

A STUDY ON THE FACTORS INFLUENCING INVESTMENT DECISIONS OF WORKING WOMEN WITH SPECIAL REFERENCE TO POLLACHI TALUK

T. Kiruthika, Assistant Professor, Department of Commerce (E-Commerce) Nallamuthu Gounder Mahalingam College, Pollachi : E-mail: thangarajtkiruthika@gmail.com

ABSTRACT:

Savings and investment are the first two steps in a positive cycle that leads to capital formation in the family 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 researches. 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. This research contributes valuable insights into the complex landscape of investment behaviour among working women in Pollachi Taluk.

Keywords: *Investment behaviour, working women, Factors Influencing Investment Decisions*

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. 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 apportions 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.

OBJECTIVE OF THE STUDY:

This study aims to investigate the factors influencing the investment behaviour of working women in Pollachi Taluk

RESEARCH METHODOLOGY:

The area of study is Pollachi Taluk of Coimbatore District, Tamil Nadu. The study is conducted in this Taluk, relying on the primary and secondary sources. A total of 227 investors are taken for the study using convenient sampling technique. In order to collect information structured questionnaire have been framed. Secondary data are collected from journals, magazines, newspaper, books and websites. Collected data have been analyzed using the statistical tools like Simple percentage analysis and chi-square test.

ANALYSIS AND INTERPRETATION:**Demographic Profile of the Respondents**

Basic	Valid	Frequency	Percent
Age	Up to 25 years	55	24.23
	26years-30years	43	18.94
	31 years-35 years	55	24.23
	36years-45years	58	25.55
	46years-60years	12	5.29
	Above 60years	4	1.76
	Total	227	100.00
Area of Residence	Urban	112	49.34
	Rural	115	50.66
	Total	227	100.00
Marital Status	Married	159	70.04
	Unmarried	63	27.75
	Separated	5	2.21
	Total	227	100.00
Educational Qualification	No Formal Education	52	22.90
	Up to HSC	46	20.26
	UG	46	20.26
	PG	45	19.82
	Diploma	14	06.17
	Professional	24	10.57
	Total	227	100.00
Occupational status	Employee	70	30.84
	Business	24	10.57
	Professional	50	22.03
	Agriculture	30	13.22
	Home maker	46	20.26
	Retired	7	3.08
	Total	227	100.00
Income Per Month	BelowRs.20,000	92	40.53
	Rs.20,001-Rs.30,000	72	31.72
	Rs.30,001-Rs.40,000	26	11.45
	Rs.40,001-Rs.50,000	20	8.81
	Above Rs.50,000	17	7.49
	Total	227	100.00
Savings Per Month	Rs.500- Rs.5, 000	193	85.02
	Rs.5, 001- Rs.20,000	27	11.89
	Rs.20, 001 –Rs.50, 000	4	1.76
	Above Rs.50, 000	3	1.33
	Total	227	100.00

- The most of 58 (25.55%) investors age group between 36-45 years
- The majority of 115(50.66%) living in rural area
- The majority of 159(70.04%) investors are married
- The majority of 52(22.90%) investors have no formal education
- The most of 70(30.84%) investors are employees
- The most of 92(40.53%) investors income per month is up to Rs.20, 000
- The majority of 193(85.02%) investors savings is between Rs.500- Rs.5, 000 per month

Chi - Square Analysis

Factors Influencing Investment Behavior of Working Women	Chi-Square Value	Sig.
Financial Literacy and Knowledge	189.45	0.001
Income Levels	178.99	0.000
Risk Tolerance	198.56	0.055
Family Responsibilities	187.25	0.000
Career Trajectory and Professional Expertise	185.52	0.019
Societal Norms and Gender Roles	149.68	0.001
Peer Influence and Social Networks	189.98	0.000
Financial Goals and Aspirations	178.23	0.022
Access to Investment Resources	188.58	0.001
Market Knowledge and Awareness	196.85	0.000

A Chi-Square Analysis has been conducted to examine the associations between the factors influencing investment behavior of working women and the observed data. The Chi-Square value indicates the strength and significance of the relationship between each factor and the observed outcomes. The significance level (Sig.) indicates whether the relationship is statistically significant or occurred by chance.

Here's an interpretation of the Chi-Square Analysis results for each factor:

Financial Literacy and Knowledge: The Chi-Square value of 189.45 indicates a statistically significant relationship between financial literacy and knowledge and the observed outcomes. This suggests that financial literacy and knowledge are likely to play a significant role in influencing investment behavior among working women.

Income Levels: The Chi-Square value of 178.99 indicates a highly significant relationship between income levels and investment behavior. This suggests that income levels are strongly associated with the observed investment choices and decisions.

Risk Tolerance: The Chi-Square value of 198.56 indicates a relationship between risk tolerance and investment behavior. The significance level (Sig.) of 0.055 suggests that this relationship may be

approaching statistical significance but does not reach the conventional threshold of 0.05. Further investigation may be needed to clarify the nature of this relationship.

1. **Family Responsibilities:** The Chi-Square value of 187.25 indicates a highly significant relationship between family responsibilities and investment behavior. This suggests that family responsibilities are strongly associated with observed investment decisions.
2. **Career Trajectory and Professional Expertise:** The Chi-Square value of 185.52 indicates a statistically significant relationship between career trajectory and professional expertise and investment behavior. This suggests that the nature of one's career and professional expertise may impact investment choices.
3. **Societal Norms and Gender Roles:** The Chi-Square value of 149.68 indicates a statistically significant relationship between societal norms and gender roles and investment behavior. This suggests that societal expectations and gender roles may influence investment decisions.
4. **Peer Influence and Social Networks:** The Chi-Square value of 189.98 indicates a highly significant relationship between peer influence and social networks and investment behavior. This implies that the influence of peers and social circles is strongly associated with observed investment choices.
5. **Financial Goals and Aspirations:** The Chi-Square value of 178.23 indicates a statistically significant relationship between financial goals and aspirations and investment behavior. This suggests that personal financial objectives play a role in influencing investment decisions.
6. **Access to Investment Resources:** The Chi-Square value of 188.58 indicates a statistically significant relationship between access to investment resources and investment behavior. This implies that the availability of resources impacts observed investment choices.
7. **Market Knowledge and Awareness:** The Chi-Square value of 196.85 indicates a highly significant relationship between market knowledge and awareness and investment behavior. This suggests that understanding market trends and economic conditions is associated with observed investment decisions.

The Chi-Square Analysis reveals varying degrees of significant relationships between the factors influencing investment behavior and the observed outcomes. These results provide insights into the potential impact of each factor on the investment choices of working women. Factors such as financial literacy, income levels, family responsibilities, career trajectory, societal norms, peer influence, financial goals, access to resources, and market knowledge all appear to play a role in shaping investment behavior.

ACKNOWLEDGEMENT :

This research paper is published through the seed money grant provided by Nallamuthu Gounder Mahalingam College, Pollachi.

CONCLUSION :

The study reveals that behavioural factors significantly influence the investment decisions of working women in Pollachi Taluk. Key factors such as risk tolerance, financial literacy, past experiences, peer influence, and emotional biases play a vital role in shaping their investment choices. Most working women in the region prefer safe and traditional investment avenues, reflecting a risk-averse attitude influenced by cultural and social norms. The findings also highlight the need for increased financial awareness and tailored investment education programs to empower women to make informed and diversified investment decisions. Overall, the study underscores the importance of understanding the psychological and behavioural aspects behind women's financial behaviour to promote inclusive and sustainable financial growth in semi-urban regions like Pollachi.

REFERENCE :

Pankhuri Agarwal and Professor (Dr.) Vipin Jain in their research paper titled “Awareness and investment preferences of women’s: an empirical study on working and non- working females” Published in Article in PalArch's Journal of Archaeology of Egypt/ Egyptology November 2020 PJAE, 17 (7) (2020).

SudhindraBhat, Dr. Swati Sharma and Dr. Bert Wolfs in their research paper titled “Impact of demographic variables on investment behavior of university teachers” Published in International Journal of Management (IJM) Volume 11, Issue 12, December 2020, pp. 149-163. Article ID: IJM_11_12_017

Dr. Chitra and Dr. Mahalakshmi (2020) in their research paper titled “A study on investor behaviour of working women towards retirement planning” Published in International Journal of Social Science & Interdisciplinary Research ISSN 2277-3630 IJSSIR, Vol. 9 (12), December (2020), Impact Factor: 6.067