primary spot to begin retirement planning is by setting aside and putting away money through one or the entirety of the accessible choices offered through business and individual speculations and for that one ought to have mindfulness about the retirement planning.

1.1 Need of Awareness about Retirement Planning for Women

Women are a part of the households in India. Women are considered as good savers. But are women able to convert their savings to investments? Do women play a role in financial

decision making of a household? Are women planning their finances? Are women financially secured? Whether or not women understand the importance of financial planning, they should be aware of why it is imperative for them to be financially prepared. In today's age financial security of women is very necessary. Women need to have a secured financial future. There various reasons why women need to be more prepared financially.

1. **Divorce Rates** - The divorce rates in recent times have gone up drastically. According to a report in Hindustan Times, there has been an increasing trend in number of divorces cases in India. Thus, in order to ensure a safer future and avoid cash or money crunch in case of such situations women need to plan.
2. **Women usually earn less** - Women forego most of their salaries and tend to take breaks for raising children. There are also gender disparities in pay scales between men and women due to various reasons. This leaves them with less finance for retirement than their male counterparts.
3. **Women live longer** - Women tend to live longer than men, the life expectancy is higher in women therefore they need to plan themselves rather than being a financial burden on their families.
4. **Dream retirement** - It is not necessary that the retirement you are looking for matches with the retirement dream your spouse is looking for. You are an individual with different dreams of your retirement and you should be in control of those dreams. This can be achieved through knowing your goals earlier and actively working on it.
5. **Financial health** - As it is important for women to look of after the well-being of the entire family it is equally

essential to take responsibility of the financial well-being of the family. Most women shy away from their responsibility on the pretext that they do not understand finances as better as their spouses. Sticking your head in the sand like an ostrich is not a viable solution for sound financial health.

Thus, financial planning among women is very important. "Failing to plan is planning to fail" holds true in terms of financial planning too. Women who are financially secured will feel economically empowered and safe.

2. Review of literature

"Ntalianis, M., & Wise, V. (2011) indicated that gender and age are important factors with females and younger people less likely to utilize educational information and more at risk of not accumulating sufficient funds for retirement."

"Bender, K. A. (2012) examined a wide range of determinants of retiree well-being of retirees. Increases in economic factors such as wages contribute to greater wellbeing, using data from the 2000 Health and Retirement Report, while relative income has a larger impact than the absolute income. Voluntary entry into retirement, pension features, and wellbeing are the strongest predictors. Wellbeing is slightly lower for seniors "forced" to retire or have defined benefit pensions or poor health. In discussing retiree well-being, the findings indicated a more complex approach than just an emphasis on the economic well-being of retirees."

"Topa, G., et al. (2012) revealed that the total expected amount of pension was predicted by poor health, migration seniority, and job demands, among other variables. Total years of pension contribution were predicted by salary, job tenure, and migration seniority."

"Van Rooij, et al. (2012) provided evidence of a strong positive association between financial literacy and net worth, even after controlling for many determinants of wealth."

"Thakkar, S. (2018) women tend to have a herd mentality where they tend to invest in similar instruments as their peers. Women are ignorant and lethargic towards their financial health. In view of awareness, it was found that there is zero awareness among women on financial planning; corporates are not promoting awareness of financial planning among their working women; women are planned but don't know how to execute it well; lack of awareness among schools about importance of financial literacy, schools were mostly found giving an excuse students are too young and do not require financial literacy. Women lack financial literacy as well as knowledge of different financial investment options. They prefer fixed deposits as compared to any other investments. Education only for cracking exams or finding jobs but no practical implementation is seen. Hurdles which were found are women don't want to get involved in the process of financial planning and want to depend on their spouses or family to do the same. Women want advice on investments and services for free they don't want to spend on consulting for financial planning."

"Jiménez, I., Chiesa, R., & Topa, G. (2019) tested an integrated model of financial planning for retirement (FPR), with 948 Spanish workers aged between 30 and 63. Consistent with the hypothesis, younger participants showed a greater level of FPR if they were characterized by a high level of education. The interaction between both age and psychological

preparation for retirement and retirement goals clarity failed to reach statistical significance."

"Lusardi, A. (2019) In today's world, financial literacy should be considered as important as basic literacy, i.e., the ability to read and write. Without it, individuals and societies cannot reach their full potential."

"Rai, K., Dua, S., & Yadav, M. (2019) revealed that financial attitude and financial behavior have strong association with financial literacy of working women than financial knowledge."

"Shariff, N. S. M., & Isah, N. A. M. (2019) revealed that income levels, attitudes towards retirement and future expectation provide significant impact on the retirement savings behavior among adults in Malaysia."

"Vivel-Búa, M., et al. (2019) confirmed that the impact of socio-demographic and economic variables on participation and monetary contributions to pension plans. It also confirms that income plays a non-negligible role. Moreover, empirical evidence reveals that the effect of gender is related to the income stratum to which the individual belongs."

"Hande, M. (2020) shown that most of the salaried females do not give due importance to the aspect of retirement planning. Female teachers working in Government/Aided colleges depend on Government's pension scheme and PF money as their retirement savings."

3. Research Gap

Prior financial planning was believed to be the area of men. Anyway with an ever increasing number of women entering the labor force, women have additionally begun looking into finance and their money. Variables like access to education, social grant for women's schooling and the wonder of "working women" have achieved a recognizable change in the mentalities of both men and women towards investment. Yet, there are contemplates that show even monetarily engaged women discover handling money as a man's work. Mr. Kapil Mehta, Managing Director, Secure Now Insurance Broker said "It is a curious case that even when women are earning and contributing to household incomes, they see financial planning as the man's role." So the question is "what is restricting working women executives for retirement planning?"

The literature review clearly points dearth of studies on retirement planning among working women in India and furthermore, how the existing banking products are catering to the services, what the WWE feel about the existing offerings etc have been not researched.

4. Relevance of the study

Retirement planning for women is presently an extremely raising issue. SBI is the biggest bank of India its offshoots are offering assortment of financial services. Nonetheless, they are not contributing these in a coordinated structure till date. Simultaneously the bank is putting forth part of attempts to snatch huge portion of personal financial advisory in the Indian market. The inquiry is how far the endeavors by bank and its auxiliaries are known and increased in value by the target group and how much the administrations are helpful for the target group are a portion of the issues which are will be investigated in any form in India.

5. Objectives

The objectives of the study are:

1. To measure the awareness of working women executives in Rajasthan towards retirement planning.
2. To analyze the impact of demographic variables like age, marital status, area, occupation, education and monthly expenditure on awareness level of the women executives.

6. Hypotheses

H₀₁- There is no significant association between women’s age and their awareness level of retirement planning.

H₀₂-There is no significant association between women’s marital status and their awareness level of retirement planning.

H₀₃-There is no significant association between women’s qualification and their awareness level of retirement planning.

H₀₄- There is no significant association between women’s area and their awareness level for retirement planning.

H₀₅- There is no significant association between women’s occupation and their Awareness level for retirement planning.

H₀₆- There is no significant association between women’s monthly expenditure and their awareness level of retirement planning.

7. Research methodology

The researcher has constructed a structured questionnaire and got it filled by the women executives in the various areas of

Rajasthan. For this study, the researcher has chosen multi-stage sampling. The constructed questionnaire circulated in hard copy as well as using Facebook, WhatsApp and using Google form, covering various districts of Rajasthan. When the researcher has collected the distributed questionnaire it is found that some questionnaires were not properly filled or some questions were not attempted. The researcher has rejected those questionnaires and not considered it for the study and finally, the sample of 485 properly filled questionnaires has been taken to conduct further study.

8. Analysis and Interpretation

The analysis shows the awareness level among the women executives with retirement planning.

8.1 Association between Awareness of Retirement Planning with Demographic Variables

Chi-square test is used to find out whether the two variables are related to each other or not. This test was performed to find out the association between the explainable variables like age, educational qualification, occupation, area, and monthly expenditure and awareness level.

The hypothesis to examine the association between the variables is given below-

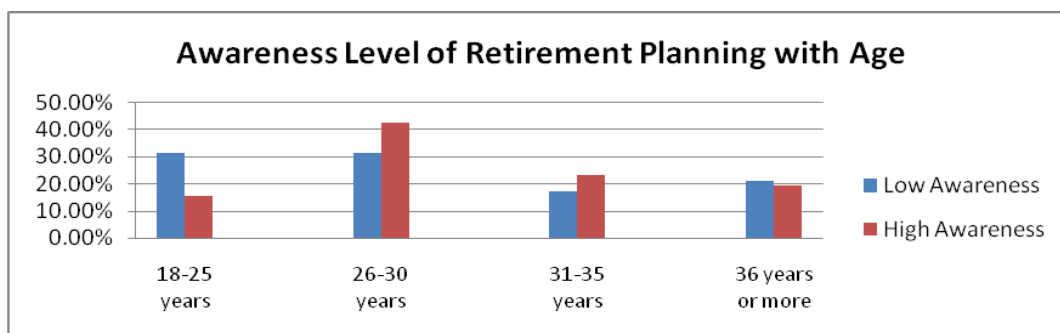
H ₀ :	There is no significant association between women’s demographic variables and their awareness level of retirement planning.
H ₁ :	There is a significant association between women’s demographic variables and their awareness level of retirement planning.

For testing the main hypothesis, further, sub-hypothesis has been proposed.

8.1.1 Awareness of Retirement Planning with Age

The researcher has first represented the association between the women’s age and their awareness level with the

help of graph and then tested the hypothesis. The graph given below shows the data of awareness level among women executives with reference to their age.



The above graph clearly shows that respondents who are of age group 26-30 years has high awareness of the retirement

planning then respondents of other categories i.e. 42.3% respondents

Hypothesis for the above graph was formed as under-

H ₀ :	There is no significant association between women’s age and their awareness level of retirement planning.
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Chi-square test has been used to test the above hypothesis. Table no 1.1 given below shows the result of chi-square which is performed at 5% level of significance.

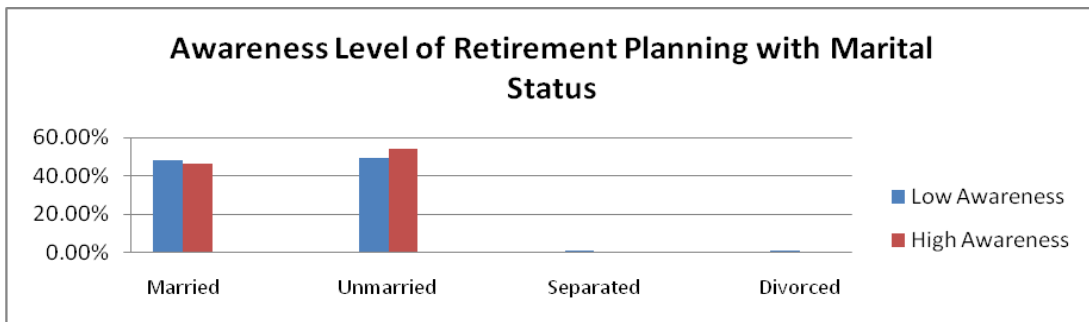
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.347 ^a	3	.002
Likelihood Ratio	15.149	3	.002
Linear-by-Linear Association	2.626	1	.105
N of Valid Cases	485		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 24.12.

The above table depicts that Pearson chi-square significance value is .002, which is smaller than p-value .05. This shows that the null hypothesis is *not accepted* and there is a significant association between age of women and her awareness level of retirement planning.

8.1.2 Awareness of Retirement Planning with Marital Status

The graph given below shows the data of awareness level among women executives with reference to their marital status.



The above graph indicates that respondents who are unmarried has high awareness of the retirement planning then respondents of other categories i.e. 53.8% respondents.

Hypothesis for the above graph was formed as under-

H ₀ :	There is no significant association between women's marital status and their awareness level of retirement planning.
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Chi-square test has been used to test the above hypothesis. Table no. 1.2 given below shows the result of chi-square which is performed at 5% level of significance.

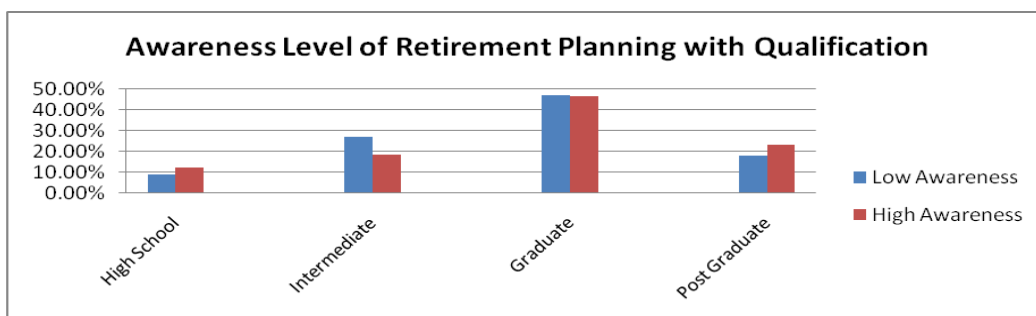
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.112 ^a	3	.250
Likelihood Ratio	6.686	3	.083
Linear-by-Linear Association	.179	1	.672
N of Valid Cases	485		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.34.

The above table depicts that Pearson chi-square significance value is .250, which is more than p-value .05. This shows that the null hypothesis is *accepted* and there is no significant association between marital status of women and her awareness of retirement planning.

8.1.3 Awareness of Retirement Planning with Qualification

The graph given below shows the data of awareness level among women executives with reference to their qualification.



The above graph depicts that respondents who were graduate has high awareness of the retirement planning then respondents of other categories i.e. 46.2% respondents.

Hypothesis for the above graph was formed as under-

H ₀ :	There is no significant association between women's qualification and their awareness level of retirement planning.
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Chi-square test has been used to test the above hypothesis. Table no. 1.3 given below shows the result of chi-square which is performed at 5% level of significance.

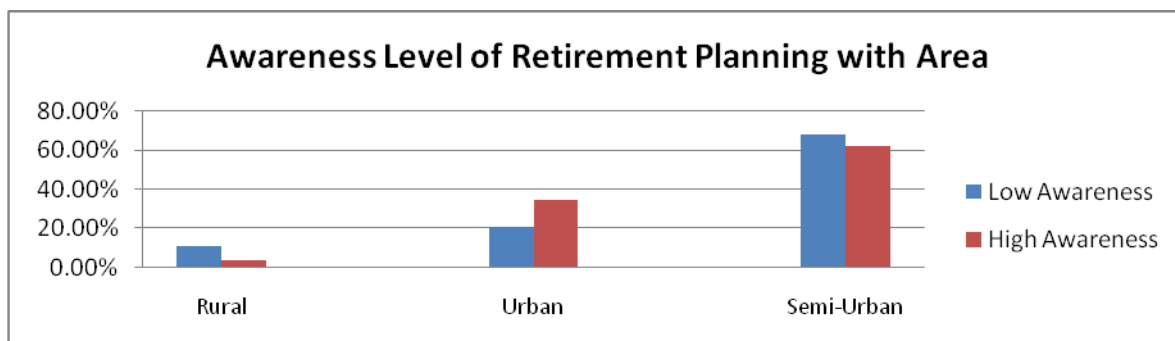
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.126 ^a	3	.163
Likelihood Ratio	5.190	3	.158
Linear-by-Linear Association	.612	1	.434
N of Valid Cases	485		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.87.

The above table depicts that Pearson chi-square significance value is .163, which is more than p-value .05. This shows that the null hypothesis is *accepted* and there is no significant association between qualification of women and her awareness of retirement planning.

8.1.4 Awareness of Retirement Planning with Area

The graph given below shows the data of awareness level among women executives with reference to their area.



The above graph shows that respondents who belongs to semi-urban area has high awareness of the retirement planning then respondents of other categories i.e. 61.5% respondents. Hypothesis for the above graph was formed as under-

H ₀ :	There is no significant association between women's area and their awareness level of retirement planning.
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Chi-square test has been used to test the above hypothesis. Table no. 1.4 given below shows the result of chi-square which is performed at 5% level of significance.

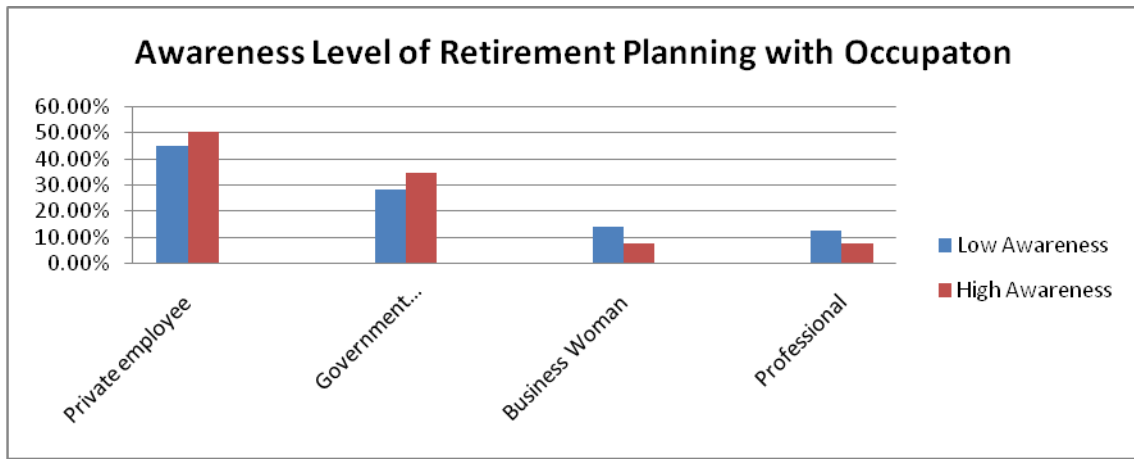
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.177 ^a	2	.001
Likelihood Ratio	13.797	2	.001
Linear-by-Linear Association	.040	1	.841
N of Valid Cases	485		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.06.

The above table depicts that Pearson chi-square significance value is .001, which is smaller than p-value .05. This shows that the null hypothesis is *not accepted* and there is a significant association between area of women and her awareness level of retirement planning.

8.1.5 Awareness of Retirement Planning with Occupation

The graph given below shows the data of awareness level among women executives with reference to their occupation.



The above graph specifies that respondents who are private employee has high awareness of the retirement planning then respondents of other categories i.e. 50.0% respondents.

Hypothesis for the above graph was formed as under-

H ₀ :	There is no significant association between women's occupation and their awareness level of retirement planning.
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Chi-square test has been used to test the above hypothesis. Table no. 4.5 given below shows the result of chi-square which is performed at 5% level of significance.

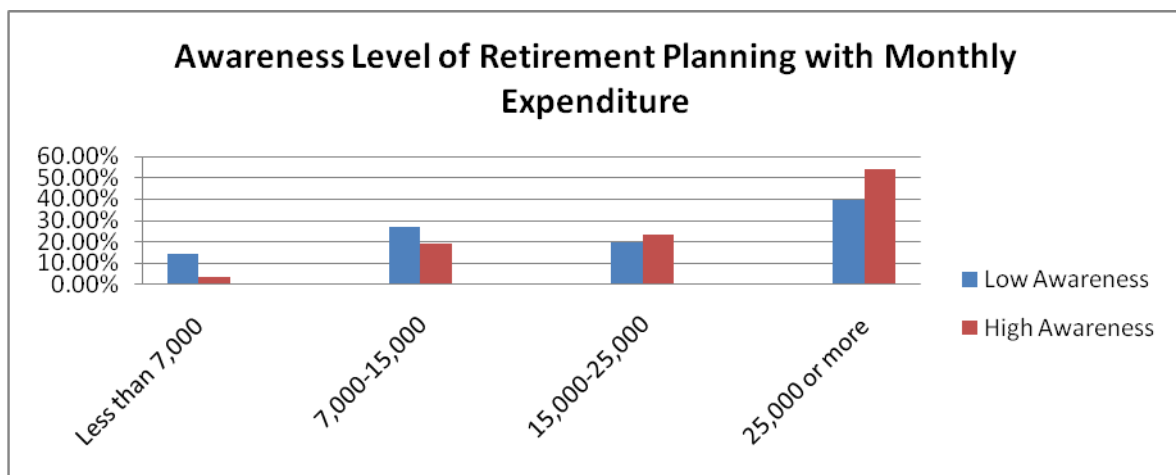
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.048 ^a	3	.070
Likelihood Ratio	7.501	3	.058
Linear-by-Linear Association	4.185	1	.041
N of Valid Cases	485		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.74.

The above table depicts that Pearson chi-square significance value is .070, which is more than p-value .05. This shows that the null hypothesis is *accepted* and there is no significant association between occupation of women and her awareness level of retirement planning.

8.1.6 Awareness of Retirement Planning with Monthly Expenditure

The graph given below shows the data of awareness level among women executives with reference to their monthly expenditure.



The above graph determines that respondents' whose monthly expenditure is '25,000 or more' has high awareness of the retirement planning then respondents of other categories i.e.53.8% respondents. Hypothesis for the above graph was formed as under-

H ₀ :	There is no significant association between women's monthly expenditure and their awareness level of retirement planning.
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Chi-square test has been used to test the above hypothesis. Table no. 4.6 given below shows the result of chi-

square which is performed at 5% level of significance.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.060 ^a	3	.001
Likelihood Ratio	18.025	3	.000
Linear-by-Linear Association	15.088	1	.000
N of Valid Cases	485		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.74.

The above table depicts that Pearson chi-square significance value is .001, which is smaller than p-value .05. This shows that the null hypothesis is *not accepted* and there is a significant association between monthly expenditure of women and her awareness level of retirement planning.

9. Findings

In contrast to demographic variables of the respondents and awareness level for retirement planning,

- i. It was found that age group 26-30 years has high awareness level and age group 30-35 years has low awareness level.
- ii. It is also concluded that respondents who are unmarried has high awareness level whereas respondents who are separated and divorced has low awareness level for retirement planning.
- iii. On the basis of qualification, respondents who were graduate have high awareness of the retirement planning and respondents who were high school have low awareness level.
- iv. With respect to the area, respondents of semi-urban have high awareness level and respondents who belong to rural have low awareness level.
- v. Further considering occupation, respondents who are private employee have high awareness of the retirement planning whereas business woman has low awareness level.

- vi. Respondents' whose monthly expenditure is '25,000 or more' has high awareness of the retirement planning but respondents whose monthly expenditure is 'less than 7,000' have low awareness level.
- vii. It is also found that demographic variables age, area, and monthly expenditure have significant association with awareness level whereas marital status, educational qualification, and occupation do not have relation with it.

10. Conclusion

Saying that retirement planning is significant will be just expressing the self-evident. A safe and financially secure retirement is the fantasy of all, however reality for a couple. Women, regardless of whether wedded or unmarried, are regularly gotten at some unacceptable monetary end with regards to retirement planning. This can be on the grounds that notwithstanding the way that more women during that time have begun working, they are not centered around putting something aside for their own requirements. Be that as it may, one necessities to focus on better retirement planning for securing their life in old age, regardless of whether they are married or single. So the research found that awareness of retirement planning is needed for the women in order to plan at correct time at correct age for retirement.

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