

**AN ANALYTICAL STUDY ON THE SOURCES OF INVESTMENT INFORMATION  
AMONG WORKING WOMEN INVESTORS**

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**Abstract**

In today's dynamic financial landscape, access to accurate and timely information is crucial for making informed investment decisions. This study aims to analyse the primary sources of investment information among working women investors and assess the level of influence each source has on their financial behaviour. Based on data collected from 227 respondents, the study explores both traditional media (newspapers, magazines, TV, radio) and modern channels (internet, social media), along with interpersonal sources such as family, friends, colleagues, and financial advisors. The findings reveal that personal sources like friends (50.66%) and family members (47.57%) play a significantly higher role in influencing investment decisions than digital platforms or expert opinions. While television and newspapers still hold relevance, modern digital platforms are yet to gain full trust among women investors. The study concludes that awareness initiatives and financial literacy programs should leverage these trusted interpersonal networks to enhance women's investment participation.

**Keywords:** Working Women Investors, Investment Information Sources and Financial Decision-Making

**Introduction**

Investment behaviour is shaped by multiple factors, with the source of information playing a pivotal role in how individuals perceive risk, evaluate opportunities, and make financial decisions. For working women—who juggle career responsibilities alongside household duties—access to credible investment information is especially important. As financial markets become increasingly complex, women investors must rely on a mix of sources ranging from traditional media to digital content and interpersonal advice. This study investigates how working women acquire investment-related knowledge, focusing on the frequency and reliability of different information sources such as newspapers, television, the internet, social media, brokers, friends, and relatives. With rising financial independence among women, understanding their information preferences offers valuable insights for policymakers, financial institutions, and educators to design better awareness and investment tools. This paper also highlights the need to bridge the digital gap in financial information accessibility for women in semi-urban and rural regions.

**Review of Literature**

In a study across 200 women investors in Dakshina Kannada,

**Deviprasad (2025)** found moderate financial literacy and a strong preference for safe investment options. The research also highlights a disconnect between knowledge and actual investment behaviour, influenced by low self-efficacy and behavioural biases.

**Chandresh and Thakur (2024)** examine the knowledge-behaviour gap by studying the relationship between financial literacy and investment decisions among Indian women. Their findings indicate that even when women possess financial knowledge, behavioural and social factors often inhibit informed investment decisions

**Choudhary & Kamboj (2022)** emphasized the growing but cautious use of internet and social media by women investors. While awareness is increasing, concerns about misinformation lead many women to prefer recommendations from known sources.

**Bansal and Kumar (2021)** found that while digital platforms are becoming more popular among urban investors, women continue to depend more on interpersonal sources like relatives and agents due to trust and simplicity.

**Agarwal & Jain (2020)** Agarwal and Jain (2020) examined the awareness and investment preferences of working and non-working women, revealing that working women are more influenced by colleagues and friends compared to digital or institutional sources.

### Objective of the Study

To identify the major sources of investment information utilized by working women investors.

### 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.

### SOURCE OF INFORMATION

The table below shows that, the classification of investors based on the source of investment where they get their ideas for investment and the classification are Newspaper, Magazines, Television, Radio, Banners and Posters, Brokers and Agents, Family Members, Relatives, Friends, Colleagues, Expert Opinion and Internet, social media.

**Table**

Sources of Information	Number of Investors(N=227)		
	High	Medium	Low
Newspaper	100	74	53
	(44.05%)	(32.60%)	(23.35%)
Magazines	27	123	77
	(11.89%)	(54.19%)	(33.92%)
Television	97	74	56
	(42.73%)	(32.60%)	(24.67%)
Radio	36	85	106
	(15.86%)	(37.44%)	(46.70%)
Banners and Posters	65	100	62
	(28.64%)	(44.05%)	(27.31%)
Brokers and Agents	57	103	67
	(25.11%)	(45.37%)	(29.52%)
Family Members	108	87	32
	(47.57%)	(38.33%)	(14.10%)
Relative	91	97	39
	(40.09%)	(42.73%)	(17.18%)
Friends	115	83	29
	(50.66%)	(36.56%)	(12.78%)
Colleagues	78	91	58
	(34.36%)	(40.09%)	(25.55%)
Expert Opinion	46	93	88
	(20.26%)	(40.97%)	(38.77%)
Internet and Social Media	50	86	91
	(22.03%)	(37.88%)	(40.09%)

### Newspaper

From the above table shows that, out of 227 investors, 100(44.05%) investors get high information through newspaper, 74(32.60%) investors get medium level of information and the remaining 53(23.35%) investors get low level of information from Newspaper.

### **Magazines**

Out of 227 investors, 72(11.89%) investors get high level of information through magazines, 123(54.19%) investors get medium level of information and the remaining 77(33.92%) investors get low level of information from Magazines.

### **Television**

Out of 227 investors, 97(42.73%) investors get high information, 74(32.60%) investors get medium level of information and the remaining 56(24.67%) investors get low level of information from Television.

### **Radio**

Out of 227 investors, 36(15.86%) investors get high information, 85(37.44%) investors get medium level of information and the remaining 106(46.70%) of investors get low level of information from Radio.

### **Banners and Posters**

Among 227 investors, 65(28.64%) investors get high level of information, 100(44.05%) investors get medium level of information and the remaining 62(27.31%) investors get low level of information from Banners and Posters.

### **Brokers and Agents**

Out of 227 investors, 57(25.11%) investors get high level of information, 103(45.37%) investors get medium level of information and the remaining 67(29.52%) investors get low level of information from Brokers and Agents.

### **Family Members**

Out of 227 investors, 108(47.57%) investors get high level of information, 98(38.33%) investors get medium level of information and the remaining 32(14.10%) investors get low level of information from the Family Members.

### **Relatives**

Among 227 investors, 91(40.09%) investors get high level of information, 97(42.73%) investors get medium level of information and the remaining 39(17.18%) investors get low level of information from the Relatives.

### **Friends**

From the 227 investors, 115(50.66%) investors get high level of information, 83(36.56%) investors get medium level of information and the remaining 29(12.78%) investors get low level of information from the Friends.

### **Colleagues**

Out of 227 investors, 78(34.36%) investors get high level of information, 91(40.09%) investors get medium level of information and the remaining 58(25.55%) investors get low level of information from Colleagues.

### **Expert Opinion**

Among 227 investors, 46(20.26%) investors get high level of information, 93(43.97%) investors get medium level of information and the remaining 88(38.77%) investors get low level of information from Experts.

### **Internet and Social Media**

Out of 227 investors, 50(22.03%) investors get high level of information, 86(37.88%) investors get medium level of information and the remaining 91(40.09%) investors get low level of information from Internet and Social Media.

### **Conclusion**

The study clearly indicates that working women investors prefer interpersonal sources—particularly friends and family—over formal media and expert opinions when it comes to investment information. Despite the increasing availability of digital platforms, traditional and personal communication channels still dominate the decision-making landscape. This preference can be attributed to trust, accessibility, and the influence of familiar individuals. However, the relatively low reliance on internet and expert advice signals a potential area for improvement through targeted

financial literacy and empowerment programs. Enhancing digital awareness, building trust in online financial platforms, and increasing women's exposure to expert knowledge can play a key role in transforming their investment behaviour. The study concludes that a blended approach, combining community-based financial education with digital outreach, can significantly improve women's participation and confidence in financial markets.

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