



INVESTMENT DECISION MAKING BY WORKING WOMEN IN PRIVATE SECTOR COMPANIES IN COIMBATORE CITY

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ABSTRACT :

This study explores the investment decision-making behavior of working women in private sector organizations in Coimbatore city. With financial independence becoming increasingly important, the research investigates factors influencing investment decisions, levels of financial literacy, and challenges faced by women. A structured questionnaire survey with 152 respondents was conducted. The findings reveal a moderate level of financial literacy, active contribution to family financial planning, and a preference for diversified investment avenues. Key challenges include lack of financial knowledge and societal expectations. Suggestions include enhancing financial education programs and promoting gender equality initiatives to empower working women.

INTRODUCTION

In today's society, the position of women in the workforce has changed dramatically, with a rising number of women actively participating in decision-making processes, including investment decisions. This paradigm shift is most visible in the private sector, where women are not only advancing in their professional careers but also taking control of their financial destiny. The goal of this study is to investigate the complexities of investment decision-making by working women in private-sector organizations, shedding light on the factors that influence their choices and the impact of these decisions on their overall financial health. The emergence of women in the private sector has coincided with a greater understanding of the value of financial independence and wealth development. As women advance up the corporate ladder, they are becoming more aware of the importance of investing their earnings prudently in order to meet long-term financial objectives. Investment decision-making, traditionally considered a mostly male realm, is now an important component of a working woman's financial plan.

OBJECTIVES

1. To study on working women involved in making investment decision in families.
2. To find out what factors will influence working women's role in family investments.
3. To analyses the knowledge about investment of working women affects the choices families make.
4. To understand the difficulties of working women, encounter in making financial decisions and offering practical solutions to overcome them.

RESEARCH METHODOLOGY

Research methodology simply refers to the practical "how" of any given piece of research. More specifically, it's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives

SAMPLE SIZE

Sampling size may be defined as the selection of some part of aggregate or totality based on which a judgement or inference about the aggregate or totality is made. The items so selected which constitute of what technically is called sample is known as Sample Size. For the purpose of required data collection for the study 178 questionnaires were distributed, out of which 25 questionnaires were found irrelevant data. Finally, the sample size is restricted to 152 respondents.

SAMPLE UNIT

A sampling unit can refer to any single person being researched. In context of market research, a sampling unit is an individual person. The term sampling unit refers to a singular value of database. For example, if you were conducting research using a sample of university students, a single university student will be a sample unit. Herein, the sample unit is for working women in private sector companies.

SAMPLE DESIGN

The item so selected constitutes what is technically called sample, their selection process or technique is called sample design and the survey conducted based on sample is described as sample survey. Sample should be truly representative of population characteristics without any bias so that it may result in valid and reliable conclusions.

COLLECTION OF DATA: -

- **Primary Data:** - Primary data are those which are collected fresh and for first time and thus happen to be original in character. In this project I collected data through scheduling methods. This method of data collection is very much like the collection of data through questionnaire method.
- **Secondary Data:** - Secondary data that refers to the data which have been already collected and analyzed by someone else (but being utilized by investigator for another purpose). In this research, the secondary data was collected from certain articles and links from the internet.

AREA OF STUDY

The present study carried out regarding the survey and research I have meet different type of people and visited various private sector companies in Coimbatore region.

PERIOD OF STUDY

The project work entitled “Investment decision making by working women in private sector companies in Coimbatore city” was carried out for a period of four months from December 2023 to March 2024.

TOOLS FOR ANALYSIS

The tools used for data analysis in the research are:

- Simple percentage

SIMPLE PERCENTAGE:

Percentages are widely used in education, scientific research, and measurement instruments. They can be challenging to understand but can be supported with visuals and real-world problems in education. In scientific research, percentages are crucial for presenting and comparing findings, requiring accuracy and validity. Exploring the relationship between percentage changes can reveal connections to other topics like work problems. In fields like distributed computing, percentiles help analyse performance data. Measurement instruments rely on percentage tables for accurate length measurements.

No. of. Respondents

Simple Percentage =

$$\frac{\text{No. of. Respondents}}{\text{Total number of Respondents}} \times 100$$

Total number of Respondents

REVIEW OF LITERATURE

Kuldeep Bhalerao and Deepa Nair (2022)²⁶ conducted a study to investigate the influence of gender on investment behavior in Navi Mumbai. Their research revealed that gender has a significant impact on investment awareness, with women generally exhibiting lower knowledge about financial instruments. This study emphasizes the importance of tailored investment approaches based on gender and highlights the need for promoting investment awareness to achieve gender equality.

Linnet Christilda Gnana Lilly R (2020)²⁵ conducted research aimed at understanding investment behavior among working women. Their findings indicated that demographic factors have minimal impact on the income derived from investments among this demographic. The study underscores the evolving role of women in managing investments and emphasizes the need for further exploration in this area.

RESULTS AND DISCUSSION

TABLE SHOWING THE TYPE OF FINANCIAL GOALS OF RESPONDENTS

TYPE OF FINANCIAL GOALS	NO.OF.RESPONDENTS	PERCENTAGE
Short term goals	28	18.4%
Long term goals	48	31.5%
Both	70	46.1%
No specific financial goals	6	4%
TOTAL	152	100%

INTERPRETATION:

The above table 4.14 shows that 18.4% of respondents were choose the short term goals; 31.5% of respondents were choose long term goals; 46.1% of respondents were choose both and 4% of respondents were choose the no specific financial goals.

It is evident that majority of the respondents were choose both (short term and Long term goals) (46.1%).

FINDINGS

- Most of the respondents were between the age of < 35 years (72.4%).
- Majority of the respondents were both UG and PG qualification (48%).
- Most of the respondents work experience were less than 2 years (72.2%).
- Most of the respondents annual income were earning between Rs.1,00,000 - 5,00,000 (51.3%).
- Most of the respondents birth order were first born (65.1%).
- Most of the respondents were Urban (51.3%).
- Most of the respondents were Urban (65.1%).
- Most of the respondents were unmarried (72.4%).
- Most of the respondents were Nuclear family (70.4%).
- Most of the respondents annual income were earning between Rs.50,000 - 1,00,000 (57.9%).

SUGGESTIONS

It's evident that there's a moderate level of financial knowledge among respondents, with many actively contributing to financial planning. However, there are significant challenges, including a lack of confidence in financial knowledge and faced obstacles due to societal expectations. To address these issues, it's crucial to enhance financial education programs tailored to various demographics, promoting active participation in planning and decision-making. Targeted workshops and resources should address knowledge gaps and boost confidence in financial matters. Moreover, integrating personal finance into education and fostering a supportive workplace environment can empower individuals to make informed financial choices. Peer communication and advocacy for financial equality initiatives are also essential for creating a more financially literate and equitable society. Regular evaluation and adaptation of strategies will ensure the continual improvement of financial knowledge and decision-making abilities.

CONCLUSION

In conclusion, investment decision-making among working women in Coimbatore's private sector is influenced by factors like age, work experience, and individual financial goals. While age and work experience show a strong correlation, other aspects such as risk tolerance and financial literacy also play significant roles. Further research is needed to understand specific preferences and challenges faced by these women. This insight can inform targeted interventions to empower them in making informed investment choices and achieving financial goals. Future studies should explore qualitative aspects like investment strategies and risk perceptions among working women.

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