

**PROBLEMS AND BARRIERS IN INVESTMENT PRACTICES AMONG WORKING  
WOMEN INVESTORS: AN EMPIRICAL STUDY**

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

**ABSTRACT:**

This research investigates the procedural, informational, and structural barriers faced by working women investors in India. With a sample of 227 respondents, the study explores key obstacles such as cumbersome processes, low interest rates, delayed processing, lack of information, liquidity constraints, and unfriendly customer service. A majority of women expressed frustration over procedural complexities and service-related delays. The analysis reveals the extent and intensity of these concerns, highlighting patterns across demographic groups. By identifying the most pressing issues, the study aims to inform financial institutions and regulators to design more accessible investment services. Recommendations include streamlining procedures, improving transparency, offering tailored information support, and enhancing customer service. Addressing these barriers can encourage higher participation and confidence among women investors, thereby promoting financial inclusion.

**Keywords:** Women Investors, Investment Barriers, Procedural Challenges, Financial Inclusion

**INTRODUCTION:**

Despite rapid financial inclusion, many working women investors continue to encounter multiple challenges in accessing and managing investment products. These barriers—ranging from procedural complexity and delay in processing to low returns and lack of customer-friendly attitudes—can significantly affect investment participation and satisfaction. Drawing on responses from a structured survey of 227 working women investors, this study examines the prevalence and intensity of these difficulties. It categorizes issues such as cumbersome procedures, inadequate liquidity, lack of transparency, high penal charges, and limited access to information. Understanding these barriers is critical for policymakers, financial service providers, and investor education initiatives aiming to enhance women's investment engagement. By identifying key friction points and their demographic profile, the study seeks to contribute actionable insights toward creating more inclusive and supportive investment environments for working women.

**REVIEW OF LITERATURE:**

**Ponnuraj et al. (2025)** used empirical methods to uncover deficiencies in financial inclusion and barriers hindering working women's investment participation. They highlight the need for personalized advisory services and digital access to bridge gaps in knowledge and engagement

**A World Bank feature (2025)** outlines barriers including limited capital access, social norms, and systemic exclusion in financial systems—barriers that equally affect women investors even outside entrepreneurship contexts

**Banerjee et al. (2025)** analyze how traditional gender norms and societal expectations operate as structural barriers in women's investment choices and preferences for sustainable or conventional investments

**Harshini et al. (2024)** examined investment perception among Indian women, noting that perceived complexity, risk aversion, and social influence significantly deter adoption of broader investment avenues

**Objectives of the Study:**

To identify the key problems and barriers faced by working women investors in managing financial investments

# 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

# PROBLEMS FACED BY THE WOMEN INVESTORS:

The table below shows the classification of investors based on the problems faced by the investors and the classifications are Cumbersome Procedure, Delay in Processing, Interest is Low, Lack of Customer Friendly Attitude, High Penal Charges, Lack of Information, Long Lock-in-Period, Liquidity, Free Transfer of Accounts, Withdrawal Facility, Terms and Conditions of Scheme adopted, Switch over Facility, Premature Closure.

**Table**  
**PROBLEMS FACED BY WOMEN INVESTORS**

Problems	Number of Investors(N= 227)				
	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
Cumbersome Procedure	80	93	31	22	1
	(35.24%)	(40.97%)	(13.66%)	(9.69%)	(0.44%)
Delay in Processing	28	132	54	12	1
	(12.33%)	(58.15%)	(23.79%)	(5.29%)	(0.44%)
Interest is Low	58	84	75	-	10
	(25.55%)	(37.00%)	(33.04%)	(0.00%)	(4.41%)
Lack of Customer Friendly Attitude	39	96	50	33	9
	(17.18%)	(42.29%)	(22.03%)	(14.54%)	(3.96%)
High Penal Charges	44	61	91	22	9
	(19.38%)	(26.88%)	(40.09%)	(9.69%)	(3.96%)
Lack of Information	41	73	63	37	13
	(18.06%)	(32.16%)	(27.75%)	(16.30%)	(5.73%)
Long Lock-in-Period	37	71	77	33	9
	(16.30%)	(31.28%)	(33.92%)	(14.54%)	(3.96%)
Liquidity	41	68	70	41	7
	(18.06%)	(29.96%)	(30.84%)	(18.06%)	(3.08%)
Free Transfer of Accounts	54	70	58	38	7
	(23.79%)	(30.84%)	(25.55%)	(16.74%)	(3.08%)
Withdrawal Facility	49	63	59	49	7
	(21.59%)	(27.75%)	(25.99%)	(21.59%)	(3.08%)
Terms and Conditions of Scheme Adopted	48	66	75	28	10
	(21.15%)	(29.07%)	(33.04%)	(12.33%)	(4.41%)
Switch Over Facility	41	69	67	40	10
	(18.06%)	(30.40%)	(29.52%)	(17.62%)	(4.41%)
Premature Closure	32	63	69	44	19
	(14.10%)	(27.75%)	(30.40%)	(19.38%)	(8.37%)

**CUMBERSOME PROCEDURE:**

From the above table shows that, out of 227 investors 80(35.24%) investors are strongly agree, 93(40.97%) investors are agree, 31(13.66%) investors are neither agree nor disagree, 22(9.69%) investors are disagree and the remaining 1(0.44%) investor are strongly disagree with cumbersome procedure problems.

**Delay in Processing:**

From 227 investors, 28(12.33%) investors are strongly agreed, 132(58.15%) investors are agreed, 54(23.79%) investors are neither agree nor disagree, 12(5.29%) investors are disagreed and the remaining 1(0.44%) investor are strongly disagreed with problem of delay process.

**Interest is Low:**

Among 227 investors, 58(25.55%) investors are strongly agreed, 84(37.00%) investors are agreed, 75(33.04%) investors are neither agree nor disagree and the remaining 10(4.41%) investors are strongly disagreed with the problem of low interest.

**Lack of Customer Friendly Attitude:**

Among 227 investors, 39(17.18%) investors are strongly agreed, 96(42.29%) investors are agreed, 50(22.03%) investors are neither agree nor disagree, 33(14.54%) investors are disagreed and the remaining 9(3.96%) investors are strongly disagreed with lack of customer friendly attitude problems.

**High Penal Charges:**

From 227 investors, 44(19.38%) investors are strongly agreed, 61(26.88%) investors are agreed, 91(40.09%) investors are neither agree nor disagree, 22(9.69%) investors are disagreed and the remaining 9(3.96%) investors are strongly disagreed with problem of high penal charges.

**Lack of Information:**

Among 227 investors, 41(18.06%) investors are strongly agreed, 73(32.16%) investors are agreed, 63(27.75%) investors are neither agree nor disagree, 37(16.30%) investors are disagreed and the remaining 13(5.73%) investors are strongly disagreed with lack of information problems.

**Long Lock-in-Period:**

Out of 227 investors, 37(16.30%) investors are strongly agreed, 71(31.28%) investors are agreed, 77(33.92%) investors are neither agree nor disagree, 33(14.54%) investors are disagreed and the remaining 9(3.96%) investors are strongly disagreed with long lock-in-period problems.

**Liquidity:**

Among 227 investors, 41(18.06%) investors are strongly agreed, 68(29.96%) investors are agreed, 70(30.84%) investors are neither agree nor disagree, 14(18.06%) investors are disagreed and the remaining 7(3.08%) investors are strongly disagreed with problems of liquidity.

**Free Transfer of Accounts:**

Out of 227 investors, 54(23.79%) investors are strongly agreed, 70(30.84%) investors are agreed, 58(25.55%) investors are neither agree nor disagree, 38(16.74%) investors are disagreed and the remaining 7(3.08%) investors are strongly disagreed with free transfer of accounts problems.

**Withdrawal Facility:**

Among 227 investors, 49(21.59%) investors are strongly agreed, 63(27.75%) investors are agreed, 59(25.00%) investors are neither agree nor disagree, 49(21.59%) investors are disagreed and the remaining 7(3.08%) investors are strongly disagreed with problems of withdrawal facility.

**Terms and Conditions of Scheme Adopted:**

From 227 investors, 48(21.15%) investors are strongly agreed, 66(29.07%) investors are agreed, 75(33.04%) investors are neither agree nor disagree, 28(12.33%) investors are disagreed and the remaining 10(4.41%) investors are strongly disagreed with terms and conditions of scheme adopted problems.

**Switch over Facility:**

Among 227 investors, 41(18.06%) investors are strongly agreed, 69(30.40%) investors are agreed, 67(29.52%) investors are neither agree nor disagree, 40(17.62%) investors are disagreed and the remaining 10(4.41%) investors are strongly disagree with switch over facility problems.

**PREMATURE CLOSURE:**

Out of 227 investors, 32(14.10%) investors are strongly agreed, 63(27.75%) investors are agreed, 69(30.40%) investors are neither agree nor disagree, 44(19.38%) investors are disagreed and the remaining 19(8.37%) investors are strongly disagreed with problems of premature closure.

**CONCLUSION:**

This study confirms that working women investors encounter significant barriers—including cumbersome procedures, delays, inadequate information, low returns, high penalties, and limited liquidity. These challenges often discourage participation and hinder optimal investment behavior. Particularly high agreement levels on procedural complexity and service delays suggest systemic flaws in existing investment platforms. Moreover, informational gaps and unfriendly customer service exacerbate feelings of mistrust and discomfort among women investors. To foster greater inclusion, financial institutions must simplify procedures, improve transparency, offer accessible customer support, and provide women-centric financial literacy tools and advisory services. Through policy reform and targeted institutional practices, these barriers can be reduced, boosting confidence and participation among working women in investment markets.

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