



A Study of Working Women's Investment Behaviour

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ABSTRACT

Savings and investment are the first two steps in a positive cycle that leads to capital formation in a country. More than any other group of people, Indian households save money for their future. A woman's salary at the time was simply a secondary source of income. However, the importance of a woman's income has increased in contemporary culture. Women must invest in order for families to be able to handle the unforeseen catastrophes of life. Male and female investors behave differently, according to a number of research. Women's lower risk tolerance results in lower investment returns. The purpose of this paper is to examine the investing habits of affluent women. A variety of goods, including gold, mutual funds, loans, preferred shares, stock, investment trusts, policies, and cash accounts are all examined in terms of general knowledge and attitude in the study. The research has also made an effort to identify the variables that affect investors' decisions the most. Banks have relatively low risk factors for investments, followed by the post office and mutual funds, while mutual funds have significant danger factors.

KEY WORDS

Investment Behaviour, Working women, Types of investments.

INTRODUCTION

Investments are made with the intention of making money, saving for rainy days, protecting loved ones from financial hardship in the event of the investor's passing, funding one's own retirement, and ensuring the financial security of one's heirs in the unfortunate event of the investor's passing. The

investor has a wide range of investment options, which can be broadly divided into either investments that provide fixed income or assets that provide variable income. While returns on fixed income securities are predictable and consistent, returns on assets that offer variable income may vary significantly from year to year. Individual savings absorbers, consistent reserves, concessionary interest certifications, and the blog administrator's Karnataka PPF, rental properties, money for a child's education, inventories, index funds, the Regional Social Security system, healthcare, jewellery, and bonds are some of the terms mentioned by Vishal Krishna. This phrase describes the practise of setting money aside from any available resources for future usage once all current financial responsibilities have been satisfied. Investment, which is supported by individual income and savings, is essential to the economy because it promotes the production of new capital. The ability to save and invest a portion of one's income increases with income. To invest is to put money into an enterprise that has the potential to be profitable with the goal of increasing return on investment while lowering risk. Making investment decisions requires both art and science and can either be an exciting adventure or a difficult situation. The status of women has significantly improved during the last three decades. When it comes to making decisions about social, political, and economic issues, as well as getting a job and starting a family, women have the same rights as men. Women are increasingly making important financial decisions as more and more of them join the workforce. The fact that many working women save money, which they later invest in a variety of investment options, is beneficial to both the formation of capital in the economy and the advancement of the nation.

Objective of the Study

1. To examining the various financial techniques employed by working women.
2. To determine the optimal investment portfolio for women in the workforce.

Literature Review

According to (Kumar, S., et al., 2019), both sexes prefer stock investments, while women are generally more cautious than males since they place a larger value on insurance. Bonds and debentures are less popular among both sexes than other asset classes in modern society. Males and females choose substantially differently when given the identical set of investment possibilities.

The original investor's components should reflect the variables mentioned because (Silvester, M. et al., 2020) recognised that there are many factors to consider while financing, such as tax planning, investment protection, retirement incomes, etc.

Women have assumed greater control over investing decisions after becoming financially independent (Tauni, M. Z., et al., 2017). Additionally, it aids in keeping their investment alternatives open. Female consumers now view saving and spending as an expression of vanity and self-worth that should be respected, fosters confidence, and ultimately improves quality of life.

In their study, (Lourrine et al. 2017) discovered that women have particular difficulties choosing where to put their money. Women are more likely than men to invest in somewhat riskier investment options like the stock market, mutual funds, hedge funds, etc. when they have access to and utilise the internet and social media. The study also demonstrates that women who are less risk-averse are more likely to invest in secure options such term deposits with banks and provident funds.

(Jisha, 2017) The needs of working women investors are numerous and include, but are not limited to, the following: savings, security, appropriate interest, and asset appreciation. When choosing to deposit money, customers' top concern is protecting their funds from theft. held jobs in the private sector, per Venkateshraj's (2015) research. For them, gold is the go-to investment option. It is evident that mothers are investing their money to support the education, marriage, and fulfilment of their children. If they allocate a portion of their annual income to a business venture, women who work full-time may enhance their saving and investment practises. The findings show that people with higher earnings are more inclined to save money for investments.

Research Methodology

This study's main objective is to find out how working women may save money. The study's data collection was created by combining primary and secondary sources. The main data for this study came from a survey that was delivered to working women. Academic articles, books, websites, newspapers, and reports are just a few examples of the secondary data that was gathered as part of a literature review. Working women in the public and private sectors provided the information. 100 out of the 150 surveys that were distributed are returned as completed. We examined a total of 100 samples for this most recent examination. Adopted a simple convenience sampling technique.

Analysis of Data

Table 1: Members' judgement on their investment strategy

Investment portfolios	No. of respondents	Percentage
Banking deposit	35	35%
life assurance	15	15%
Jewellery	20	20%
Real estate	05	05%
Mutual funds	02	02%
postage costs	10	10%
Debt instruments	02	02%
Decided to share	02	02%
Chit funds	02	02%
Reimbursement	07	07%
Total	100	100%

(Source: Primary Data)

Graph 1: Investment portfolio decision of respondents

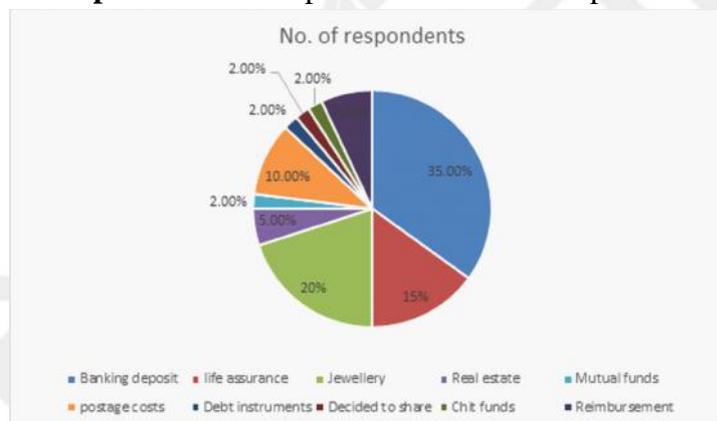


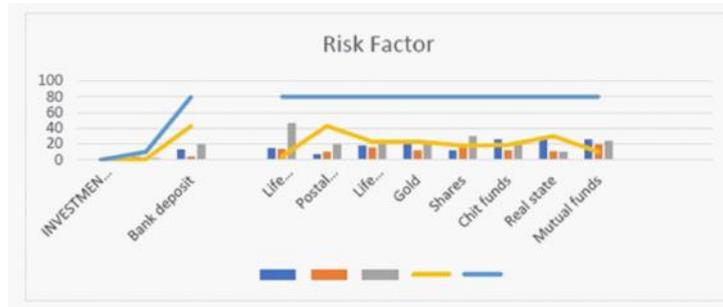
Table 2: Classification of Optimal portfolio taking into Account Adverse Outcomes

INVESTMENT PORTFOLIOS	Very High 4	High 3	Low 2	Very low 1	Total 10	$\frac{\sum(xiwi)}{\sum(wi)}$	Rank
Bank deposit	18	08	25	49	100	19.5	VI
Life insurance	15	18	45	22	100	22.6	IV
Postal Savings	09	12	35	44	100	18.6	VIII
Life insurance for family	04	25	30	40	100	19.1	VII
Gold	28	15	25	32	100	23.9	III
Shares	12	25	35	28	100	22.1	V
Chit funds	08	15	18	59	100	17.2	IX
Real state	35	14	09	42	100	24.2	II
Mutual funds	28	22	25	25	100	25.3	I

(Source: Primary Data)

The riskiest investment is one made in “managed funds,” which is placed I; it is followed by “unit trusts,” “samsung life,” and “genuine states.” This shows that the Bank deposit and postal savings has the lowest risk for investment.

Graph 2: Ranking of the Portfolios considering risk factors



Results

Women prefer to invest in low-risk or unknown products. Lack of information is the biggest barrier that prevents women from investing in dangerous companies. Several activities should have been carried out to increase awareness of the several investing possibilities available to working women.

CONCLUSION

The interviewees are largely conventional; 14.7% of them prioritise investing in post offices before schools. Users rate bond fund investing as a high-risk activity with a grade of I in the contributing factor.

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