



A Study On Investment Behavior Of Working Women

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Abstract

Capital creation in a nation is a virtuous cycle that begins with saving and continues with investing. When it comes to financial security, Indian families save more than any other group. Back then, a woman's salary was only a supplementary source of funds. The role of a woman's paycheck in modern society, however, has grown in significance. Investing on the part of women is essential so that families can deal with life's unexpected crises. Several studies have shown that male and female investors behave differently. Investment returns are lower for women because of their poor risk tolerance. This paper's goal is to look at sophisticated women's investment behaviours. The study examines general abilities of and attitude with regard to a variety of products, and also as gold, mutual funds, loans, preferred stock, stock, investment trusts, policies, and cash accounts. Also, the research has made an attempt to determine which factors have the most impact on investors' choices. The researcher concluded there are very low risk factors for investment is Banks and followed by post office and mutual funds has high risk for investment purpose.

Keywords: Investment Behavior, Working women, Types of investments.

Introduction

Investing is done for many reasons, including the hope of financial gain, the desire to build a nest egg for rainy days, the hope of protecting one's family from financial hardship in the event of the investor's death, and the hope of providing for one's own retirement and the financial security of one's heirs in the event of the investor's untimely demise. The investor has a wide variety of investment options, which may be roughly categorized as either fixed income bearing investments or assets giving variable income. The returns on investments that provide variable income might fluctuate widely from one year to the next, whereas returns on fixed income securities are predictable and stable. Individual savings adsorbs, regularly occurring reserves, concessionary interest accreditations, the blog supervisor's Karnataka Vishal Krishna, PPF, rental properties, funding for a kid's education, inventories, index funds, the Regional Social Security system, healthcare, jewellery, bonds (although that stockmarket is also not notably well-liked in Rajasthan), etc. (Tauni, M. Z., et al., 2017)

This term refers to the practice of putting money aside for future use from any available resources after all immediate financial obligations have been met. Investment, which is

fueled by personal income and savings, plays a critical role in the economy by encouraging the creation of new capital. The bigger one's income, the greater one's capacity to save and invest a portion of it. To invest is to put one's money into a potentially lucrative venture with the intention of maximizing one's return on investment while minimizing one's exposure to risk. Investment decision-making is both an art and a science, with the potential to be either a rewarding adventure or a stressful predicament. Within the previous three decades, there has been a dramatic improvement in women's position. Female has the same rights as males when it comes to deciding on matters of social, political, and economic importance, as well as to earning a job and establishing a family. As more and more women enter the workforce, they are increasingly making crucial choices about where to put their money. Capital creation in the economy and national progress are both aided by the fact that many working women save money, which they then invest in numerous investment opportunities. (Jisha, 2017)

Objective

- 1.Examining the varying investment strategies used by professional women.
- 2.In order to priorities the best investment portfolio for professional women.

Literature review

Investing in stock is favored by both gender, as described by (Kumar, S., et al.,2019) although women are more conservative investors than men since they also place a higher value on insurance. Both sexes in modern society are less likely to invest in bonds and debentures than in other asset classes. When presented with the same set of investing options, males and females make very different choices.

(Silvester, M. et al.,2020) acknowledged that there are numerous aspects to think about while financing, such as tax planning, investment protection, retirement earnings, etc., thus the original investor's components should represent the variables stated.

Since gaining financial independence, women have taken the lead in making investment decisions (Tauni, M. Z., et al.,2017). It also helps them keep their investing options open. Over time, female consumers have come to see spending and saving as a kind of vanity and self-esteem that deserves respect, boosts confidence, and ultimately alters the quality of life.

In their research, (Lourrine et al. 2017) found that women face unique challenges when deciding how to invest their money. Women who have access to and make use of the internet and social media are more likely to invest in somewhat risky investment avenues like the stock market, mutual funds, hedge funds, etc., than males who do not. The research also shows that women who are less willing to take financial risks are more likely to invest in safe options like bank term deposits and provident funds.

(Jisha, 2017) The working women who invest have a long list of needs that must be met by their funds, including but not limited to the following: savings, security, reasonable

interest, and asset appreciation. Customers' first priority when making a deposit decision is ensuring their money is safe from loss.

According to the research of (Venkateshraj, 2015), had jobs in the private sector. Gold is the default investment of choice for them. It's clear that women are putting their money into investments to help their kids go to college, get married, and have fulfilling lives. Women who work full-time may improve their savings and investing habits if they take a percentage of their yearly income and put it towards a business enterprise. According to the results, those with greater incomes are more likely to put money away for investment.

RESEARCH METHODOLOGY

The primary goal of this research is to examine how working women save money. Primary and secondary sources combined to form the study data set. This study's core data came from a survey sent to working women. Secondary data collected in the form of a literature survey, including but not limited to scholarly articles, textbooks, websites, newspapers, and reports. Information was collected from working women in both public and private sectors. We gather 80 completed surveys from a total of 100 sent out. For this last investigation, we analyzed a total of 80 samples. Adopted a straightforward method of convenience sampling.

ANALYSIS OF DATA

Table :1 Members' judgement on their investment strategy

Investment portfolios	No. of respondents	Percentage
Banking deposit	23	28.75%
Reimbursement	08	10.0%
postage costs	11	13.75%
life assurance	12	15.0%
Debt instruments	1	1.25%
Jewelry	20	25%
Decided to share	1	1.25%
Chit funds	1	1.25%
Real estate	2	2.50%
Mutual funds	1	1.25%
Total	80	100%

Source: Primary data

Graph 1: Investment portfolio decision of respondents

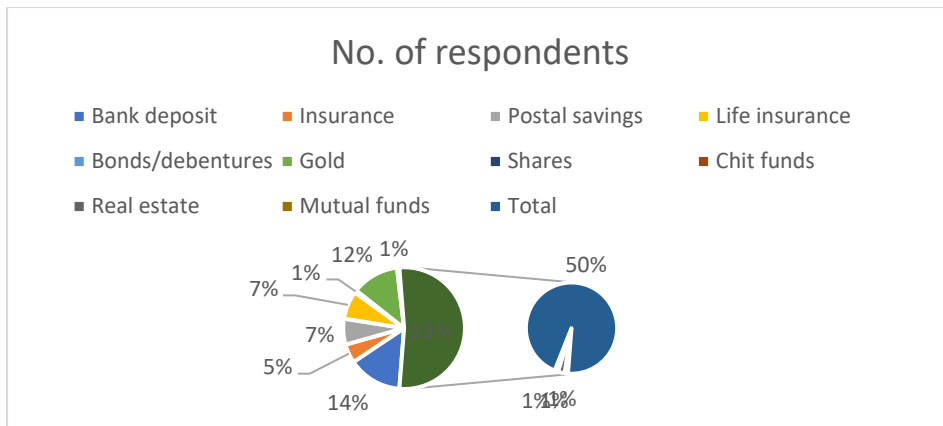


Table 1 reveals that 28.75% of interviewees have placed in bank accounts, whereas 25% have dabbled in metal, and 15.0% have chosen health insurance.

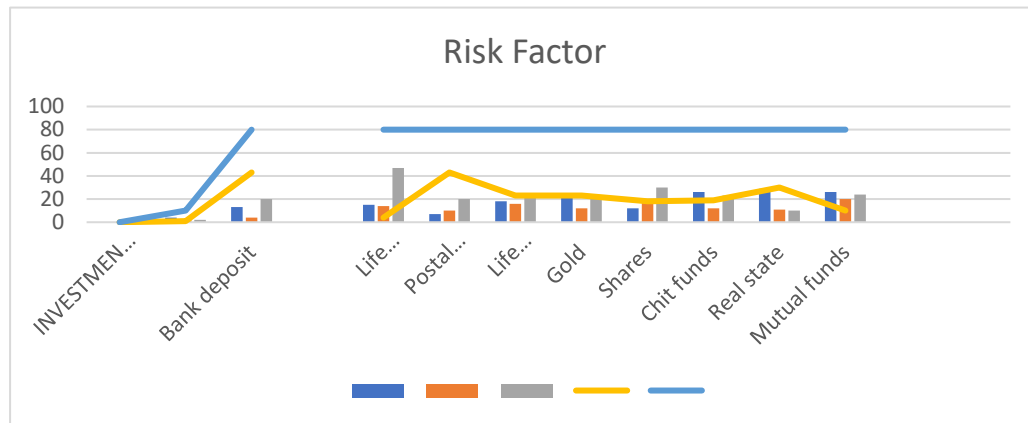
Table: 2 Classification of Optimal portfolio Taking into Account Adverse Outcomes

INVESTMENT PORTFOLIOS	Very High 4	High 3	Low 2	Very low 1	Total 10	$\frac{\sum(x_i w_i)}{\sum(w_i)}$	Rank
Bank deposit	13	4	20	43	80	14.7	VIII
Life insurance	15	14	47	04	80	20.0	III
Postal Savings	7	10	20	43	80	14.1	IX
Life insurance for family	18	16	23	23	80	18.9	VI
Gold	24	12	21	23	80	19.7	V
Shares	12	20	30	18	80	18.6	VII
Chit funds	26	12	23	19	80	20.5	II
Real state	29	11	10	30	80	19.9	IV
Mutual funds	26	20	24	10	80	22.2	I

Source: Primary data

The suggested retirement accounts are ranked in Table 2 for your convenience. The riskiest venture is one made in "managed funds," which is placed I, second 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 like making investments in low-risk or uncertainty options. The main reason why women avoid financing in risky ventures is a lack of knowledge. To raise knowledge of the many investing options available to working women, several actions should have been conducted.

Conclusion

The interviewees are fairly traditional, with 14.7% of them investing in schools first, then post offices. Bond fund investing is graded I in the contributing factor by users as a high-risk activity.

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