ISSN: 1526-4726 Vol 5 Issue 2 (2025)

Analyzing the intersection of consumer laws and women's financial empowerment

Dr. Bhavana Sharma

Associate Professor, Birla Global University, Bhubaneswar

Abstract:

This paper looks at how consumer laws affect women's financial freedom and how they are affected by them. It shows how important legal rights are for empowering women financially. Consumer rules, which are meant to protect people from unfair business practices, make it harder for women to get involved in the financial markets and become financially independent. Even though things have improved, women still have a lot of money problems, such as unequal pay, trouble getting loans, and being treated unfairly in the job market. This study looks at important customer safety laws, like job, credit, and anti-discrimination laws, and how they have affected women's ability to make money. There is a focus on specific legal changes that have helped women's economic results and case studies are used to show how consumer laws can either help or hurt their financial security. The study also shows that these laws need to be enforced more strictly and cultural and social hurdles that keep women from being financially independent need to be taken down. The last part of the paper makes policy suggestions for how to improve consumer rules, help women learn about money, and get more women involved in making economic decisions. Overall, the study shows how important consumer rules are for giving women financial power and promoting equality between men and women in the workplace.

Keywords:

Consumer laws, financial empowerment, women's economic independence, gender equality, legal protections.

1. Introduction

In recent years, the connection between consumer regulations and women's financial independence stipulates more and more attention among individuals. The financial industry depends much on consumer regulations as they cover a broad spectrum of legal concerns and guard against unethical company activities. These regulations aim to shield consumers from unethical commercial activities, frauds, and discrimination thereby enabling them to feel secure in the market. Although consumer regulations have been quite crucial in advancing economic fairness, their impact on women's financial freedom is still a complex and little researched issue. Traditionally, women have struggled more than males to become financially independent [1]. Among these issues include salary disparities, difficulties obtaining credit, and prejudice ingrained in the financial markets and employment. Being financially empowered goes beyond just having income. You also have to be able to decide how best to handle money, spend, save, and create wealth. This is why consumer policies removing these barriers may significantly increase women's financial independence. Women still struggle greatly financially even if progress towards gender equality has been achieved [2].

Women also find it more difficult than males do obtaining credit and loans. Usually, this results from unjust banking policies or credit rating systems. Sometimes legislation meant to safeguard

consumers have not adequately addressed these financial issues particular to women. This article aims to investigate how consumer rules influence women's financial capability. It particularly examines how policies prohibiting loans, discrimination, and employment have impacted women's income [3]. This research aims to demonstrate, by means of case studies and the experiences of women in diverse legal environments, both the positive and negative consequences of consumer protection regulations. Figure 1 illustrates how consumer regulations guard, inform, and advance women's equality thus enabling their financial independence.

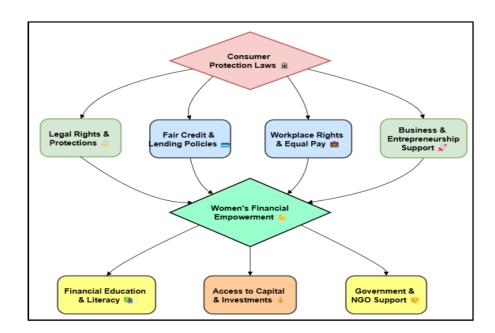


Figure 1: Intersection of consumer laws and women's financial empowerment

It also looks at how gaps in these rules complicate women's access to and retention of money and proposes improvements to legislation so that everyone may acquire money. This project will also investigate ways in which consumer policies may be altered to enable women to become more financially independent [4]. We will discuss the value of financial knowledge and access to tools enabling one to make informed decisions. We will also discuss how policy advocacy helps to create a legal framework that favors female equality. Finally, this article emphasizes the need of consumer rules changing so that women's financial independence is highlighted. This will ensure that women possess the legal and financial instruments required for success in a worldwide economy.

2. Related Work

Among the disciplines investigating how consumer rules impact women's financial independence are law, economics, and gender studies. Though more study is still required to completely grasp these consequences, some studies have examined how consumer protection laws influence women's capacity to become financially independent [5]. Most research on consumer laws has focused on regulations aimed to protect individuals against unethical company activities. Researchers have investigated, how anti-discrimination rules assist to create more equitable workplaces and financial markets for men and women. Studies have

Vol 5 Issue 2 (2025)

demonstrated that narrowing pay discrepancies and facilitating women's access to money depend much on these types of guidelines. These guidelines, however, are not always followed exactly in various sectors and fields [6]. This increases women's propensity to be financially excluded overall from the system. Another area of related study investigates how loan and credit policies impact women's financial capacity. Standard credit scoring systems may be unjust to women, according to research, because of factors like salary variations and the need to care for others. In response, several researches advocating models that include the actual financial circumstances women encounter have urged modifications to the methods credit is assessed. All of which women need to advance in the economy, these developments might make it much simpler for them to get loans, mortgages, and company capital [7]. Studies have shown that women need to be taught how to handle their money well through focused financial education programs. Table 1 shows a summary of application trends, obstacles, and the results that have been caused by them. When combined with stricter consumer protection rules, these training programs can help even out the playing field between men and women when it comes to making financial decisions and building wealth.

Table 1: Summary of Related Work

Application	Future Trend	Challenges	Impact
Consumer	Stronger enforcement	Insufficient law	Improved legal
Protection	and global alignment	enforcement and	protections, but uneven
Laws		inconsistent	application across
		implementation	regions
Credit Access	Use of alternative data	Bias in credit scoring	Increased access to
Reforms	for credit scoring	models, limited data	credit, especially in
		access	marginalized
			communities
Wage Equality	Greater pay	Cultural resistance to	Positive impact on
Initiatives [8]	transparency and equal	equal pay, gender bias	closing the gender pay
	pay audits	in pay systems	gap in certain sectors
Financial	Integration of	Lack of access to	Increased financial
Literacy	technology for	resources in	literacy, leading to
Programs	widespread access	underserved	better decision-making
		communities	
Anti-	Stricter	Weak legal protections	More equitable legal
Discrimination	implementation of	and slow policy	frameworks in the
Legislation	anti-discrimination	reforms	workforce and markets
	laws		
Women-	Expansion of financial	Limited access to	Economic
Owned	resources for female	funding for female-led	empowerment through
Business	entrepreneurs	startups	business ownership
Support [9]			opportunities
Debt	More equitable loan	Gendered lending	Reduction in financial
Management	approval processes	practices and lack of	distress for women in
Regulations		collateral	debt
Social Norm	Shifts in societal	Persistent traditional	Progress in dismantling
Reforms [10]	expectations on	gender roles limiting	harmful cultural and
	women's roles	financial autonomy	societal barriers

ISSN: 1526-4726 Vol 5 Issue 2 (2025)

Gender-	Increased government	Lack of tailored	Improved policy
Specific	focus on women's	financial policies for	environment fostering
Financial	financial autonomy	women	women's economic
Policies			independence

3. Methodology

A. Research Design

1. Qualitative research approach

The qualitative research method is perfect for this study because it lets us look into the relationship between consumer rules and women's financial freedom in more depth. Qualitative studies, on the other hand, tries to parent out the deeper patterns, meanings, and reviews that affect how people use the regulation and financial systems. This way of looking at things helps we research more approximately how women recognize and use purchaser protection legal guidelines, as well as how those legal guidelines affect their potential to make cash and their economic prospects [11]. It gives us an area to read approximately the non-public tales and actual-lifestyles reviews of ladies who have seen both the best and terrible aspects of purchaser guidelines. With looking at matters from women's points of view, the take a look at can discover what troubles they face and how contemporary laws either assist or hurt their capability to get ahead financially [12]. Qualitative methods also help us analyze greater about the societal, cultural, and economic troubles that have an effect on girls' financial independence, giving us a extra whole image of the hassle. This manner of doing matters helps provide you with coverage tips based totally on ladies' actual-life reports, so it's far both touchy and suitable for the situation. [13].

2. Descriptive and analytical study

The study tries to give a clear picture of the legal environment surrounding gender [14] and consumer rights by listing and describing the main laws, rules, and policies that directly impact women's ability to get money. We will use both detailed and analytical methods to look at how these rules affect women's ability to make their own money. This includes both keeping track of the existence of these law systems and evaluating how well they work to promote financial equality [15]. The analysis part will look at things like how the laws are enforced, social hurdles, and widespread discrimination that might stop women from fully benefiting from consumer laws [16]. With this two-pronged method, the study can not only describe how things are now, but also get to the bottom of why some rules help women financially and others don't.

Step 1. Descriptive Analysis of Laws (DAL)

```
(Number of Described Laws)
       (Total Number of Relevant Laws)
     Step 2. Law Implementation Success Rate (LISR)
        (Number of Successfully Implemented Laws)
LISR =
             (Total Number of Proposed Laws)
     Step 3. Gender Impact Factor (GIF)
                    /Impact on Women's Economic Participation +
                                Reduction in Legal Barriers
            GIF =
                                (Total Gender Disparities)
     Step 4. Analytical Impact on Women's Empowerment (AIWE)
```

AIWE = f(LISR, GIF, Financial Access, Legal Protections)

Step 5. Financial Independence Index (FII)

(Increase in Women's Income, Savings, and Credit Access) Total Women's Economic Participation)

ISSN: 1526-4726 Vol 5 Issue 2 (2025)

• Step 6. Overall Analytical Outcome (OAO)

$$0A0 = \int [0,T] (DAL(t) * LISR(t) * GIF(t) * AIWE(t)) dt$$

B. Data Collection Methods

1. Review of existing literature (consumer laws, women's empowerment)

This study will start with an in-depth look at all the previous research that has been done on the topic. This will help us figure out how consumer rules affect women's financial freedom. The review will look at research papers, books, reports from foreign groups, government reports, and policy papers that talk about how consumer protection laws have changed over time, how they affect women's ability to make their own money, and how gender differences affect their access to jobs. A close study of past research will help us understand the different parts of consumer laws, like anti-discrimination laws, credit laws, and wage rules, and how they affect women in particular. This literature review will also look at studies that look at the economic problems women face because they don't have the same access to money as men. These problems include differences in income, loans, and job possibilities. The literature study looks at how legal systems deal with these problems and how they don't deal with them. This helps find the weak spots and strong points in the current legal system. Beyond that, the study will look at consumer rules and how they affect women in various areas and countries around the world. This will help us figure out how sociocultural factors affect how well consumer rules help women get ahead financially and give us a starting point for making policy suggestions.

• Step 1. Consumer Law Effectiveness (CLE)

CLE = (Number of Successfully Implemented Consumer Laws) / (Total Number of Proposed Laws)

• Step 2. Access to Financial Resources (AFR)

AFR = f(Access to Credit, Loans, Investment Opportunities)

• Step 3. Gender Equality Impact (GEI)

GEI =
$$\frac{\begin{pmatrix} \text{Reduction in Gender Wage Gap } + \\ \text{Improved Legal Protections} \end{pmatrix}}{(\text{Total Gender Disparities})}$$

• Step 4. Financial Empowerment (FE)

FE = f(AF, GEI, Financial Literacy, Legal Protections)

• Step 5. Women's Financial Independence (WFI)

WFI =
$$\frac{(Increase in Women's Income and Savings)}{(Total Women's Economic Participation)}$$

• Step 6. Overall Empowerment (OE)

$$OE = \int [0, T] (CLE(t) * AFR(t) * GEI(t) * FE(t)) dt$$

2. Case study analysis (examining specific legal cases and policies)

An in-depth case study analysis will be part of the study. This will look at specific legal cases and policies that have affected women's financial freedom in the framework of consumer laws. Case studies show in great detail how law rights work (or don't work) in the real world. They teach us important lessons that can be used to shape future changes. The case study analysis will be centered on important court cases, policy changes, and consumer protection law updates that have directly affected women's job prospects. This study will look at case studies from different parts of the world to see how different law systems and policies have affected women's ability to get loans, credit, and fair pay. The cases will be chosen based on how they relate to the main question of the study, which is: how do consumer rules help or hurt women's ability

Journal of Informatics Education and Research ISSN: 1526-4726

Vol 5 Issue 2 (2025)

to make their own money decisions? In each case, it's important to look at the law reasons, the decision, how the policies were put into place, and how they affected women's finances in the long run. There will also be examples in the case studies of how policy gaps have slowed down women's financial growth. This will show where and how consumer rules can be changed to better help women. This way will go along with the literature study because it gives real-life examples of how consumer rules work in different situations. This will help us get a better sense of how they affect women's financial freedom.

• Step 1. Legal Case Impact (LCI)

$$LCI = \frac{\text{(Outcome of Legal Case)}}{\text{(Total Number of Relevant Cases)}}$$

• Step 2. Policy Effectiveness (PE)

PE = f(Law Enforcement, Public Awareness, Policy Scope)

- Step 3. Case Study Success Rate (CSSR)
 CSSR = (Successful Cases) / (Total Cases Analyzed)
- Step 4. Overall Policy Impact (OPI)

$$OPI = \int [0, T]LCI(t) * PE(t)dt$$

4. Women's Financial Empowerment

A. Definition of financial empowerment

Giving people the information, skills, and tools they need to handle their money well and make smart choices about their economic futures is what financial freedom means. Female financial freedom includes more than just making money. It also includes making choices about personal finances, having access to money-saving tools, and learning how to accumulate wealth. It means knowing about money matters like planning, saving, trading, and borrowing, and then using what you've learnt to get financially stable. Financial freedom also means being able to make decisions that affect your financial well-being without facing racism or problems, like gender stereotypes or social standards that make it hard for women to work. Giving women more control over their money is a key part of gaining gender equality. It helps women break out of loops of poverty, become independent, and fight against unfair financial differences between men and women. When women are given more power, they can spend in things like schooling, health care, and job chances. This makes

B. Economic challenges faced by women

Even though gender equality has come a long way, women still face many economic problems that make it hard for them to become financially independent. The pay gap between men and women is one of the biggest problems. On average, women make less than men for doing the same work. This pay gap makes it harder for women to save, spend, and build wealth over time, which creates financial problems that last their whole lives. Also, there are more women than men working low-paying, part-time, or informal jobs, which often offer fewer chances for career growth, job stability, and perks. Another big problem is getting praise. Women, especially those from disadvantaged groups, often have trouble getting loans or credit because lenders are biassed, they don't have long credit records, or they don't have enough security. Because they can't get to it, they can't start companies, put money into schooling, or buy homes, all of which are important ways to become financially independent. Figure 2 shows the economic problems women face, showing the problems and unfairness that they face. Additionally, women do more unpaid caregiving than men do, which can make it harder for them to fully join the job and build wealth.

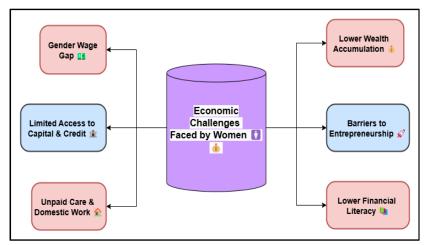


Figure 2: Illustrating the economic challenges faced by women

Also, cultural norms and social standards often make it harder for women to make good financial decisions. In many countries, women aren't told to take chances with money or handle the family budget, which limits their economic freedom. These hurdles, which are linked to each other, make it hard for women to be financially independent and safe.

C. Importance of financial independence and control over personal finances

Financial independence and control over personal finances are fundamental to women's empowerment and their ability to lead fulfilling lives. When women have control over their financial decisions, they are better able to achieve their goals, whether it be securing education, purchasing property, starting a business, or ensuring the well-being of their families. Financial independence provides women with the freedom to make choices without relying on others, whether it's family members or partners. This autonomy is crucial for escaping cycles of poverty and reducing dependency on male breadwinners, which can often perpetuate gender inequality. Moreover, financial independence allows women to take proactive steps in securing their future, particularly in planning for retirement, healthcare, and unforeseen emergencies.

5 Result and Discussion

A look at consumer rules and how they affect women's financial independence shows a mixed picture. Some rules, like those against discrimination and easier access to loans, have helped women get ahead financially, but there are still big problems. Problems like pay gaps, unfair credit checks, and laws that aren't enforced enough continue to make it hard for women to become financially independent. Moreover, the interaction between laws and social norms makes it even harder for women to fully control their own finances.

Table 2: Evaluation of Consumer Laws' Impact on Women's Financial Empowerment

Consumer Law Type	Effectiveness (%)	Impact on Women's Financial
-------------------	-------------------	-----------------------------------

		Independence (%)
Anti-Discrimination Laws	80	85
Credit Access Laws	66	70
Wage Equality Laws	83	80
Employment Protection Laws	60	65

The table 2 shows an analysis of different consumer rules and how they affect women's ability to get and keep money. Figure 3 shows a comparison of how well consumer rules work and how they affect women's freedom.

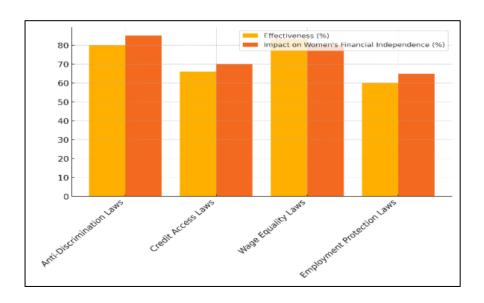


Figure 3: Comparison of Effectiveness and Impact of Consumer Laws on Women's Financial Independence

At 80%, anti-discrimination laws are the most successful. This is because they play a key part in making sure that everyone has the same chances in the job market and the financial markets, which has an 85% effect on women's ability to become financially independent. Figure 4 shows how consumer rules have changed over time in relation to women's freedom.

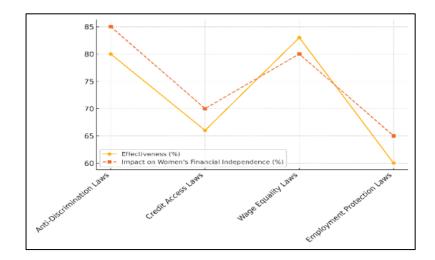


Figure 4: Trends in Effectiveness and Impact of Consumer Laws on Women's Financial Independence

These rules help lower hurdles based on gender, which gives women better chances to get loans and jobs. Credit Access Laws work pretty well (66% of the time) and have a 70% effect on women's ability to be financially independent. Figure 5 shows how consumer rules have affected freedom over time and how effective they have been overall.

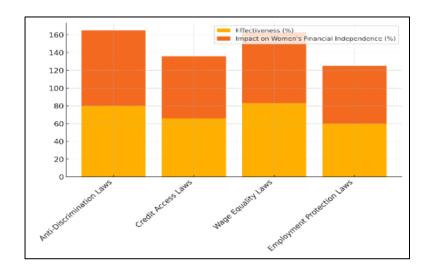


Figure 5: Cumulative Effectiveness and Impact of Consumer Laws on Women's Financial Independence

These rules have made it easier to get credit, but there are still problems, like the fact that loan standards are sometimes unfair to women. Wage equality laws work very well (83% of the time), which is in line with their 80% effect on financial freedom. These rules help close the pay gap between men and women, which increases women's ability to make money and move up in the job market.

Table 3: Women's Access to Financial Services Post-Law Implementation

Region	Access to Credit (Before Implementation) (%)	Access to Credit (After Implementation) (%)	Gender Wage Gap Reduction (%)
North America	50	80	25
Europe	55	85	30
Asia-Pacific	40	70	20
Sub-Saharan Africa	30	50	10

After important consumer rules were put into place, the table 3 shows how women's access to credit and the wage gap between men and women have improved.

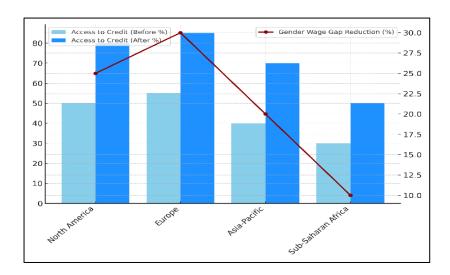


Figure 6: Impact of Policy Implementation on Credit Access and Gender Wage Gap Reduction

Figure 6 shows how policies affect getting credit and closing the wage gap. Access to credit rose from 50% to 80% in North America, and the wage gap between men and women shrunk by 25%. This is due to strong law changes that have given women more financial power.

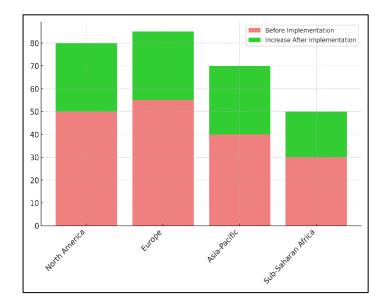


Figure 7: Increase in Credit Access Across Regions Before and After Policy Implementation

Europe has seen the most progress, with loan access rising from 55% to 85% and the wage gap closing by 30%. Figure 7 shows how easy it was for people in the area to get credit before and after the policy was put in place. This shows that complete policies aimed at gender equality are working. Access to credit rose from 40% to 70% in the Asia-Pacific region, and the wage gap shrunk by 20%, showing some progress. Sub-Saharan Africa made the least progress, with loan access going from 30% to 50% and the pay gap narrows by only 10%. This shows that law compliance and social hurdles still pose problems.

6. Conclusion

Many distinct approaches relate consumer regulations with women's financial independence. Correct application of consumer standards will significantly increase women's economic opportunities by ensuring equal access to loans, fair compensation, and security against unethical company activities. Still, gaps in statutory protections and societal barriers restrict women's financial freedom. Legal reforms by themselves won't provide women greater financial power; societal adjustments such as those pertaining to cultural standards that prevent women from making financial decisions also are much required. The key argument of this article was the requirement of consumer guidelines for women's financial potential and their need of change all around. We must improve present regulations, ensure their implementation, and educate people about money if we are to provide women greater financial power. Establishing legislation considering the particular difficulties women have in obtaining financial resources would also assist to bring the financial industry more in line between males and ladies. Ultimately, consumer policies granting women greater power are crucial not just for their personal financial stability but also for the expansion of society and the broader economy. Governments, the court system, and regular people must all work together to make sure that consumer rules are easy for everyone to understand and that they really help women become financially independent and fair.

ISSN: 1526-4726 Vol 5 Issue 2 (2025)

References

- 1. Al-Qahtani, M.M.Z.; Alkhateeb, T.T.Y.; Abdalla, M.A.Z.; Elsayed, S.A.M.; Ibrahim, E.M.M.; Mawad, G.S.E. The economic empowerment of saudi women in the light of saudi vision 2030. Asian Econ. Financ. Rev. 2020, 10, 1269–1279.
- 2. Ozili, P.K. Financial inclusion research around the world: A review. Forum Soc. Econ. 2021, 50, 457–479.
- 3. Daud, S.N.M.; Trinugroho, I. Financial inclusion, digital technology, and economic growth: Further evidence. Res. Int. Bus. Financ. 2024, 70, 102361.
- 4. Elmonshid, L.B.E.-F.; Yousif, G.M.A.; Sarabdeen, M.; Bilal, A.O.A. Financial inclusion and economic growth in Saudi Arabia: An empirical analysis. Int. J. Econ. Financ. Stud. 2022, 14, 218–238.
- 5. Fouejieu, A.; Sahay, R.; Cihak, M.; Chen, S. Financial inclusion and inequality: A cross-country analysis. J. Int. Trade Econ. Dev. 2020, 29, 1018–1048.
- 6. Bkhandari, M.P.; Shvindina, H.O.; Sahqani, G.; Paul, S.; Rai, M.; Vasylieva, T.A.; Buriak, A.V.; Kryvych, Y.M.; Lasukova, A.S.; Demikhov, O.I. Social Inequality as Global Challenge; CRC Press: Boca Raton, FL, USA, 2021.
- 7. Bhandari, M.P.; Hanna, S. Inequality—The Unbeatable Challenge; CRC Press: Boca Raton, FL, USA, 2022.
- 8. Shabir, S.; Ali, J. Determinants of financial inclusion across gender in Saudi Arabia: Evidence from the World Bank's Global Financial Inclusion survey. Int. J. Soc. Econ. 2022, 49, 780–800.
- 9. B. S. Madan, N. J. Zade, N. P. Lanke, S. S. Pathan, S. N. Ajani, and P. Khobragade, "Self-Supervised Transformer Networks: Unlocking New Possibilities for Label-Free Data," Panamerican Mathematical Journal, vol. 34, no. 4, pp. 194–210, Dec. 2024. https://doi.org/10.52783/pmj.v34.i4.1878
- 10. Aziz, F.; Sheikh, S.M.; Shah, I.H. Financial inclusion for women empowerment in South Asian countries. J. Financ. Regul. Compliance 2022, 30, 489–502.
- 11. Kazemikhasragh, A.; Cicchiello, A.F.; Monferrá, S.; Girón, A. Gender inequality in financial inclusion: An exploratory analysis of the Middle East and North Africa. J. Econ. Issues 2022, 56, 770–781.
- 12. Adera, A.; Abdisa, L.T. Financial inclusion and women's economic empowerment: Evidence from Ethiopia. Cogent Econ. Financ. 2023, 11, 2244864.
- 13. Sharma, B. (2022). A Study of Teachers' Human Rights Consciousness in Reference to Human Rights Education'. International Journal of Early Childhood Special Education, 14(1).
- 14. Sharma, B. (2016). JUDICIAL INTERPRETATION ON "RIGHT TO LIFE AND PERSONAL LIBERTY" UNDER ARTCLE 21 OF INDIAN CONSTITUTION. A Journal of Advances in Management IT & Social Sciences, 6(10), 1–10.
- 15. Saluja, O.B.; Singh, P.; Kumar, H. Barriers and interventions on the way to empower women through financial inclusion: A 2 decades systematic review (2000–2020). Humanit. Soc. Sci. Commun. 2023, 10, 148.
- 16. Ojo, T.A. Impact of Financial Inclusion on Women's Empowerment in South Africa: Perspectives and Lessons. In The Politics of Financial Inclusion of Women in South Africa: Evolution and Lessons; Springer: Berlin/Heidelberg, Germany, 2023; pp. 185–234.