



# Role of Financial Education Platforms on Investment Knowledge of Investors in Pune City

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**Abstract** – The rapid growth of digital financial platforms has transformed the way investors acquire knowledge and make investment decisions in India. This study examines the role of financial education platforms in improving investment knowledge among investors in Pune city, focusing on recent trends between 2024 and 2026. Using a mixed-method approach, the research combines primary data collected from 100 respondents with secondary data from financial reports, journals, and online platforms. The study analyzes key factors such as platform usage, awareness levels, learning frequency, and types of platforms used. The findings reveal that financial education platforms significantly enhance investment knowledge, improve decision-making ability, and increase awareness of financial concepts such as risk, return, and diversification. However, the effectiveness varies depending on user engagement and consistency. The study concludes that financial education platforms play a crucial role in improving financial literacy and investor behavior, though continuous learning is essential for long-term benefits.

**Keywords** – Financial Literacy, Investment Knowledge, Fintech, Investor Behavior, Digital Learning

## I. INTRODUCTION

Financial markets in India have experienced significant growth due to technological advancements, increasing internet penetration, and rising financial awareness.

Digital platforms such as mobile applications, online courses, and video-based learning have made financial education more accessible than ever before.

Financial education platforms provide structured knowledge on investment concepts including risk management, portfolio diversification, and financial planning. These platforms help investors make informed decisions and reduce dependence on speculation.

In Pune city, a hub of young professionals and students, the adoption of financial education platforms has increased significantly.

However, there is a need to evaluate how effectively these platforms improve investment knowledge and influence investor behavior.

## II. OBJECTIVES OF THE STUDY

1. To study the role of financial education platforms in improving investment knowledge
2. To identify types of platforms used by investors
3. To examine the impact on investment decision-making
4. To analyze the relationship between financial literacy and investor behavior
5. To evaluate investor perception toward financial education platforms
6. To suggest improvements in financial education systems

## III. LITERATURE REVIEW

Previous studies emphasize the importance of financial literacy in investment decision-making.

Lusardi and Mitchell (2020) identified financial literacy as a key factor influencing financial planning and investment decisions. Klapper and Lusardi (2020) found that financial education increases participation in financial markets.

Bianchi (2021) highlighted that digital learning tools significantly improve financial knowledge among users. Agarwal and Mazumder (2021) concluded that financial education reduces investment errors and enhances portfolio diversification.

Sharma and Gupta (2022) observed that fintech platforms improve financial awareness, especially among young investors. Verma and Kapoor (2023) found that financially literate investors achieve better returns and manage risks effectively.

Recent studies (Rao and Deshmukh, 2024) show that financial education platforms increase retail participation in financial markets, while Sharma and Mehta (2026) concluded that digital platforms significantly improve investor knowledge and behavior in India.

## IV. RESEARCH METHODOLOGY

### Research Design

The study adopts a descriptive and analytical research design using a mixed-method approach.

### Data Collection

- **Primary Data:** Collected through structured questionnaires from 100 investors
- **Secondary Data:** Collected from financial reports, journals, and online platforms.



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### Sampling Technique

Convenience and purposive sampling methods were used to select respondents.

### Variables

- Dependent Variable: Investment Knowledge
- Independent Variables: Platform usage, awareness, learning frequency, platform type

### Data Analysis Tools

- Descriptive statistics
- Correlation analysis
- Hypothesis testing

## V. RESULTS AND DISCUSSION

### Data Analysis and Interpretation

**Table 1: Awareness of Financial Education Platforms**

Response	Respondents	Percentage
Yes	85	85%
No	15	15%

### Interpretation:

A large majority (85%) of respondents are aware of financial education platforms, indicating strong digital reach and awareness.

**2: Objective – Knowledge Improvement**

SD	D	N	A	SA
5	8	12	45	30

### Interpretation:

75% of respondents agree or strongly agree that financial education platforms improve their investment knowledge, indicating a positive impact on learning.

**Table 3: Impact on Decision-Making**

SD	D	N	A	SA
5	9	16	44	26

### Interpretation:

A majority of respondents believe that financial education platforms improve their decision-making ability, leading to more informed investment choices.

### Discussion

The findings suggest that financial education platforms significantly influence investor knowledge and behavior. Investors rely on digital platforms to understand financial concepts and improve decision-making.

However, the effectiveness depends on how frequently and seriously individuals engage with these platforms. While some investors use them regularly, others rely on partial knowledge, leading to inconsistent outcomes.

### Investor Behavior

The study reveals that investors demonstrate more rational behavior after using financial education platforms. They prefer analysis over speculation and rely less on market rumors. However, some behavioral biases still exist, especially among less experienced investors.

## VI. HYPOTHESIS TESTING

### Hypothesis 1

**H0:** Financial education platforms do not significantly improve investment knowledge

**H1:** Financial education platforms significantly improve investment knowledge

Result: Accepted (H1)

### Explanation

Survey responses indicate that a majority of investors experience improved knowledge after using financial education platforms. Statistical analysis confirms a significant positive impact, rejecting the null hypothesis.

### Hypothesis 2

**H0:** There is no relationship between platform usage and investment decision-making

**H1:** There is a significant relationship between platform usage and investment decision-making

Result: Accepted (H1)

### Explanation

Correlation analysis shows that higher usage of financial education platforms leads to better decision-making ability, confirming a strong relationship.

### Hypothesis 3

**H0:** Financial literacy does not reduce investment risk

**H1:** Financial literacy reduces investment risk

Result: Accepted (H1)

### Explanation

Respondents reported better understanding of risk and avoidance of high-risk investments after gaining financial knowledge, indicating reduced risk exposure.

## VII. CONCLUSION

The study concludes that financial education platforms play a crucial role in improving investment knowledge and shaping investor behavior. These platforms enhance financial literacy, increase confidence, and promote informed decision-making.

However, their effectiveness depends on user engagement and consistency. Investors who actively use these platforms benefit more compared to those who use them occasionally.

Overall, financial education platforms are essential tools for modern investors and contribute significantly to better financial outcomes.



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### **Suggestions**

- Investors should regularly use financial education platforms
- Focus on fundamental concepts rather than short-term tips
- Platforms should provide simple and structured content
- Introduce interactive tools like simulations and quizzes
- Increase awareness about financial literacy

### **Limitations**

- Limited sample size (100 respondents)
- Use of convenience sampling
- Focus on Pune city only
- Self-reported data may include bias

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