

# WOMEN IN BANKING: HOW PEER ADVICE SHAPES FINANCIAL CHOICES

**Ms. Amruta Dubey, Dr. Pulkit Trivedi**

Research Scholar

Gujarat Technological University, Ahmedabad

301, Natkamal Complex near Jawahar Chowk, Uttam nagar garden road, Maninagar, Ahmedabad - 380008

E-Mail

[amruta63@gmail.com](mailto:amruta63@gmail.com), 9826912877

Assistant Professor

Gujarat Technological University, Ahmedabad

7203056032

## **Abstract**

*The role of women in the banking sector has evolved significantly over the past few decades. This qualitative research explores how women working in banks—both private and public—are influenced by their peers when making investment decisions. On the basis of existing literature, this study investigates the social dynamics, workplace interactions, and peer recommendations that shape women's financial behaviours. Key themes include the influence of workplace hierarchy, trust, and gendered perceptions of financial acumen. The study provides insights about financial literacy and organizational practices.*

**Key words:** *Investment, Behavioural Pattern, Working Women, Financial Literacy, Investment options, hierarchy, gender-based perception*

## **INTRODUCTION**

Investment is not an easy choice. A person needs to have moderate financial literacy to land at a well thought of investment option. When a person reaches to the age of 30, he gradually owns a lot of responsibilities and stays sceptical for his future stature as well.

Here in the thought of ascertaining various investment options come into play He looks after readily available options in our surrounding. Present scenario is not just about investment in gold or owning a property or a piece of land. And fairly said it is even not just limited in to making investment in stock market as multiple avenues for investments have taken shape. Having a fair thought process is essential. In giving this thought a practical shape peers play a very crucial role.

This investment thought is not gender biased. It is equally playing an important part in thought process of females as it is in males.

In today's dynamic world where women empowerment is on tip of the tongue it is observed that Women in the banking sector play a no lesser role in field They not only in manage the financial operations but also shape the financial trends through their personal investment choices. As more women enter the workforce, particularly in sectors like banking, their financial decision-making gets impacted by various internal and external factors. Among these factors, peer recommendations mark a critical stand.

This study focuses to understand how peer dynamics within the workplace that is bank in our relevance impact women's investment decisions. Women's investing decisions plays a crucial role even in development of investment products. Companies take into due consideration that its product are appealing to females with high investment quotient. This research clarifies the scope for understanding the culture at work for discussing investment related matters with peer, gender dynamics, and financial literacy among working women by examining the studies conducted so far. This study is based on qualitative methodology and focuses on topics such as financial literacy, the function of hierarchy, the impact of gender norms, and trust in peer recommendations.

## RESEARCH OBJECTIVES

1. To analyze that in banking industry how can peer recommendation influence the investment decision of women.
2. To identify biases that facilitate or hinder such influence.
3. To explore the role of gender and trust in shaping financial decision-making within the banking industry.
4. To understand the status of financial literacy of people working in financial sector.

## SIGNIFICANCE OF THE STUDY

The findings from this research will contribute to understand those social and cultural factors that impact women's financial behaviours. By identifying the ways peer's influence a women's psychology, the study provides actionable insights for promoting informed financial decision-making among women in the banking sector.

## LITERATURE REVIEW

### Women in the Workforce: A Financial Perspective

As women get inclined towards financial independence and take over varied job roles they keenly think for financial decisions as well. Studies have been made to analyze the investment quotient of women which concludes to be more cautious investors, often prioritizing stability and long-term gains (Barber & Odean, 2001). However, workplace culture and behaviour majorly impact the thought process, as peer recommendations and suggestions are considered as important source of information and validation (Gupta & Sharma, 2016).

Research by Bajtelsmit and Bernasek (1996) consider the risk appetite quotient of a women and suggest that the women's investment decisions and choices are influenced by risk aversion and socio-economic factors. This study does not considers that understanding of gender based financial behaviour in work front context.

### Peer Influence in Financial Decision-Making

Peer influence is a major topic of understanding under the discipline of behavioural finance. According to Social Learning Theory, individuals have a tendency to acquire behaviour through observation and imitations. It states learning to be a creative process in social context. Advices, suggestions of people around are imbibed in people who closely observe them. (Bandura, 1977). In the context of banking, peer interactions lead to sharing of thoughts, getting suggestions and advices on many matters and investing being one of the most talked about topic. (Charness & Gneezy, 2012).

Studies like Hong, Kubik, and Stein (2004) suggests that even stock market participation is impacted due to social exchange of advices and suggestions.

Gender Dynamics and Financial Behavior: Gender's varied thought process also help in shaping financial behaviour. Women come across various pressures and judgement on the front of societal and personal challenges and priorities. Many expectations in terms of society and personal family concerns are laid down on her. It is even observed that women gain limited access to financial literacy resources (Agarwal et al., 2015). In professional setups this challenge is enhanced on having hierarchical pattern of management where people have a tendency to talk and share the financial information accordingly. This preference and avoidance can either enhance or moderate the peer influence.

Research by Sunden and Surette (1998) explored gender differences in investment allocation and how do males and females plan for retirement and their respective investment inclination in stocks. It also stated that females tend to rely on the plans that are in house rather than making their own search and getting aware of various investment options. This states that for female's workplace culture and dynamics is highly influential.

## METHODOLOGY

Research Design: This study employs a qualitative research design, and it focuses on women working in private and public sector banks, literature study has been done to explore their experiences and perceptions of peer influence on investment decisions. The entire research is based on secondary data. This study has been conducted to study the existing study conducted in this respect and identify the gaps. Data has been gathered from industry publications and reports, and other reliable sources. This study would ensure to enlighten this aspect of area of research and even would add up to the knowledge.

## FINDINGS AND DISCUSSION

### \*Instilling Trust in Peer Suggestions

Many studies have written about the importance of trust in accepting the advices given by peers. Trust was developed on the basis of perceived financial expertise of the peer and the nature of their involvement and bond in work relationship. For example, senior colleagues who have been investing since long time show more reliable investing suggestions. Even those who have gained lot of insights of market and have made promising gains through investing seems to be trustful source of information.

### \*Workplace Hierarchy and Influence

The hierarchical pattern of working involving branch managers, assistant managers, clerks, cashiers within banks plays a quite an important role in giving a shape peer influence. Employees with lower designation often are under pressure to match or abide to the suggestions given by senior colleagues.

### \*Gender Norms and Financial Decision-Making

Gender based investing understanding is all together a different dimension. Studies have shown that on the basis of risk, personal biases, societal norms females tend to be risk averse in comparison to males. Males tend to more open about their investment patten and strategies which make females go in self-doubt for their choices of investment.

## CONCLUSION AND RECOMMENDATIONS

The findings highlight that women deal with multiple parameters while landing up at one investment choice. This is combination of factors such trust, hierarchy, and gender in shaping women's investment decisions within the banking sector. To inculcate a more profound approach in decision making it is important on point of organizations to conduct:

Financial literacy programs addressed to all women employees at every level of hierarchy.

Encourage discussions where women can express their investment choices and thoughts without being judged.

Encourage minimization of hierarchical pressures.

Address gender biases through awareness and training initiatives.

By addressing these issues, banks can create a workplace culture that supports informed and confident financial decision-making among all employees.

## REFERENCES

- [1] Agarwal, S., Driscoll, J. C., Gabaix, X., & Laibson, D. (2015). Learning in the credit card market. *Quarterly Journal of Economics*, 126(1), 111-126.
- [2] Bajtelsmit, V. L., & Bernasek, A. (1996). Why do women invest differently than men? *Financial Counseling and Planning*, 7(1), 1-10.
- [3] Bandura, A. (1977). *Social Learning Theory*. Englewood Cliffs, NJ: Prentice Hall.
- [4] Barber, B. M., & Odean, T. (2001). Boys will be boys: Gender, overconfidence, and common stock investment. *Quarterly Journal of Economics*, 116(1), 261-292.
- [5] Charness, G., & Gneezy, U. (2012). Strong evidence for gender differences in risk-taking. *Journal of Economic Behavior & Organization*, 83(1), 50-58.
- [6] Gupta, P., & Sharma, A. (2016). The influence of peer pressure on investment decisions. *International Journal of Financial Studies*, 4(3), 24.
- [7] Hong, H., Kubik, J. D., & Stein, J. C. (2004). Social interaction and stock market participation. *Journal of Finance*, 59(1), 137-163.
- [8] Sunden, A. E., & Surette, B. J. (1998). Gender differences in the allocation of assets in retirement savings plans. *American Economic Review*, 88(2), 207-211.
- [9] Yuvika Singh (2018). A Study of Investment Pattern & Gender Difference in Investment Behaviour of the Residents-An Empirical Study in and Around Mohali. *International Journal of Management Studies*, 5(1(3)):61