



## INVESTMENT PROFILE OF WORKING WOMEN OF HYDERABAD KARNATAKA REGION

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### ABSTRACT

*21st century and Indian women have come a really long way in terms of empowerment and leaving their signs in the country. The status of women in India has been subject to many great changes over the few millennia. Today's women are outpacing men in several areas and have high offices including that of the president, Prime Minister, Chief Ministers and Governors of the states. There are 42.8% women who earn equal to or more than their husbands. Surprisingly investing is one such area which still proves gender gap between men and women. Because, still there are women outside with low confidence and believe they have less knowledge about finance than men when it comes to investing. Few literatures on women finance activities evidenced women consistently score lower than men on measures of involvement in financial activities, and this gender-based gap can negatively impact the financial well-being of women. In this regard, a study has been taken up to analyse the investment profile of working women with special reference to Hyderabad Karnataka Region of Karnataka. The study was descriptive in nature since it describes investment profile of the working women of Hyderabad Karnataka region. The study has conducted with the sample size of 480, selected using convenient sampling method. The findings of the study revealed that the investment profile of the investors is being influenced by varieties of factors.*

**KEY WORDS:** *Investment, Investment Profile, Investment Behaviour, Working Women etc.*

### INTRODUCTION

21st century and Indian women have come a really long way in terms of empowerment and leaving their signs in the country. The status of women in India has been subject to many great changes over the few millennia. Today's women are outpacing men in several areas and have high offices including that of the president, Prime Minister, Chief Ministers and Governors of the states. There are 42.8% women who earn equal to or more than their husbands. Surprisingly investing is one such area which still proves gender gap between men and women. Because, still there are women outside with low confidence and believe they have less knowledge about finance than men when it comes to investing. Few literatures on women finance activities evidenced women consistently score lower than men on measures of involvement in financial activities, and this gender-based gap can negatively impact the financial well-being of women.

However, few studies have been carried out on gender differences in investment behaviour and women investment behaviour, it was evidenced from those studies that women are more risk averse than men and thus when it comes to investing they invest more conservatively and less in amounts than men, frequency of investment in female is lesser when compared to the male (Dr. Monica Sharma, 2013)<sup>43</sup>. Working

women are conservative in nature. And they lack the knowledge needed to make proper decision about their finance (Juwairiya P P, 2014)<sup>44</sup>. Social norms, family responsibilities have negative impact on investment activities of women (Diana J Beal et. al., 2015)<sup>45</sup>. But, it is important to note that the studies on gender differences in investing have been mostly concentrated on data from developed countries, especially from the U.S. And it is widely acknowledged that women in developed countries differ drastically in many aspects, such as beliefs, life styles, behaviours, habits, personal characteristics, etc. and it may be expected that investment attributes of women living in developed countries differ from investment attributes of women living in the emerging and developing country like INDIA, where the status of women is typical. In this regard study on Investment Profile of Working women of Hyderabad Karnataka Region will be a beacon light in exploring the brief investment profile of the working women of Hyderabad Karnataka Region.

### LITERATURE REVIEW

L.M.A. Preethi and Dr. Magesh Kuttalam (2015)<sup>6</sup> found the variation in investment pattern based upon demographic and personality factor. This study has been conducted among the commerce and business administration department faculties who were working in the colleges of Tirunelveli city. It has been found out in this study that based upon

demographic and types of personalities, the investment pattern tends to vary. To determine the type of personality of the investors Myer's brig test indicator was used

Brahmabhatt and P.S Raghu Kumari (2014)<sup>7</sup> carried out an exploratory study to analyse the investor behaviour on selection of investment avenues. The study found that majority of female investors is unaware of investment opportunities available in stock market and have very less knowledge of managing their income and financial assets. Among the selected female investors many were financial illiterates, and hence their financial decisions were depended on their family and professionals. The study also attempted to examine the impact of demographical factors on the selection of investment avenues; among all the demographical factors age had significant influence on selection of investment avenues by the female investors.

The study conducted by Khoa Cuong Phan and Jian Zhou (2014)<sup>8</sup> hypothesised that an individual's investment intention is significantly affected by his attitude towards investment, subjective norm and perceived behavioural control. After analysing 472 individual investors comprising both the genders, the study reported that gender has a strong moderation affect in the relations between the psychological 36 factors and the attitude towards investment, between the attitude and behavioural intention, between subjective norms and behavioural intention as well as between perceived behavioural control and behavioural intention of Vietnamese individual investors.

The findings of the study conducted by Dr. K. Ravichandran (2013)<sup>9</sup> stated that most of the investors wanted to invest in short term funds since the liquidity and income level of those instruments is high. The investment decisions of the investors are highly influenced by their friends and family members. The study found that age has significant impact on risk perception on the investors. All capital market investment avenues are perceived to be risky by the age old investors. But the younger generation investors are willing to invest in capital market instruments and that too very highly in Derivatives segment. The study stated that most of the investors suffer lack of knowledge about derivative instruments. Even though the knowledge of the investors in the Derivative segment is not adequate, they tend to take decisions with the help of the brokers or through their friends and were trying to invest in this market.

Prof. Gouri Prabhu and Dr. N M Vechalekar (2013)<sup>10</sup> have conducted a study to examine the perception of Indian investors towards investment in mutual funds. The study found the lack of awareness among investors towards investment in mutual funds with special focus on Monthly income plan funds. The majority of the investors who have invested in various schemes of mutual funds were between the age group of 20 to 55 and income level between 30,000 - 70,000. The study also found the diversification of portfolio and tax benefits were the main objectives of investors who have invested in mutual funds. As per the authors the investors who had investments in mutual funds were having average investment knowledge about availability of investment avenues.

Geetha, N., & Ramesh, M. (2012)<sup>11</sup> stated that demographic factors such as gender, age, education, occupation, income, savings and family size have significant influence on selection of time horizon for investments, Choice of investment source, frequency of investment and analytical

abilities. According to the study, except family size, all other demographic factors have significant influence on sources of investment awareness and information used by the investors. Absolute relationships have existed 37 between all demographic factors and frequency of investment. The study stated that majority of the investors prefer to invest towards insurance, Post office savings and bank deposit which is bearing very low risk.

Ramanujam, K., & Devi, K. (2012)<sup>12</sup> have observed that certain demographical factors like education level, awareness about the financial system, age of investors make significant impact while making choice of investment patterns for investment. It is also observed by them that level of income influences the investment decisions significantly. Higher income group shows relatively high preference towards investment in share market, conversely lower and average income group shows keen preference towards insurance and banks as the most preferred investment avenues.

## OBJECTIVES OF THE STUDY

1. To gain insight about investment profile of Working Women
2. To analyse the investment profile of working women of Hyderabad Karnataka Region
3. To identify the factors influencing investment profile of working women of Hyderabad Karnataka Region

## RESEARCH METHODOLOGY

Type of Research: Descriptive

Research Design: Descriptive Research Design

## SAMPLING DESIGN

Type of Universe – Infinite

Sampling Unit – Hyderabad Karnataka Region (covering six districts namely Bellary, Bidar, Gulbarga, Yadgiri, Raichur and Koppal).

Sampling Element – Working Women

Sampling Method – Convenient Sampling Method

Sample Size – 480

## BRIEF PROFILE OF HYDERABAD KARNATAKA REGION

Hyderabad Karnataka Region is the name given to the area which was the part of erstwhile Hyderabad province before the formation of new state. When the new state of Mysore (Presently known as Karnataka) was formed in 1956, Kannada speaking areas of Hyderabad province were added to the new state. These areas came to be known as Hyderabad Karnataka Region later on. At present, the Hyderabad Karnataka region includes the six districts namely Bellary, Bidar, Kalaburagi (Gulbarga), Yadgir, Raichur, and Koppal Covering 44145 sq. km. which account for 23.02 percent of the total geographical area of the Karnataka state.. The following table gives the idea of the districts included in the Hyderabad Karnataka Region (HKR) and the area covered by them respectively.

## BRIEF DEMOGRAPHICAL PROFILE OF SELECTED WORKING WOMEN

Previous behavioural studies proved that the personal characteristics of respondents influence significantly their investment decisions. Recalling this, the researcher collected demographic data of respondents on age, marital status, level of education, occupation, monthly income and family size and assessed impact of these factors on investment behaviour of working women.

**Table No. 1 - Demographical Profile of the selected Working Women**

ID	Age	Frequency	%
1	Below 20 years	0	0
2	20-30 years	302	62.90
3	30-45 years	124	25.80
4	45 years and above	54	11.30
	<b>Total</b>	<b>480</b>	<b>100</b>
ID	Marital Status	Frequency	%
1	Unmarried	190	39.6
2	Married	274	57.1
3	Divorcee	6	1.3
4	Widowed	10	2.1
	<b>Total</b>	<b>480</b>	<b>100</b>
ID	Level of Education	Frequency	%
1	Below SSLC	66	13.8
2	PUC	42	8.8
3	Bachelor Degree	208	43.3
4	Post Graduation	156	32.5
5	Any other technical education	8	1.7
	<b>Total</b>	<b>480</b>	<b>100</b>
ID	Occupation	Frequency	%
1	Government employee	196	40.80
2	Private employee	86	17.90
3	Self employed	134	27.90
4	Professional	64	13.30
	<b>Total</b>	<b>480</b>	<b>100</b>
ID	Monthly Income	Frequency	%
1	Below 10000	168	35.00
2	10000- 25000	146	30.40
3	25000-50000	158	12.10
4	50000 and above	108	22.50
	<b>Total</b>	<b>480</b>	<b>100</b>
ID	Family Size	Frequency	%
1	Below 2 members	46	9.60
2	2 – 5 members	358	74.60
3	6 – 8 members	54	11.30
4	8 and above	22	4.60
	<b>Total</b>	<b>480</b>	<b>100</b>

Source: Field Survey

**Table No. 2**  
**Descriptive statistics of Demographic Factors of selected Working Women**

ID	Factors	Descriptive Statistics							
		Mean	Median	Mode	Max.	Min.	S. D	Skew.	Kurt.
1	Age of the Respondents	2.48	2	2	2	4	.690	1.095	-.113
2	Marital Status	1.66	2	2	1	4	.613	.907	2.366
3	Level of Education	3	3	3	1	5	1.016	-.688	-.283
4	Occupation	2.14	1	1	1	4	1.097	.334	-1.310
5	Monthly Income	2.22	2	1	1	4	1.151	.452	-1.240
6	Family Size	2.11	2	2	1	4	.617	1.108-	2.601

Survey: Field Survey

Table no. 2 provides the descriptive statistics of the demographical profile of the respondents. Mean Mode, Maximum and minimum, standard deviation, Skewness and Kurtosis values were used for descriptive analysis.

**Age of the respondents:** The mean value 2.48 indicates that the average ages of the respondents lie between 20 and 30 years, where the majority of the respondents belong to the same group as indicated by the Mode value of 2. The minimum age of the respondents was 20 to 30 years and the maximum was 45 and above. Standard deviation indicates the actual age of the respondents which may vary from .690 with that of

the average age. The shape of the distribution is highly skewed as indicated by the value 1.095. Since the mean value is greater than Median the shape of the distribution is negative i.e., Platykurtic, as indicated by the value -.113.

**Marital Status:** Majority of the respondents were Married as evidenced by the mode value of 2 with the standard deviation of 0.613. The shape of the distribution is moderately skewed with the positive value 0.907. The distribution is also Leptokurtic as indicated by the kurtosis value of 2.366.

**Level of Education:** The average level of education of investors was Bachelor degree as indicated by the mean and mode value of 3 with the standard deviation of 1.016. The sample includes all the type of respondents with different level of education as indicated by the minimum and maximum values. The shape of the population is negatively skewed, and Platykurtic.

**Occupation:** Majority of the respondents were government employees yielding regular income. The sample included respondents belonging to different type of occupation. The shape of the distribution is moderately skewed as indicated by the value 0.334. The type of distribution is flat (Platykurtic) as indicated by the value - 1.310.

**Monthly Income:** the average income level of the respondents 10000 to 25000. And majority of the respondents

belong to the same income level with the standard deviation of 1.151. The shape of the distribution is moderately skewed and Platykurtic.

**Family Size:** the average family size of the respondents is 2 to 5 members. The sample included respondents including all sizes of family with the standard deviation of 0.617. The shape of the distribution is negatively skewed, highly Platykurtic.

**Investment Profile–** investment profile can be defined as individual preference towards investment decisions. Which includes selection of type of avenues, time horizon(short term trading or long term trading), sectoral preference, frequency and mode of investment, investment strategies etc. The brief Investment Profile of the selected Working women is presented as follows:

**Table no.3 - Investment Profile of the selected Working Women**

ID	Average Gross Annual Income	Frequency	%
1	Below 2 lakhs	242	50.40
2	2-5 Lakhs	98	20.40
3	5-8 Lakhs	62	12.90
4	8 Lakhs and above	98	16.30
<b>Total Number of cases</b>		<b>480</b>	<b>100</b>
ID	Monthly Savings	Frequency	%
1	Below 5000	270	56.30
2	5000 to 10000	110	22.90
3	10000 to 20000	632	6.70
4	20000 and above	68	14.20
<b>Total Number of cases</b>		<b>480</b>	<b>100</b>
ID	Monthly Investment	Frequency	%
1	Below 5000	320	66.70
2	5000 to 10000	108	22.50
3	10000 to 20000	28	5.80
4	20000 and above	24	5.00
<b>Total Number of cases</b>		<b>480</b>	<b>100</b>
ID	Sources of Investment	Frequency	%
1	Savings	350	72.90
2	Borrowings	4	0.80
3	Both	126	26.30
<b>Total Number of cases</b>		<b>480</b>	<b>100</b>
ID	Investment Experience	Frequency	%
1	Below 2 years	226	47.10
2	2 - 5 years	134	27.90
3	5- 10 years	72	15.0
4	10 years and above	48	10.0
<b>Total Number of cases</b>		<b>480</b>	<b>100</b>
ID	Mode of Investment	Frequency	%
1	Offline	318	66.3
2	Online	90	18.8
3	Both	72	15.0
<b>Total Number of cases</b>		<b>480</b>	<b>100</b>
ID	Frequency of Investment	Frequency	%
1	Daily	10	2.1
2	Monthly	224	46.7
3	Quarterly	40	8.3
4	Half yearly	68	14.2
5	Yearly	138	28.8
<b>Total Number of cases</b>		<b>480</b>	<b>100</b>
ID	Saving Habit	Frequency	%
1	I save after spending	226	47.1
2	I spend after saving	154	32.1
3	I have consistent level of saving irrespective of spending	100	20.8
<b>Total Number of cases</b>		<b>480</b>	<b>100</b>

Source: Field Survey

## Multi Criteria Decision Analysis (Rank Ordering) of Data based on Weighted Mean Values

Multi criteria decision making is a process of screening, prioritizing, ranking or selecting the alternatives based on human judgment from the finite set of decision alternatives in terms of multiple usually conflicting criteria. Ranking under Multi criteria decision making model can be done by using many methods. One of the most meaningful and popularly used methods is ranking the alternatives based on mean values. In the present study weighted mean values of the conflicting criteria were used to rank the alternatives.

Popularity of Investment Avenue among investors, investor preference towards choice of investment, objectives of investment, sectoral preferences, risk return perception towards varieties of investment factors and demoting factor to make investments are ranked based on the responses given by the investors. Few responses were dichotomous and few were in likert scale type, weighted mean values were used for ranking.

**Table No. 4 Ranking of level of Awareness towards various investment avenues by the working women**

ID	Awareness	Yes		NO		WMV	Ranks
		F	%	F	%		
1	Bank deposits	478	99.60	2	0.40	1	I
2	Post office deposits and savings	362	75.40	118	24.60	0.75	II
3	Insurance	348	72.50	132	27.50	0.73	III
4	Real estates	122	25.40	358	74.60	0.25	VIII
5	Mutual funds	190	39.60	290	60.40	0.4	VI
6	Equity and stock market instruments	40	8.30	440	91.70	0.08	IX
7	Money market instruments(CD's, CP,s & notes)	30	6.30	450	93.80	0.06	XI
8	Derivative instruments (options, Futures)	32	6.70	448	93.30	0.07	X
9	Government securities	220	45.80	260	54.20	0.46	V
10	Bonds and Debentures	142	29.60	338	70.40	0.3	VII
11	Gold/Silver/other metals	258	53.80	222	46.30	0.54	IV

Source: Field Survey

The above table depicts the ranking of investment avenues from most popular to least popular among working women. The table is self explanatory however; a few significant figures are explained. Bank deposit was ranked as top I popular avenues, by the working women. Post office

deposits and insurance were ranked as II and III popular avenues respectively. Gold/silver/other materials, Government Securities and Mutual funds were the next popular avenues with ranks of IV, V and VI respectively. Money market instruments were the last popular avenue among working women.

**Table No. 5 Ranking of Sources of Financial Information on which Working Women depend on**

ID	Sources of Financial Information	F	%	WMV	Ranks
1	Financial advisor	24	5.00	0.05	V
2	Internet	30	6.30	0.06	IV
3	Newspaper and magazines	90	18.80	0.19	II
4	Friends, colleagues and family members	286	59.60	0.60	I
5	TV/Radio/other media	40	8.30	0.08	III
6	Investment clubs or workshops	6	1.30	0.01	VI
7	Other sources	4	0.80	0.01	VI

Source: Field Survey

Working women depended on various sources of financial information for making financial decisions. As per the opinions of the working women, Friends, colleagues and family members were the number as top I source of financial information on

which working women depend on. News paper magazines, TV/radios/other Media and Internets were ranked as II, III and IV respectively.

**Table No. 6 Ranking of choice of investment avenues by the working women**

ID	Awareness	Yes		NO		WMV	Ranks
		F	%	F	%		
1	Bank deposits	454	94.6	26	5.4	0.95	I
2	Post office deposits and savings	354	73.8	126	26.3	0.74	II
3	Insurance	236	49.2	244	50.8	0.49	III
4	Real estates	58	12.1	422	87.9	0.12	VI
5	Mutual funds	58	12.1	422	87.9	0.12	VI
6	Equity and stock market instruments	16	3.3	464	96.7	0.03	VIII
7	Money market instruments(CD's, CP,s & notes)	10	2.1	470	97.9	0.02	IX
8	Derivative instruments (options, Futures)	16	3.3	464	96.7	0.03	VIII
9	Government securities	88	18.3	392	81.7	0.18	V
10	Bonds and Debentures	48	10.0	432	90.0	0.1	VII
11	Gold/Silver/other metals	130	27.1	350	72.9	0.27	IV

Source: Field Survey

As evidenced by the above table Bank deposits were regarded as Number I area where the majority of the working women invested in. Post office savings and insurance were the next two avenues in which the working women have

invested in with the ranks of II and III respectively. IV and V investment areas by the working women were Gold/Silver and other metals and government securities respectively.

**Table No. 7 Ranking of Investment Preferences by the working women**

ID	Investment Preferences	Yes		No		WAM	Ranks
		F	%	F	%		
1	Bank deposits	442	92.1	38	7.9	0.92	I
2	Post office deposits and savings	368	76.7	112	23.3	0.77	II
3	Insurance	300	62.5	180	37.5	0.62	III
4	Real estates	156	32.5	324	67.5	0.32	V
5	Mutual funds	118	24.6	362	75.4	0.25	VI
6	Equity and stock market instruments	86	17.9	394	82.1	0.18	IX
7	Money market instruments(CD's, CP,s & notes)	58	12.1	422	87.9	0.12	X
8	Derivative instruments (options, Futures)	58	12.1	422	87.9	0.12	X
9	Government securities	114	23.8	366	76.3	0.24	VII
10	Bonds and Debentures	108	22.5	372	77.5	0.23	VIII
11	Gold/Silver/other metals	236	49.2	244	50.8	0.49	IV

Source: Field Survey

The above table shows the ranking of investment preferences by the working women. The table is self explanatory however, a few figures are explained. As per the mean values, Bank deposits followed by post office deposits

were regarded as the most preferred investment avenues by the working women. Insurance and Gold/silver/other metals and Real estate's were ranked as III, IV and V avenues preferred by the working women.

**Table No. 8 Ranking of Sectoral Preferences by the working women**

ID	Sectoral Preference	F	%	WMV	Ranks
1	Consumer staples	230	47.9	0.48	4
2	Energy sector	298	62.1	0.62	3
3	Banking and financial sector	402	83.8	0.84	1
4	Healthcare sector	310	64.6	0.65	2
5	Industrials	186	38.8	0.39	6
6	Information technology	194	40.4	0.4	5
7	Material sector(automobiles, engineering and construction)	164	34.2	0.34	8
8	Telecom sector	180	37.5	0.38	7
9	Utilities	140	29.2	0.29	9
10	Other sectors	0	0	0	-

Source: Field Survey

Ranking Sectoral preferences by the working women can be seen from the above table. As per the table Banking and financial sector top preferred sector investment by the working women. Secondly, Healthcare sector, thirdly Energy

sectors were preferred by the investors. Consumer staples and information technology sectors were regarded as IV and V preferred sectors by the working women respectively.

**Table No. 9 Ranking of Investment objectives of the Working women**

ID	Investment Objectives	WMV	Ranks
1	Regular Income	3.95	III
2	Capital Appreciation	3.77	V
3	Speculative profit	3.97	II
4	Safety	4.01	I
5	Liquidity	3.65	VII
6	Tax Benefits	3.71	VI
7	Hedge against inflation	3.55	VIII
8	Retirement plan	3.95	III
9	Children's education and marriage	3.89	IV

Source: Field Survey

The above table shows rank orders of investment objectives of the investors. Safety was regarded as prime objective of investment by the investors. Profit making was regarded as the next important objective of investment by the investors. Regular income and Children's education were

regarded as III and IV important objectives of their investment. Hedge against inflation was regarded as the last objective of investment as evidenced by their least mean value.

## FINDINGS OF THE STUDY

### Findings on Demographical profile the respondents

1. Frequency distribution and descriptive statistics showed that, all working women with the different age groups have involved in investment activities with varied degrees. Among all the age groups, Working women between the age group of 20-30 are actively involved in investment activities.
2. The information elicited relating to marital status of working women depicts that 57.1% of working women investors were married followed by 39.6% were unmarried. It is evidenced from these figures that marriage brings more responsibility and accountability, as most of the working women investors were married. It has been found in the survey that single were not interested in investment activities
3. Nearly half of the selected working women were qualified with Bachelor Degree. Highly Educated working women actively participated in investment activities.
4. Women working at Government sector are highly involved in investment activities followed by self employed women.
5. There were majority of investors whose monthly income was less than 10000 followed by working women with the income level between 10000-25000
6. The average family size of the working women was 2 – 5 members.

### Findings on Investment profile of the respondents

7. More than 50% of working women investors' gross annual income was below 2 lakhs.
8. Savings are the most important source of investment, it has been found in the study that more than 50% of the respondents save less than 5,000 per month.
9. Since more than 50% of the respondents save less than 5,000 per month the average investment of majority of the working women was less than 5,000
10. The selected working women were highly conservative as More than 72% of the working women use their savings for investment.
11. Selected Working women investors did not have adequate investment knowledge since most of the working women had less than 2 years of investment experience.
12. Bank deposits, Post office deposits and Insurance were most popular investment avenues among working women. Whereas most of the investors were not aware of money market instruments and derivatives.
13. Friends, colleagues and family members and News papers were the main sources of financial information to make investment decisions by the working women investors.
14. Offline mode of investment is considered as the most reliable mode of investment by the working women.
15. Working women with regular income, self employed and business women invest on monthly basis. Working with less income and women working at private sectors invest quarterly and half yearly basis.

16. Working women invest inconsistently. It has been found in the study that very less number of working women are consistent investors, since majority of the working women save after spending.
17. Working women are safe investors. Bank deposits, Post office deposits, Insurance and Gold and silver are the most preferred investment avenues by the working women.
18. Banking and financial sectors, Healthcare sectors and Energy sectors are the mostly preferred sectors to make investment by the working women.
19. Women with adequate financial literacy manage their household economic activities and make self investment decisions. Women with less financial literacy consider the opinion of their spouses and family members in their investment decisions.
20. Few social factors have significant influence on investment behaviour of the working women. Influence of family members is the dominant social factor influencing investment decisions of the working women. Working women often consider family members opinion in their investment decisions.
21. Working women perceived that they have average knowledge towards availability of various investment avenues and stock market mechanism. But it is observed that working women know less than an average investor towards the availability of various investment avenues and stock market mechanism.
22. The choice of investment avenues depends on the perception towards risk and return associated with the investment avenues by the working women. Investment in real estates and equity and money market instruments are considered as the most risky avenues by the investors. Investment in Insurance and post office deposits are considered as less risky assets by the working women. Whereas derivatives, debentures and mutual funds are regarded as moderate risky assets.
23. Working women with good economic status are not interested in making investments since they are satisfied with their present economic status. They opined that they don't have any financial needs to be satisfied out of investment income.
24. Working women are aware of importance of savings and investment for secured future, they also agree that one should have clear financial goals with timelines, even though their investment strategies are not active and they do not make frequent investments.
25. Correct recommendations of Professionals/ advisors/ family and friends, Efficient self decision and knowledge of stock trading, and Market conditions and stock performance are considered as the top three factors responsible for making profits on investment by the working women.

## CONCLUSION

21st century Indian women have come a really long way in terms of empowerment and leaving their signs in the country. Major changes have occurred in the status of women in India in recent decades. But still, there are women with less confidence and less knowledge about investment. As a result

their investment decisions are often influenced by varieties of factors. Therefore, continuous research studies need to be taken up to identify the factors influencing investment behaviour of working women and also to assess the impact of these factors on their investment behaviour.

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