

Financial Literacy And Investment Attitudes Of Software Engineers: A Study

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ABSTRACT:

Throughout the years money related proficiency has gain noticeable quality in the field of venture everywhere throughout the world. This is credited to its significance in speculation basic leadership. This investigation looked to investigate the hypothetical point of view of money related education and its effect on venture choices in Hyderabad. The examination is of the view that financial related proficiency of people emphatically impacts on their speculation choices. Accordingly, effective speculation choices rely upon the degree of financial proficiency of financial specialists. A structure questionnaire was used to measure the attitude of the respondents towards financial literacy and selected age of the person was targeted in this research study for to get the attitudes of the employees towards financial literacy with sample size 1062 respondents and tested via percentages, analysis of variance, correlations and multiple regression by using SPSS 20.0 Version. Attitude factors like Investment priorities & Purpose of Investment; Level of Awareness on investment Avenues; Level of perception towards feasibilities of financial services; Key Motivators for investment; Factor influence on investment decisions; Risk consideration in investment decisions were statistically significant and these were impact on the investment attitude of the software employees.

Keywords: Financial Literacy, investment decisions, Awareness level, Key Motivators for investment, Risk.

INTRODUCTION

Financial literacy is demarcated as the capability to ensure acquaintance and knowledge about financial markets and financial products. It makes the individuals aware about the risk and reward associated with investment avenues and helps them to make informed choices. It primarily relates to financial education of an individual and taking of effective measures to mend general welfare and shun the suffering in matters that are of financial nature. People often have constrained assets and expertise to comprehend the intricacies of financial transactions with financial intermediaries on affairs related to individual finance on a daily basis. Financial literacy improves the quality of life an individual can afford as well as bring a change in the veracity and eminence of markets. It helps to equip persons with fundamental tool for budgeting, facilitate them to attain the discipline towards saving and thus, make sure that they can benefit and can from a good life post retirement.

Financially knowledgeable individuals can help the economy by motivating healthy competition, motivating the service providers to improve competition level. Financial Literacy is the amalgamation of skill, knowledge, attitude and behavior that transforms into relevant financial decisions and proper usage of financial services. Financial knowledge imparts awareness regarding the risk and return associated with different financial products to the consumers. Financial crisis can be handled in much better way if financial literacy is attained. The knowledge about financial matters helps to hedge the risk and to maintain financial system in a stable manner.

Development of sound policy can be made by attaining knowledge about the concept of financial literacy and behavior of investor. (Bonte and Filipiak) (2012)⁵ Financial literacy devise consciousness in ordinary people about the financial services and products thus generates need for it. It helps individuals to understand about advantage and requirement of financial products and services delivered by banks and helps in picking up the pace for financial inclusion (Reserve Bank of India) (2013)¹⁹.

Initiatives for financial literacy aimed at providing the consumers knowledge and skills to realize the risks and rewards of using financial products and services and making them aware about the legal rights and obligations. Financial literacy denotes to an art of expertise to permit individual in handling their wealth prudently as well as with some knowledge about vital theories related to finance and trade off between risk and return. It includes awareness about financial markets, saving and investment, financial planning and knowledge about banking. Financial prudence can be developed through financial education. Its foundation can be laid at the school level. The importance of financial literacy is emerging from past few years. There is a growing need that it is essential for individuals to become self-reliant and manage their finances properly. Individuals are often not much confident about the selection of financial product which suits their investment goal. As compared to earlier generations financial situation in today's time is much more complicated. The changes in work life over the world are meant that the income stream of individuals has become more inconsistent. There are periods of high income followed by low level of income or no income at all. The expected living life of people has increased because of better health facilities. The cost of living is increasing and medical expenses are also increasing, individuals also need to insure their life for unforeseen conditions. To overcome all these challenges individuals need to possess the required financial skills. These skills will help them to make suitable financial decisions to enable them to be more in control of their own circumstances and have a secure financial future.

2 LITERATURE REVIEW

Worthington (2005) defines financial literacy as the capability of exercising right judgement when making decisions relating to financial matters. Financially literate persons have the ability to make informed decisions relating to their pensions. This is because their confidence is developed out of the financial skills gained. OECD has defined financial literacy as the combination of consumers and investors understanding of financial products and concepts and their ability and confidence to appreciate financial risks and opportunities, to make

informed choices, to know where to go for help and to take other effective actions so as to improve one's financial wellbeing.

(Nye et al, 2013) defines financial literacy as, a measure of the extent to which a person understands basic financial concepts and possessing the ability to manage ones finances confidently by making sound and appropriate short term financial decisions, in a long-range perspective of financial planning, taking care of different economic situations and life events. A financially literate person will possess the basic knowledge of some key financial concepts **(OECD, 2013)** Therefore, financial knowledge is termed as a key dimension of financial literacy and most of the time it is considered as a synonym of financial literacy. Various researchers have conceptualised the term financial knowledge considering different content areas. **(Huang, 2013)** Considered financial knowledge as an individual understands of financial concepts. Personal finance is everything to do with managing your money, saving and investing. It covers budgeting, banking, insurance, mortgages, investments, retirement planning, tax planning and estate planning. It often refers to the entire industry that provides financial services to individuals and households, and advises them about financial and investment opportunities.

The study by **Müller and Weber (2010)** indicate that financial literacy positively influences investments decisions in low-cost funds. The study further indicate that even the most sophisticated investors go for actively managed funds rather than the less expensive ETFs (exchange traded funds) or index fund alternatives.

Mahmood (2011) carried out a study in Pakistan to assess the influence of various demographic and socioeconomic factors that influence the investment decisions of investors. The study indicated that risk perception plays a major role in the investment decision process and also, the changes in government policies impacts greatly on the risk perception of an investor. **Awais et al., (2016)** conducted a study on financial literacy and investment decisions in Pakistan. The study concluded that financial literacy positively affects investment decisions. Concerning the developing countries, the findings of the study by **Klapper and Panos (2011)** indicated that higher financial literacy is positively impacts on retirement planning and private pension funds investments. Similarly, **Musundi (2014)** provided evidence of a significant positive impact of financial literacy on investment decisions in the real estate sector of Kenya.

Savita Shankar (2013). "Financial Inclusion in India: Do Microfinance Institutions Address Access Barriers?" has found that MFIs do break down many barriers to financial inclusion, there are limitations in that MFI penetration in the country is skewed and excludes some areas neglected by the banking sector, suggesting a need for policy incentives.

Heena K. Bijli (2012) in a paper "An Essential Tool for Empowerment of Women through Micro-finance" states that But lack of information and guidance regarding practices of savings and credit result in women taking wrong financial decisions; this stands in the way of their empowerment. To achieve this, increased information dissemination, knowledge sharing and promoting the practice of financial planning for the SHG members is important.

C.Thilakam (2012) this paper explores on "Financial Literacy among Rural Masses in India" has examined that, financial literacy is very important to make efficient decision on their finance. Rural masses in India have reasonable knowledge on the various savings and investment medium available in the market. But it is very ironical to assess that their

knowledge is very much limited to the traditionally know savings and investment avenues like bank saving, holding insurance policy, investment in equities gold or in land/building.

Jacob, Hudson, and Bush (2000) said that financial knowledge is not about convenience but has emerged out as an important survival tool. The way we relate to money is changing because of new products and technologies.

Coussens.D.M (2006) stated that financial literacy is beneficial for both consumers as well as for the financial system. With the help of financial literacy there would be less chance of falling victim to fraud related to credit and would improve efficiency of market operations and leads to economic development.

Hogarth J. M. (2006) stated that financial education creates knowledgeable, rational consumers which can bring economic change. These consumers are in a position to make better financial decisions for themselves as well as for their near ones by rising their economic security and well-being. An educated consumer contributes to important, prosperous communities that in addition promote economic development of the society.

Knapp (1991) examined that consumer education benefits individuals by encouraging critical thinking, imparting life skills that leads to success in daily life, helps in promoting self-confidence and independence, improves quality of life and fosters broadly accepted values.

3. SCOPE OF THE RESEARCH STUDY

Financial literacy is to make informed and effective decisions regarding the level of earnings, the software engineers face the risk in investment decisions a lot, so there is a need to probe into certain issues to explore the ways and means of acquiring the financial knowledge and making better investment decisions for expected returns at affordable risk. This study is very comprehensive in nature and analysis will be done with regard to financial literacy levels of Software Engineers and their investment decision pattern. Hence the main purpose of the study is three fold they are: Firstly, it provides evidence of personal finance literacy among the Software Engineers. Secondly, it examines that why some investors are relatively more knowledgeable than others? The analysis will also be done to identify factors that determine the level of competency possessed by Software Engineers. The third purpose is to examine how the Software Engineers knowledge influences the investment decisions.

4. ANALYSIS OF RESEARCH GAP

According through review of literature, most of the research works done on the financial literacy are in the global context, but very few of the research study done in India context and have not been able to consider major factor in their studies while making decisions towards investment. This leaves gap with regard to important factors to be measured while making decisions towards investments. The current research work having spotlight on Financial Literacy and investment decisions are aimed and focused on post graduate students, employees of various organizations professionals and top industrial executives in the selected area of the research. Majorly, it considers respondents awareness level towards financial literacy, investment attitudes of the respondents, investment issues and problem while making investment decisions. Hence, the present study is initiated to dwell on financial literacy and investment decisions of software engineers.

5. OBJECTIVES OF THE RESEARCH

The study aims to analyze the level of financial literacy among the software engineers and its impact on investment decisions that have reflection on their investment behaviour in a comprehensive manner. Hence the specific objectives of the study are:

1. To study the financial literacy sources and levels of Software Engineers.
2. To study the impact of different demographic factors on financial literacy.
3. To study the investment attitude of Software Engineers in terms of priority, return expectation, risk awareness.

6. HYPOTHESES

Hypotheses are considered as the essential instrument in the research study. It makes a difference in signifying new tests and perceptions. In any research study, hypotheses are based on the essential convictions or presumptions. After careful study of relevant literature review an attempt was made to construct the conditional presumption in arrange to test its reasonable consequences. For the purpose of the study following hypotheses have been formulated.

- **Ho1:** There is no significant impact of financial literacy on demographical factors of Software Engineers.
- **Ho2:** There is no significant difference in consistency in the investment pattern and investment attitudes of software engineers

7. METHODOLOGY

For the current research study used the investigative and descriptive research design approaches, and researcher had the "Financial Literacy and Investment Decisions of Software Engineers in Hyderabad". To investigate this research primary and secondary source data was used for current study purpose. The research data collections methods are discussed in the detail in the following. Accurate plan actions are required for get sample form a selected sample population, it can termed as a sample design. Researcher can adopted proper sample procedure for select the items from sample. Researcher has used purposive sampling method for the collect data. This method is a non probability sampling approaches in which sample is selected on the basis of the population characteristics and also considered objective of research.

- **Source of the Data**

For collection of data primary and secondary sources has been used. A closed ended structured questionnaire used to collect from the software engineers from the selected top companies in the Hyderabad, telangana. The structured questionnaire was used to understand the respondent's financial literacy and their decision making towards investments. Secondary data is an existed data; this data was collected from the various journals, magazines, newspapers and magazines and related documents.

- **Calculation of sample size**

The present research study is an investigative in nature, the study is done based on top five IT companies working in Hyderabad selected on the basis of market capitalization as criteria. In order to study the perception of Software Engineers from each company sample variables are selected proportionately based on the population of select companies and sample

determination principle. Hence, the total sample size is 1063. The study period is limited to five years which spans over 2011 to 2016.

• **Analytical Tools**

The current research study is an investigative and exploratory research. It uses both primary and secondary sources of data. Thus data would be analysed through mean, Median, Mode, Std.deviation, percentages, ANOVAs, correlation and multiple regressions.

8. MEASUREMENT OF RELIABILITY

The degree of the consistency between multiple measurements of variables was measured by the reliability test. Reliability calculates the accuracy and precision of a measurement procedure. Cronbach's alpha is widely used to measure the reliability of data. The coefficient of Cronbach's alpha value for Investment Attitudes of Software Employees with 18 variables is 0.834. This alpha values are acceptable and desirables, as these alpha values are more than 0.700. This alpha values are confirming that the scales are having great reliability and this values are indicates that for further analysis.

Table 1 Investment Attitudes of Software Employees

Table:1.5 Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.834	.827	18

9. DATA ANALYSIS

a. Respondents demographic profile: This section reveals that the distribution of the demographic profile and it is presented in the table 2.

Table 2 Demographic profile

Particulars	Classification	Frequency	%
Age	Up to 21	157	14.8
	22 – 35	370	34.8
	36 – 45	425	40.0
	46 – 65	110	10.4
Gender	Male	372	35.0
	Female	690	65.0
Education	Post Graduation	414	39.0
	Graduation	595	56.0
	Any other	53	5.0
Annual income (in rupees)	Below 2 Lack	211	19.9
	Lack to 4 Lack	269	25.3
	4 Lack to 6 Lack	264	24.9
	Above 6 lack	318	29.9
Marital Status	Unmarried	369	34.7
	married	693	65.3
Family Size	2 - 3	213	20.1

	4 – 5	798	75.1
	Above 8	51	4.8
House ownership	Own	543	51.1
	Rent	519	48.9
Annual saving	Up to Rs.50000	110	10.4
	Rs.50001-100000	268	25.2
	Rs.1000001-150000	157	14.8
	Rs.150001-200000	101	9.5
	Above Rs. 200000	426	40.1
Total		n= 1062	100.0

The research accounts the several demographical factors like age, gender, occupation, educational qualification, marital status, income, Annual savings, Family Size, House ownership. It was found that 49.7 percent of respondents are in between 22-35 years of age, 18.7 percent are in between 36-45 years of age followed by 15.7 percent are in between 46-65 years of age. Followed by, the bases of gender 60.83 percent are men and 39.17 percent are women. 42.8 percent of respondents are from Graduates, followed by post-graduation by 34.3 and professional by 7 percent. It was found that 36.7 percent of respondents are in between above 6 Lakhs of income group, followed by 2 – 4 Lakhs group is 27.5 percent, and followed by 4 – 6 Lakhs group is 23.7 percent. It was clearly stated that 66.7 percent of respondents are in Married, 33.3 percent are unmarried. It is maximum at Rs. Above Rs.200000 level is 324 which contributes about 30.5%, followed by Rs.50001-100000 which is 247, which contributes about 23.3% and then follows by Rs. Upto 50000 is 226, which contributes about 21.3%. 60.7 percent of respondents are in between 4 – 5 Size, followed by 2 – 3 size which contributes 22.5 percent, followed by 6 – 7 size which contributes 12.5 percent, Above 8 which contributes 4.2 percent. 55.6 percent of the Rent, followed by 44.4 percent of own respondents and it was clearly stated that the respondents responded maximum for No in having a D-Mat account information is 668 which contributes about 62.9% were as yes contributes about 394 with 37.1%.

ANOVA: The analysis of variance is used to identify the mean difference in the sample of population with help of F-distribution value; and it also calculated by the ratio within group variation by the within the group variation. This section explores the investment consistency patterns and respondents investment attitudes. The results presented in the following tables.

HO: There is no significant difference in consistency in the investment pattern and investment attitudes of software engineers

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Table 3 ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
PPI	Between Groups	278.205	12	23.184	408.756	.000
	Within Groups	59.497	1049	.057		
	Total	337.701	1061			
LAIA	Between Groups	170.527	12	14.211	191.693	.000
	Within Groups	77.764	1049	.074		
	Total	248.291	1061			
LPFIS	Between Groups	408.395	12	34.033	192.828	.000
	Within Groups	185.142	1049	.176		
	Total	593.537	1061			
KMI	Between Groups	708.798	12	59.067	256.911	.000
	Within Groups	241.176	1049	.230		
	Total	949.974	1061			
FIID	Between Groups	562.815	12	46.901	171.982	.000
	Within Groups	286.074	1049	.273		
	Total	848.889	1061			
RCID	Between Groups	538.112	12	44.843	270.088	.000
	Within Groups	174.165	1049	.166		
	Total	712.278	1061			

Note: PPI- Investment priorities & Purpose of Investment; LAIA-Level of Awareness on investment Avenues; LPFIS- Level of perception towards feasibilities of financial services; KMI- Key Motivators for investment; FIID- Factor influence on investment decisions; RCID- Risk consideration in investment decisions.

The statistical significance value i.e. p-value for Investment priorities & Purpose of Investment (PPI) is $F(12, 1049) = 408.756$, $p < .05$; this indicates null hypotheses strongly rejected and alternative hypotheses is accepted. Finally, a result concludes that there is a significant difference of Investment priorities & Purpose of Investment with respect to investments attitudes of respondents.

The p-value Level of Awareness on investment Avenues (LAIA) at 12 degree of freedom is 0.000. This value indicates there is strong evidence to reject null hypotheses and same time it is evidence to accept the alternative hypotheses from the table value. It concluded that there is a significant difference of Level of Awareness on investment Avenues (LAIA) with respect to investments attitudes of respondents.

The significance value for Level of perception towards feasibilities of financial services (LPFIS) is $F(12, 1049) = 192.828$, $p < .05$; it explains there is statistical significant difference of Level of perception towards feasibilities of financial services (LPFIS) with respect to investments attitudes of respondents. Hence, alternative hypotheses accepted; null hypotheses rejected.

The p value of Key Motivators for investment (KMI) is $F(12, 1049) = 256.911$, $p < .05$; there is a strong evidence to support alternative hypotheses; null hypotheses is rejected. Hence, there is significant difference of Key Motivators for investment (KMI) with respect to investments attitudes of respondents.

Factor influence on investment decisions (FIID) variable the probabilistic value is $F(12, 1049) = 171.982$; $p < .05$; this indicates that alternative hypotheses accepted and null hypotheses rejected. Hence, there is significant difference of Factor influence on investment decisions (FIID) with respect to investments attitudes of respondents.

Risk consideration in investment decisions (RCID) factor F-distribution value is $F(12, 1049) = 270.088$; $p < .05$; It shows there is significant difference of Risk consideration in investment decisions (RCID) with respect to investments attitudes of respondents, because null hypotheses is rejected and alternative hypotheses is accepted.

Correlation: Correlation analysis is used to identify the degree of relationship between two sets of variable from selected population. In this section, it reveals the relationship between consistency of investment patterns and investment attitudes of software engineers.

Table 4 Descriptive Statistics			
	Mean	Std. Deviation	N
PPI	3.3446	.56417	1062
LAIA	3.4286	.48375	1062
LPFIS	3.3758	.74794	1062
KMI	3.3242	.94623	1062
FIID	2.4256	.89447	1062
RCID	2.3051	.81935	1062
IASWE	3.7181	1.00228	1062

Note: PPI- Investment priorities & Purpose of Investment; LAIA-Level of Awareness on investment Avenues; LPFIS- Level of perception towards feasibilities of financial services; KMI- Key Motivators for investment; FIID- Factor influence on investment decisions; RCID- Risk consideration in investment decisions; IASWE- Investment attitudes of software engineers .

Above disk it reveals the relationship between consistency of investment patterns and investment attitudes of software engineers. The mean values for consistency of investment patterns PPI- Investment priorities & Purpose of Investment; LAIA-Level of Awareness on investment Avenues; LPFIS- Level of perception towards feasibilities of financial services; KMI- Key Motivators for investment; FIID- Factor influence on investment decisions; RCID- Risk consideration in investment decisions and IASWE- Investment attitudes of software engineers were found to be 3.3446, 3.4286, 3.3758, 3.3242, 2.4256, 2.3051 and 3.7181; and with standard deviations of .56417, .48375, .74794, .94623, .89447, .81935, and 1.00228 respectively.

Table 5 Correlations

		PPI	LAIA	LPFIS	KMI	FIID	RCID	IASWE
PPI	Pearson Correlation	1	-.163**	-.060*	-.061*	-.092**	-.191**	.027
	Sig. (2-tailed)		.000	.050	.046	.003	.000	.380
	N	1062	1062	1062	1062	1062	1062	1062
LAIA	Pearson Correlation	-.163**	1	.472**	.521**	.817**	.709**	.470**

	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	1062	1062	1062	1062	1062	1062	1062
LPFIS	Pearson Correlation	-.060*	.472**	1	.962**	.320**	.163**	.155**
	Sig. (2-tailed)	.050	.000		.000	.000	.000	.000
	N	1062	1062	1062	1062	1062	1062	1062
KMI	Pearson Correlation	-.061*	.521**	.962**	1	.310**	.194**	.182**
	Sig. (2-tailed)	.046	.000	.000		.000	.000	.000
	N	1062	1062	1062	1062	1062	1062	1062
FIID	Pearson Correlation	-.092**	.817**	.320**	.310**	1	.610**	.219**
	Sig. (2-tailed)	.003	.000	.000	.000		.000	.000
	N	1062	1062	1062	1062	1062	1062	1062
RCID	Pearson Correlation	-.191**	.709**	.163**	.194**	.610**	1	.270**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	1062	1062	1062	1062	1062	1062	1062
IASWE	Pearson Correlation	.027	.470**	.155**	.182**	.219**	.270**	1
	Sig. (2-tailed)	.380	.000	.000	.000	.000	.000	
	N	1062	1062	1062	1062	1062	1062	1062
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

Note: PPI- Investment priorities & Purpose of Investment; LAIA-Level of Awareness on investment Avenues; LPFIS- Level of perception towards feasibilities of financial services; KMI- Key Motivators for investment; FIID- Factor influence on investment decisions; RCID- Risk consideration in investment decisions; IASWE- Investment attitudes of software engineers.

Above table shows the results of correlation between selected variables. Investments consistency patterns variables like PPI- Investment priorities & Purpose of Investment; LAIA-Level of Awareness on investment Avenues; LPFIS- Level of perception towards feasibilities of financial services; KMI- Key Motivators for investment; FIID- Factor influence on investment decisions; RCID- Risk consideration in investment decisions; IASWE- Investment attitudes of software engineers. Tables reveal that Investment

consistency pattern like "*priorities & Purpose of Investment*" is strongly correlated with variable like Level of Awareness on investment Avenues, Factor influence on investment decisions, Risk consideration in investment decisions and but remaining factors like Level of perception towards feasibilities of financial services; Key Motivators for investment and Investment attitudes of software engineers was not correlated. Followed with variable like *Level of Awareness on investment Avenues* is statistically associated with all variable like Investment priorities & Purpose of Investment; Level of perception towards feasibilities of financial services; Key Motivators for investment; Factor influence on investment decisions; Risk consideration in investment decisions; Investment attitudes of software engineers. *Level of perception towards feasibilities of financial services* variable is having great relationship with respected variable like Level of Awareness on investment Avenues; Key Motivators for investment; Factor influence on investment decisions; Risk consideration in investment decisions; Investment attitudes of software engineers, except Investment priorities & Purpose of Investment variable. *Key Motivators for investment* variable is having best relationship with all respected variables, except Investment priorities & Purpose of Investment. Similarly, *Factor influence on investment decisions* and *Risk consideration in investment decisions* are having strong association with all respected variables. Finally, *Investment attitudes of software engineers* are having strong correlation with the all variables of investments consistency patterns, but variable like Investment priorities & Purpose of Investment is not correlated.

Multiple regressions: It is a statistical tool used for predicts the future changes, followed with it is help to identify the quality of impact of predictors on the dependent variable. Simply, this method used to examine the relationship between the two or more predictor and criterion variables. According through this analysis, it is examine the relationship between the consistency patterns of investment and investment attitude of respondents.

Table 6 Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 ^a	.505	.500	.43103
a. Predictors: (Constant: PPI, LAIA, LPFIS, KMI, FIID, RCID)				

Note: PPI- Investment priorities & Purpose of Investment; LAIA-Level of Awareness on investment Avenues; LPFIS- Level of perception towards feasibilities of financial services; KMI- Key Motivators for investment; FIID- Factor influence on investment decisions; RCID- Risk consideration in investment decisions; IASWE- Investment attitudes of software engineers.

From the disk Table 4.7.0, it explores model summary of regressions analysis, the value of R is 0.710 implies simple relationship; The value of R square is 0.505 it means 50.5% of variance of difference caused by the independent variable on the dependent variables.

Table 7 ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	199.158	9	22.129	119.109	.000 ^b
	Residual	195.446	1052	.186		
	Total	394.604	1061			
a. Dependent Variable: IASWE						
b. Predictors: (Constant), PPI, LAIA, LPFIS, KMI, FIID, RCID						

HO: There is no significant variation caused by predictors on demographical investment attitudes of software engineers.

The Value of F-distribution value 119.109 and it's statistically significant. Therefore, a null hypothesis is rejected and alternative hypotheses accepted. So, the results reveal there is an amount of variation caused by the predictors on the investment attitudes of software engineers.

Table 8 Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.443	.274		5.257	.000
	PPI	.537	.031	.497	17.425	.000
	LAIA	-1.251	.192	-.992	-6.520	.000
	LPFIS	1.276	.087	1.565	14.600	.000
	KMI	-1.523	.076	-2.363	-19.938	.000
	FIID	.249	.040	.365	6.243	.000
	RCID	.458	.036	.615	12.670	.000
a. Dependent Variable: IASWE						

From the table 4.7.2, the result implies the t value and p values of dependent variable caused by the predictors. Coefficients table reveal the results of t- values and p-values; t- values for all the predictors PPI (17.425), LAIA (-6.520), LPFIS (14.600), KMI (-19.938), FIID (6.243), RCID (12.670), and followed by p-values are PPI (.000), LAIA (0.000), LPFIS (0.000), KMI (0.000), FIID (0.0000), RCID (0.000) are statistically significant and p-values of predictors smaller than the alpha value (.005); So, significant variation caused by predictors on investment attitudes of software engineers. Finally, Null hypotheses rejected and alternative hypotheses accepted. So, there is a strong significant impact of investment consistency patterns on investment attitudes of the selected respondents.

10. Conclusion

This investigation was planned for evaluating financial related proficiency and its effect on speculation choices in Hyderabad. Financial literacy is the capacity to have a comprehension about budgetary instruments and terms. Financial literacy assumes a urgent job in today's complex monetary situation. It is a basic segment for the strengthening of all classes of individuals as it gives them a comprehension of how to deal with their funds in the genuine

economy so as to maintain a strategic distance from pointless hardships, exorbitant obligation and conceivable monetary prohibition. Also, it empowers individuals to improve their comprehension of the money related open doors that the formal monetary market offers to them. The present study examine the investment attitude of the software employees, for that various factors were identified which have more influence on the software employees attitude towards investment decision. the factors like Investment priorities & Purpose of Investment; Level of Awareness on investment Avenues; Level of perception towards feasibilities of financial services; Key Motivators for investment; Factor influence on investment decisions; Risk consideration in investment decisions were used the examine the respondents investment attitude. This study concludes that all these factors statistically significant and these were impact on the investment attitude of the software employees. It very well may be reasoned that it is significant for each person to design and deal with their own accounts so as to lead a glad live. It is significant for each person to have individual money related arrangement so as to meet their monetary objectives and commitment, help to resign in solace, accomplish budgetary opportunity, settle on balanced budgetary choices and exploit each budgetary chance. We are for the most part not brought into the world with this information, so it ought to be everybody's obligation to get familiar with the systems to design and deal with our own monetary as this does not just lead us to a glad life yet additionally add to the advancement of the country over the long haul.

11. LIMITATIONS OF THE STUDY

1. The accuracy of the findings depends on the opinion expressed by the respondents.
2. The study covers only the Software Engineers working in Hyderabad, so findings cannot be generalized and attributed to all the software engineers, of the company
3. The statistical tools used for the analysis may have their own limitations.

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