

AN ANALYSIS OF INVESTING HABITS AMONG WORKING WOMEN

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Abstract

A nation's saving rate and investment rate form a positive feedback loop that leads to increased capital formation. Indian families are the most financially secure in the world because they save more than anyone else. A woman's salary was secondary to the breadwinner's income in those days. However, a woman's earnings have gained prominence in the modern world. Women's savings are crucial for helping their families weather the inevitable storms of life. Investing styles of men and women have been found to differ in numerous studies. Women's lower risk tolerance leads to lower investment returns. The purpose of this paper is to analyse the investment habits of financially savvy women. Researched goods include gold, mutual funds, loans, preferred stock, stock, investment trusts, policies, and cash accounts, among others. In addition, the study has attempted to identify the most influential elements in the decision-making process of investors. According to the study's findings, the investment risk associated with banks is exceptionally low, while that associated with the post office and mutual funds is relatively high.

Keywords: *Working women, different types of investments, and investment behavior.*

Introduction

Investors put money away for a variety of reasons, including the possibility of future gain, the desire to prepare for unexpected expenses, the desire to safeguard the investor's loved ones from financial hardship in the event of the investor's death, and the investor's desire to secure his or her own retirement and the future of the investor's heirs. There is a wide range of investment opportunities open to the investor; these can be thought of as either fixed income bearing investments or assets giving variable income, with the former offering more stable and predictable returns year over year and the latter offering greater potential for annual volatility. The blog administrator's Karnataka savings, typical reserves, concessionary interest accreditations, and frequency of occurrence The Regional Social Security system, healthcare, jewellery, bonds (although that stockmarket is also not

particularly well-liked in Rajasthan), index funds, Vishal Krishna, rental properties, funding a child's education, etc (Tauni, M. Z., et al., 2017)

The term "savings" refers to the act of setting aside a portion of one's income or other resources for later use, once one's immediate monetary needs have been met. Capital expenditure, which is personal consumption, which is supported by income and savings, is a key driver of economic growth because it inspires the accumulation of new capital. An individual's ability to save and invest grows in tandem with their income. Investing entails placing one's money into a venture with the hope of earning a profit while reducing losses as much as possible. Making wise investment choices can be both an exciting adventure and a stressful ordeal, depending on how well you apply the art and science behind it. Women's rights have come a long way in the last thirty years. A woman has the same opportunities as a man to pursue her education, find gainful employment, start a family, and vote on issues of public and economic significance. Women are increasingly making important financial decisions as they enter the workforce. Many working women save money, which they invest in a variety of opportunities, contributing to economic growth and national progress. (Jisha, 2017)

OBJECTIVES

1. How different types of investors view and handle the finances of their careers.
2. The best investment portfolio for successful women should be prioritised.

Review of the Literature

Research by (Kumar, S., et al., 2019) shows that stock investing is popular amongst both sexes, with the exception that women tend to be more conservative investors than men because they also place a higher value on insurance. In today's society, both sexes are less likely to put their money into bonds and debentures than they are into other types of investments. Men and women make very different decisions when given the same set of investment opportunities.

Many factors, including tax planning, investment protection, retirement earnings, etc., should be taken into account by the original investor (Sylvester, M. et al., 2020), so the original investor's components should reflect these considerations.

Women have taken the reins when it comes to investing decisions ever since they achieved economic independence (Taunt, M. Z., et al., 2017). As an added bonus, this allows them to keep their investment doors open. Women have evolved to view frugality as a form of vanity and self-esteem that improves their confidence and, ultimately, their quality of life.

Female investors face distinct difficulties, according to study results (Lorraine et al., 2017). When compared to men, women are more likely to put money into somewhat risky investment options like the stock market, mutual funds, hedge funds, etc. if they have access to the internet and use social media. The study also found that women who are less risk-tolerant with their money are more likely to put their money into secure vehicles like bank term deposits and provident funds.

(Jisha, 2017) A wide variety of goals, such as savings, security, and a comfortable standard of living, are important to the working women who invest earnings and capital growth. Depositors' top concern should be the security of their funds.

Research by (Venkateshraj, 2015) shows that a sizable percentage of the population actually does work in the private sector. They prefer to invest in gold as a safe haven option. It's obvious that moms are investing in their kids' futures so they can afford to send them to college, get them married, and give them happy lives. Women who work full-time may benefit from better savings and investment practises if they set aside a portion of their annual income for a business venture. The findings suggest that higher-income individuals are more likely to save some of their money for the future.

RESEARCH METHODOLOGY

The primary focus of this investigation is on how professional women put money away for the future. The information for this study came from both primary and secondary resources. An online survey administered to professional women provided the bulk of the information for this study. The information was gathered from secondary sources such as academic journals, textbooks, websites, newspapers, and reports. Women in the public and private sectors who are currently employed were surveyed. From a pool of 100 questionnaires, we collect 80 that were filled out. A total of eighty samples were analyzed in this most recent study. Simple convenience sampling strategies were used for the study.

ANALYSIS OF DATA

Table: 1. How members feel about their investment plan

Investment portfolios	No. of respondents	Percentage
Banking deposit	23	28.75%
Reimbursement	08	10.0%
postage costs	11	13.75%
life assurance	12	15.0%
Debt instruments	1	1.25%
Jewelry	20	25%
Decided to share	1	1.25%
Chit funds	1	1.25%
Real estate	2	2.50%
Mutual funds	1	1.25%
Total	80	100%

Source: Primary data

Graph 1: Investment portfolio decision of respondents

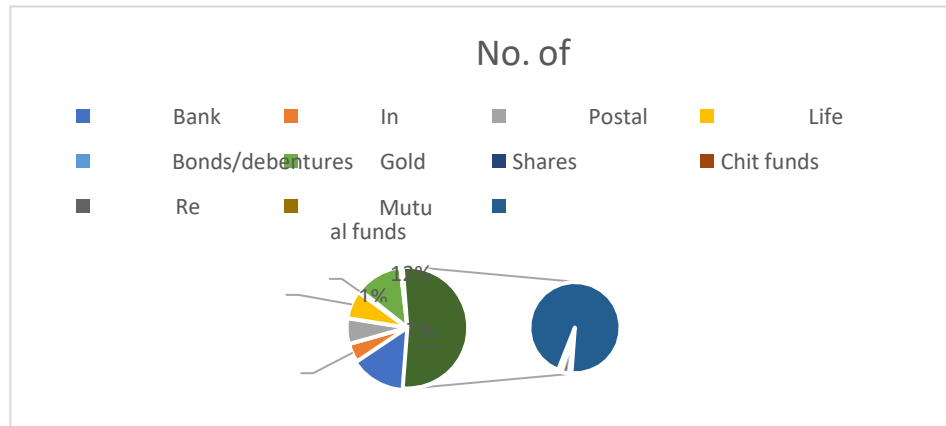


Table 1 reveals that 28.75% of interviewees have placed in bank accounts, whereas 25% have dabbled in metal, and 15.0% have chosen health insurance

Results

In terms of investing, women tend to favour low-risk or unclear options. As a result of their ignorance, women tend to avoid taking part in financially risky ventures. Many steps would have been useful in educating working women about the various investment opportunities they have at their disposal.

Conclusion

Respondents are rather conventional, with 14.7 percent stating that they would rather spend money on schools than post offices. Users have rated bond fund investing as Contributing Factor I (high risk)

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