

FACTORS REFLECTING ON WORKING WOMEN RELATED TO INVESTMENT - A STUDY

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Abstract

Investment is defined as any action taken today with the goal of producing a project later on. It is also referred to as the connection between harvesting returns and saving money. All of the savings must be meaningfully invested in order to promote economic growth. How much of a person's total savings are invested, how often they invest, what financial instruments they use, and how risk averse they are all indicators of their investing behavior. People should be aware of all the investment options when making financial decisions. Through middlemen like banks, brokers, credit unions, insurance providers, and lenders, investments are made indirectly. Financial success will result from investing funds in the appropriate instrument at the appropriate time for the appropriate duration. Investing is a craft.. Investment is an art and science, key to successful investment is focused and effective investment planning.

Keywords- Investment, Money, Savings,

Introduction

As the world changes, women want to be financially independent and actively involved in all spheres of life, including politics, media, science, technology, and education. Women nowadays are adept at juggling both their personal and professional lives. They are now self-sufficient financially. More than ever before, they have greater earning potential and financial decision-making power. Despite this, women's earnings are always viewed as an additional source of income for the family. Everyone agrees that women and children in the family are consumers rather than producers. Over time, the overall characteristics of women's investment preferences have changed. Working women have access to a wide range of investment options, including mutual funds, stocks, insurance, children's education plans, banks, gold, real estate, and post services, with varying goals like income stability, security, appreciation, and profit. However, a number of factors influence their investment choices, including their level of risk tolerance, the influence of friends and family, their income, expenses, savings, and their awareness and knowledge of different investment products. Due to a variety of factors, including the safety of investments, consistent income streams, tax savings, job security, retirement benefits, and more, each working woman's investment behavior is unique. However, they should be aware of their financial needs and different investment plans in order to make the right choice. They can make significant and audacious investment decisions and safeguard their future if they thoroughly educate themselves about investment opportunities and the returns that can be obtained from them. The current study focuses on the investment behavior of Indian working women with regard to different investment options. The study's conclusions

can help the government, bankers, and financial institutions launch new investment plans and create develop strategies for making women more aware about various investment options.

Empowering Working Women: Factors Influencing Investment Decisions

Benefits of Investing for Working Women

1. Financial Independence: Investing helps working women achieve financial independence and security.
2. Retirement Planning: Investing for retirement ensures a comfortable post-work life.
3. Wealth Creation: Investing can help working women build wealth over time.

Challenges Faced by Working Women in Investing

1. Limited Financial Knowledge: Many working women lack financial literacy, making it difficult to invest confidently.
2. Risk Aversion: Women tend to be more risk-averse, which can limit investment returns.
3. Time Constraints: Balancing work and family responsibilities leaves little time for investment research and management.
4. Societal and Cultural Barriers: Women may face societal pressure to prioritize family needs over personal financial goals.

Investment Options for Working Women

1. Mutual Funds: Diversified investment portfolios with professional management.
2. Exchange-Traded Funds (ETFs): Flexible, low-cost investment options.
3. Stocks: Equities offer potential for long-term growth.
4. Bonds: Fixed-income investments provide stable returns.
5. Real Estate: Investment in property can provide rental income and capital appreciation.

Tips for Working Women to Start Investing

1. Start Small: Begin with a manageable investment amount.
2. Educate Yourself: Learn about investment options and risk management.
3. Set Financial Goals: Define investment objectives and risk tolerance.
4. Diversify: Spread investments across asset classes.
5. Seek Professional Advice: Consult a financial advisor for personalized guidance.

Resources for Working Women Investors

1. Financial Advisors: Professional guidance for investment decisions.

2. Online Investment Platforms: Convenient, low-cost investment options.
3. Financial Education Websites: Resources for learning about investing and personal finance.
4. Investment Communities: Social media groups and online discussion boards for female investors. The role of women in financial management and investment decision-making has grown in importance as their employment rate continues to rise. Nonetheless, working women encounter particular difficulties that may influence their investment decisions. The main elements influencing working women's investment decisions will be examined in this article.

1. Financial Literacy

When making investment decisions, financial literacy is a crucial component. Investment products may intimidate working women with little financial expertise, making them doubt their capacity to make wise choices. Programs for education and awareness can close this knowledge gap and give women the confidence to manage their money.

2. Risk Tolerance

Compared to men, women are typically more risk averse, which may influence the investments they make. Working women may choose lower-risk investments like bonds or fixed deposits because they value stability and security more than possible returns. Women can evaluate their risk tolerance and develop individualized investment plans that strike a balance between risk and return with the assistance of financial advisors.

3. Time Constraints

Working women often juggle multiple responsibilities, including family and career obligations. Time constraints can limit their ability to research and monitor investments, leading to a reliance on convenient, low-maintenance investment options. Digital investment platforms and mobile apps can help alleviate time constraints, providing easy access to investment information and management tools.

4. Financial Goals

Financial objectives for working women frequently include emergency savings, retirement planning, and family and educational costs. Women may look for investments that fit with their values and goals, so these goals may have an impact on their investment choices. Women can work with financial advisors to develop personalized investment plans that take into account their particular priorities and financial objectives.

5. Social and Cultural Factors

Working women's investment choices may be influenced by social and cultural elements like cultural norms and family expectations. Women might experience pressure to put their families' needs ahead of their own financial objectives, or they might be impacted by societal perceptions of investing. Programs for financial education and awareness can assist women in overcoming social barriers and gaining confidence in their investment choices.

6. Access to Information

Working women's investment decisions can be greatly impacted by their access to trustworthy investment resources and information. Women may base their investment decisions on social networks, internet research, or financial advisors. In order to support working women's financial empowerment, financial institutions and organizations can play a critical role in offering easily accessible, objective investment education and information.

Scope for Further Research

In the future, it may be possible to compare the investment behavior of working women in India and other nations. Comparative research on the mindset, attitudes, and perceptions of working women investors in India and overseas has a lot of room as well. The different schemes that the government, bankers, and financial institutions have introduced can be compared based on factors like age, occupation, and marital status in order to obtain additional funds. There is room for more research into creating tools specifically for women to use their savings to boost the economy.

Objective

- To understand the investment habits of working women.
- To study the investment avenues preferred by working women

To find priority factors for investment like returns, risk, safety, liquidity, maturity of investment.

RESEARCH METHODOLOGY

Examining how working women save money is the main objective of this study. The study data set was compiled from both primary and secondary sources. The primary source of data for this study was a survey given to working women. Scholarly articles, textbooks, websites, newspapers, and reports are just a few examples of the secondary data gathered through a literature survey. Working women in the public and private sectors provided the information. Out of the 100 surveys that were distributed, we collect 160 completed ones. We examined 160 samples in total for this final study. used a simple convenience sampling technique.

ANALYSIS OF DATA

Table :1 Members' judgement on their investment strategy

Investment portfolios	No. of respondents	Percentage
Banking savings	46	28.75%
Postal Savings	16	10.0%
postage costs	22	13.75%
Life Insurance	24	15.0%

Shares	2	1.25%
Jewelry	40	25%
House	2	1.25%
Private Chit	2	1.25%
Land purchase	4	2.50%
Mutual funds	2	1.25%
Total	160	100%

Source: Primary data

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	$\frac{\sum(xiwi)}{\sum(wi)}$	Rank
Bank Savings	26	8	40	86	160	14.7	VIII
Life insurance	30	28	94	8	160	20.0	III
Postal Savings	14	20	40	86	160	14.1	IX
Life insurance for family	36	32	46	46	160	18.9	VI
Jewelry	48	24	42	46	160	19.7	V
Shares	24	40	60	36	160	18.6	VII
Private Chit	52	24	46	38	160	20.5	II
Land Purchase	58	22	20	60	160	19.9	IV
Mutual funds	52	40	48	20	160	22.2	I

Source: Primary data

Table 2 provides you with a convenient ranking of the recommended retirement accounts. Investing in "managed funds" is the riskiest option, followed by "unit trusts," "samsung life," and "genuine states." This demonstrates that the least risky investment options are bank deposits and postal savings.

Results

Investing in low-risk or uncertain options appeals to women. Lack of knowledge is the primary reason why women steer clear of funding risky endeavors. A number of activities ought to have been carried out in order to increase awareness of the various investment options accessible to working women.



Conclusion

A wide range of complex factors, such as financial literacy, risk tolerance, time constraints, financial goals, social and cultural factors, and information accessibility, affect working women's investment decisions. Financial institutions, organizations, and advisors can create focused programs and services to help working women's financial empowerment and investment confidence by knowing these factors. Giving working women the confidence to manage their money and investments can benefit families, communities, and the economy as a whole in addition to individuals.

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