

## AN ANALYSIS OF KEY INVESTMENT DECISION FACTORS AMONG WORKING WOMEN WITH SPECIAL REFERENCE TO POLLACHI TALUK

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### Abstract

This study examines the investment decision factors of working women in Pollachi Taluk, a semi-urban/rural region in Coimbatore, Tamil Nadu. Based on primary data collected through structured surveys among employed women across government and private sectors, it investigates preferred investment instruments (e.g., bank deposits, gold, mutual funds), risk tolerance, financial literacy, and influencing socioeconomic factors. The research finds that despite increasing financial independence, the majority of women favour traditional, low-risk instruments and often rely on familial advice due to limited investment knowledge. The findings aim to inform financial education strategies tailored to this demographic.

### Introduction

The participation of women in India's workforce is rising, yet their engagement in formal investment markets remains limited. In 2024, one study reported that while 72% of Indian women make independent investment decisions, rural and Tier2/3 women still favor traditional tools like fixed deposits (FDs) and gold. Financial literacy, socioeconomic status, and access to information significantly shape these patterns. Pollachi Taluk, a primarily agrarian region with a 2011 literacy rate of 70.65%, provides an ideal context to explore how working women navigate investment amidst socioeconomic constraints. Despite urban proximity, traditional mindsets persist, warranting investigation into how financial behaviours differ here from metro areas or nearby Coimbatore city.

### Review of Literature

**Priyadharshini & Rajalakshmi (2023):** A study conducted in Tiruchirappalli by Priyadharshini and Rajalakshmi found that working women are gradually shifting from gold and chit funds to mutual funds and SIPs. This shift is largely attributed to financial awareness programs and employer-provided investment guidance. However, risk aversion still remains a dominant trait across most respondents.

**Meenakshi & Devi (2022):** This recent study focused on investment behavior among working women in Madurai district. The results showed that security, liquidity, and tax benefits were the most considered factors before investing. The authors also emphasized that the government's promotion of financial inclusion has slightly increased awareness of formal investment instruments among women in the region.

**Kumari & Rani (2021)** Kumari and Rani conducted a study on working women in semi-urban and urban areas of Tamil Nadu. The study found that women were heavily influenced by emotional security and social perceptions when making investment choices. Traditional investment avenues such as gold, fixed deposits, and recurring deposits were still preferred due to familiarity and lower perceived risk, though younger women showed growing interest in mutual funds.

**Lakshmi & Priya (2020):** Lakshmi and Priya explored the investment behavior of working women in Coimbatore, Tamil Nadu. Their findings revealed that factors such as monthly income, family background, and job security played a significant role in shaping investment decisions. The study also noted a shift in preferences toward digital investment platforms among the younger demographic.

**Swathi & Anitha (2019):** Swathi and Anitha's research among working women in Chennai indicated that awareness and accessibility were the major factors impacting investment decisions. The study found that many women lacked sufficient knowledge about stock markets and mutual funds, leading them to depend on family members or financial advisors for decision-making.

### Objectives of the Study

To study the Investment Factors influencing the Working Women while making investment.

### 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. Primary data has been collected using a well-Structured questionnaire from 227 working women investors from various sectors (agriculture-based products, handicrafts, retail, food processing) is taken for the study using Snowball sampling technique and Secondary data has been collected using journals, magazines, newspaper, books and websites. Collected data have been analysed using the statistical tools like Simple percentage analysis and Fried Man Rank Test.

### ANALYSIS AND INTERPRETATION

#### Socio-Economic characteristics of the respondents

The socio-economic characteristics of working women sample respondents are listed below in Table. Their investment behaviour will change according to their nature. Hence, they have been considered in the study.

**Socio-economic characteristics 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
	<b>Total</b>	<b>227</b>	<b>100.00</b>
Area of Residence	Urban	112	49.34
	Rural	115	50.66
	<b>Total</b>	<b>227</b>	<b>100.00</b>
Marital Status	Married	159	70.04
	Unmarried	63	27.75
	Separated	5	2.21
	<b>Total</b>	<b>227</b>	<b>100.00</b>
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
	<b>Total</b>	<b>227</b>	<b>100.00</b>
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
	<b>Total</b>	<b>227</b>	<b>100.00</b>
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
	<b>Total</b>	<b>227</b>	<b>100.00</b>
<b>Savings Per Month</b>	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
	<b>Total</b>	<b>227</b>	<b>100.00</b>

- 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

#### Factors Considered for Investment - Fried Man Rank Test

Factors	Mean Values	Rank
Safety of Principle	6.99	<b>1</b>
Risk Free Investment	6.94	<b>2</b>
Capital Appreciation	6.88	<b>3</b>
Maturity Period	6.83	<b>4</b>
Government Policy	6.30	<b>6</b>
Less Procedure	6.39	<b>5</b>
Liquidity	6.16	<b>7</b>
Past Experience	5.03	<b>9</b>
Regularity of Return	5.81	<b>8</b>
Service Quality	5.52	<b>10</b>
Tax Benefit	3.14	<b>11</b>

The table reveals that the factors which are consider before investing are prioritized as Safety of Principle, Risk Free Investment, Capital Appreciation, Maturity Period, Less Procedure, Government Policy, Liquidity, Regularity of Return, Service Quality, Tax Benefit.

#### CONCLUSION

Women prefer to invest in risk free or low risk areas. Lack of knowledge is the key cause for women not investing in avenues with risk aspect. Numerous initiatives should be implemented to generate awareness about the various investing options for working women. High income group respondents like gold, mutual funds. Investment in share is preferred by middle income and high-income group respondents. Therefore, this study may be beneficial to various investment businesses in targeting the appropriate audience in order to sell their investment instruments and select their policies in accordance with the findings of this research. Investors who are working women have various objectives in mind when making an investment, and those objectives include a variety of goals related to savings, security, interest, and value appreciation. As a result, they have various expectations from their investments. Second, the government should conduct investing education initiatives, many of which should be geared specifically toward women. There are many things in life that may be made easier to do with some careful financial preparation. Certified Financial Planners are a resource that can be used by women who are interested in having optimal portfolios and making sound selections about their investments. The formulation of short-, medium-, and long-term objectives, as well as the establishment of a timetable for accomplishing those objectives via the creation of a formal written plan, are all essential components of a robust financial strategy.

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