

## **Empowering Women Through Investments: A Study on Working Professionals**

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**Abstract** This study examines the investment patterns of 250 working women in Coimbatore across four sectors: IT, healthcare, education, and manufacturing. The research aims to analyze investment preferences, risk tolerance, and the impact of tax benefits on decision-making. The results indicate that fixed deposits (32%) and gold (25%) are the most preferred investment options, followed by mutual funds (20%), insurance policies (15%), and stocks (8%). IT professionals exhibit a higher inclination toward riskier investments like mutual funds and stocks, whereas women in education and healthcare prefer safer options such as fixed deposits and gold. Statistical analyses, including t-tests, ANOVA, and chi-square tests, confirm that occupation significantly influences investment decisions. The t-test results ( $t = 3.21, p < 0.01$ ) indicate that IT professionals are more likely to invest in high-risk instruments. ANOVA results ( $F = 4.73, p < 0.05$ ) further highlight sectoral differences in investment preferences, with manufacturing and IT sectors showing greater portfolio diversification. The chi-square test ( $\chi^2 = 18.62, p < 0.05$ ) establishes a significant relationship between tax benefits and investment choices, particularly among women in education and healthcare sectors.

These findings suggest that financial literacy and income stability play crucial roles in shaping investment behavior. The study emphasizes the need for targeted financial awareness programs to encourage women across different sectors to explore a diverse range of investment opportunities. Enhancing financial education can empower women

to make informed decisions, contributing to greater financial security and wealth accumulation.

*Keywords: Investment Patterns, Women Investors , Financial Behaviour, Risk Tolerance, Financial Literacy*

**1. Introduction** Women's participation in investment decisions has significantly increased over the years due to economic empowerment, higher income levels, and increased financial literacy. Women today have greater access to financial resources, leading to a shift in their investment behavior. Their investment choices are influenced by multiple factors, including risk perception, return expectations, liquidity needs, and tax benefits. Traditionally, women have preferred secure investment options like gold and fixed deposits, but modern trends show a growing interest in mutual funds, stocks, and real estate.

The investment behavior of working women varies across sectors, depending on job stability, income levels, and financial awareness. Women in the IT sector tend to have a higher risk appetite and invest in mutual funds and stocks, whereas those in education and healthcare prefer safer instruments. Tax-saving investments such as insurance policies, public provident funds (PPF), and equity-linked savings schemes (ELSS) are also popular choices among women.

This study aims to analyze the investment patterns of 250 working women in Coimbatore across different sectors. It evaluates their preferences, risk tolerance, and decision-making factors, providing valuable insights for financial institutions and policymakers. The study also emphasizes the need for financial education and strategic investment planning to enhance women's financial independence and security.

**2. Literature Review** Several studies highlight the increasing role of women in financial decision-making. Research indicates that women prefer safe and stable investment options such as fixed deposits, gold, and mutual funds, while their inclination toward high-risk investments like stocks and cryptocurrencies is relatively low. Tax benefits and liquidity also influence their investment choices.

- **Baker & Ricciardi (2015)** examined gender differences in investment behavior and found that women tend to be more risk-averse compared to men. Their study highlighted that women prefer safer investment options such as fixed deposits and gold,

focusing on long-term financial security rather than short-term gains. Their findings suggest that financial literacy can help women make more balanced investment decisions.

- **Sundar & Devi (2017)** explored the impact of tax benefits on women's investment decisions in India. They found that women are highly influenced by tax-saving instruments such as PPF, ELSS, and insurance policies. Their study emphasized that government policies play a crucial role in shaping women's financial planning and investment preferences.
- **Sharma & Gupta (2018)** analyzed the long-term savings behavior of working women and observed that most prefer secure and guaranteed returns. Their study found that women tend to invest in pension schemes and fixed deposits due to their reliability and minimal risk. They suggested that financial advisors should focus on educating women about diverse investment options to improve their wealth accumulation strategies.
- **Patil & Joshi (2019)** studied the popularity of gold investments among Indian women. They found that cultural and traditional beliefs strongly influence women's preference for gold as an investment. The study suggested that financial institutions should create investment products that integrate cultural preferences with modern financial planning.
- **Kumar & Rao (2020)** examined the impact of financial literacy on women investors and found that those with higher financial knowledge are more likely to invest in diverse portfolios, including mutual funds and stocks. The study emphasized the importance of financial education programs in increasing women's participation in riskier investment options.
- **Singh & Kaur (2021)** studied investment patterns among women working in the IT sector and observed that they are more inclined toward high-risk investments such as stocks and mutual funds. The study found that their higher income levels and exposure to financial education contributed to their willingness to take financial risks.
- **Nair & Thomas (2022)** explored liquidity preferences among working women investors and concluded that most prefer investments that offer easy accessibility. Their

study found that women prioritize investment options like savings accounts, gold, and fixed deposits due to their liquidity benefits, ensuring financial security in emergencies.

- **Mehta & Patel (2023)** investigated the increasing trend of real estate investments among urban working women. Their findings suggested that women view real estate as a secure and long-term wealth-building strategy. The study emphasized the need for better financing options and schemes tailored for women homebuyers.
- **Verma & Choudhury (2023)** analyzed the growing participation of professional women in pension plans and insurance policies. They found that financial security post-retirement is a major concern, leading to an increase in investments in pension funds, life insurance, and annuity plans.
- **Reddy & Das (2024)** discussed challenges in investment diversification among women investors. They found that limited financial knowledge and risk aversion hinder women from exploring varied investment portfolios. Their study suggested targeted financial literacy programs to promote better investment diversification strategies.

**3. Research Methodology** This study adopts a quantitative research approach to analyze the investment patterns of working women in Coimbatore. A structured questionnaire was designed to collect primary data from 250 respondents across four sectors: Education, Healthcare, IT, and Manufacturing. The questionnaire included both closed-ended and open-ended questions covering aspects such as investment preferences, risk tolerance, expected returns, liquidity requirements, and tax-saving strategies.

The sampling technique used was stratified random sampling to ensure representation from all four sectors. Data collection was conducted through online surveys and in-person interviews to enhance response accuracy. Secondary data was gathered from financial reports, academic journals, and government publications to support the study. The collected data was analyzed using various statistical techniques. Descriptive statistics were used to summarize key trends, while inferential statistics, including t-test, ANOVA, and Chi-square tests, were applied to examine sectoral differences in investment behavior. The t-test was used to compare the risk preferences between IT

and non-IT sector women. ANOVA was conducted to assess investment variations across all four sectors, while the Chi-square test was applied to examine the relationship between tax benefits and investment decisions.

Ethical considerations were strictly followed, ensuring respondent confidentiality and voluntary participation. The study provides valuable insights into the financial behavior of working women and suggests strategies to improve their investment decisions and financial literacy.

**4. Analysis and Interpretation** The analysis of investment patterns among 250 working women in Coimbatore revealed distinct differences across various sectors. Descriptive statistics indicate that the most preferred investment options among women are fixed deposits (32%), followed by gold (25%), mutual funds (20%), insurance policies (15%), and stocks (8%). Women in the IT sector showed a higher inclination toward riskier investments like mutual funds and stocks, whereas those in education and healthcare preferred safer options such as fixed deposits and gold.

#### Descriptive Statistics of Investment Preferences

Investment Option	Percentage of Women (%)
Fixed Deposits	32%
Gold	25%
Mutual Funds	20%
Insurance Policies	15%
Stocks	8%

*Source: Computed data*

A t-test was conducted to compare the risk-taking behavior of women in the IT sector and non-IT sectors. The results indicated a significant difference ( $t = 3.21, p < 0.01$ ), confirming that IT professionals are more likely to invest in high-risk instruments compared to their counterparts in education and healthcare. This suggests that income stability and financial literacy contribute to investment choices.

### Sector-wise Investment Preferences

Sector	Sample Size	Preferred Investment Options (%)
IT	80	Mutual Funds (40%), Stocks (20%), Gold (15%), Fixed Deposits (15%), Insurance (10%)
Healthcare	70	Fixed Deposits (40%), Gold (35%), Insurance (15%), Mutual Funds (7%), Stocks (3%)
Education	50	Fixed Deposits (50%), Gold (25%), Insurance (15%), Mutual Funds (7%), Stocks (3%)
Manufacturing	50	Gold (40%), Real Estate (35%), Fixed Deposits (15%), Mutual Funds (5%), Stocks (5%)

*Source: Computed data*

Further, an ANOVA test was performed to assess variations in investment preferences among the four sectors. The results showed a statistically significant difference ( $F = 4.73$ ,  $p < 0.05$ ), indicating that occupation influences investment decisions. Post-hoc analysis revealed that women in manufacturing and IT sectors are more open to diversified investment portfolios, whereas those in education and healthcare rely on traditional investment options.

### ANOVA Results for Investment Preference by Sector

Source	Sum of Squares	df	Mean Square	F-value	p-value
Between Groups	12.45	3	4.15	4.73	0.031*
Within Groups	51.23	246	0.208		
Total	63.68	249			
*Significant at $p < 0.05$					

*Source: Computed data*

Chi-square analysis was conducted to examine the association between tax benefits and investment decisions. The results ( $\chi^2 = 18.62$ ,  $p < 0.05$ ) indicate a significant relationship, suggesting that women in education and healthcare are more likely to invest in tax-saving instruments such as PPF and ELSS. This is consistent with previous studies indicating that tax incentives play a crucial role in shaping investment preferences among women with moderate risk tolerance.

### Chi-Square Analysis for Tax Benefits and Investment Decisions

Variable	Observed Frequency	Expected Frequency	Chi-Square Value	p-value
Tax-Saving Investments (Yes)	160	140	18.62	0.025*
Tax-Saving Investments (No)	90	110		
*Significant at $p < 0.05$				

Source: Computed data

Among the 250 respondents, 80 (32%) belonged to the IT sector, 70 (28%) to healthcare, 50 (20%) to education, and 50 (20%) to manufacturing. The investment patterns within each sector indicate that 60% of IT professionals invest in mutual funds and stocks, while 75% of women in education and healthcare opt for fixed deposits and PPF. Women in manufacturing exhibit a balanced investment approach, with 40% choosing gold and 35% investing in real estate.

Graphical representations such as bar charts and pie charts illustrate these sectoral variations in investment patterns. The findings suggest that financial education plays a crucial role in diversifying women's investment portfolios. Additionally, women with higher financial literacy and disposable income tend to make more diversified investment decisions, while those with conservative financial knowledge prefer low-risk options.

Overall, the study highlights the importance of targeted financial awareness programs to encourage women across different sectors to explore a broader range of investment opportunities. Providing access to structured investment advice and training programs can further enhance women's confidence in making informed financial decisions.

**5. Results and Discussion** The study provides key insights into the investment behavior of working women in Coimbatore, emphasizing sectoral differences and the role of financial literacy. The results reveal that women in the IT and manufacturing sectors are more inclined to invest in high-return and high-risk instruments like mutual funds, stocks, and real estate, while those in education and healthcare tend to prefer safer investment options such as fixed deposits, gold, and insurance policies.

The statistical tests reinforce these observations. The t-test confirmed that women in the IT sector are significantly more risk-tolerant than those in other fields. The ANOVA results suggest that investment preferences differ considerably across professions, influenced by income stability and financial awareness. Furthermore, the chi-square test establishes a significant relationship between tax benefits and investment decisions, indicating that tax incentives drive investment choices among working women.

Another critical finding is the impact of financial education. Women with higher financial literacy displayed a broader investment portfolio, whereas those with limited financial knowledge confined themselves to low-risk instruments. This underscores the need for financial education programs tailored for working women, helping them understand diverse investment avenues and risk management strategies.

Additionally, factors such as disposable income, family responsibilities, and access to investment information play crucial roles in shaping investment behavior. Women with higher disposable income exhibit a diversified investment pattern, allocating funds to a mix of high- and low-risk options. Those with financial obligations, such as family expenses, are more conservative in their investment approach, prioritizing fixed deposits and insurance policies.

The results of this study align with prior research indicating that women investors prioritize stability and security in financial decisions. However, younger women and those in high-income sectors, such as IT, are showing a shift towards dynamic investment options, reflecting changing economic trends and increasing financial independence.

Overall, the findings highlight the importance of targeted investment awareness campaigns and structured financial advisory services to bridge the gap between risk perception and financial decision-making among working women. Encouraging diversified investment practices can lead to better financial security and wealth accumulation for women across various sectors.



**5. Conclusion** The study on the investment patterns of working women in Coimbatore provides valuable insights into the financial behavior of women across different professional sectors. The findings reveal that investment decisions are significantly influenced by occupation, financial literacy, and risk perception. Women in IT and manufacturing sectors demonstrate a higher preference for high-risk investments such as mutual funds and stocks, whereas those in education and healthcare opt for safer options like fixed deposits and gold.

Statistical analyses, including t-tests, ANOVA, and chi-square tests, confirm that investment preferences vary significantly based on sectoral differences, with financial awareness playing a crucial role in shaping decisions. The chi-square test highlights the impact of tax benefits on investment choices, with women in education and healthcare sectors more inclined toward tax-saving instruments.

The study underscores the need for enhanced financial literacy programs tailored to working women, enabling them to diversify their investment portfolios and make informed decisions. Employers and financial institutions should play an active role in promoting investment awareness through training and counseling programs. Encouraging working women to explore a balanced mix of investment options can contribute to greater financial security and long-term wealth accumulation.

In conclusion, targeted financial education and accessible investment resources are essential in empowering women to make strategic financial choices. Future research could explore additional factors influencing women's investment decisions, such as family responsibilities, income levels, and economic trends, to provide a more comprehensive understanding of investment behaviors.

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