

“Investment Behaviour and Decision-Making Patterns of Working Women in Ahmedabad City”

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Abstract

Investment choices are very important for keeping your money safe and building wealth over time. In recent years, more working women have started to take part in financial investments because their incomes have gone up, they have more education, and they are more aware of how to manage money. This study looks at how working women in Ahmedabad City make investment choices and decide where to put their money. The study looks into what investment choices working women prefer, what factors affect their decisions to invest, how they see risk, their goals when investing, and how aware they are about financial matters. The study uses data gathered directly from working women in different jobs through a carefully designed questionnaire given to them in Ahmedabad City. Appropriate statistical methods like percentage analysis have been used to examine the data. The study shows that safety, steady income, and tax advantages are the main reasons people decide to invest. Traditional investment choices like fixed deposits, provident funds, and insurance policies are more popular than market-linked investments because people tend to avoid risk. The study shows that better financial education is needed to help people make smart investment choices and to get more working women involved in different types of investments. These research results could help policymakers, banks, and financial advisors create better financial products and programs that focus on women's needs and increase their financial knowledge. Overall, the study highlights that working women may make better investment decisions, create long-term wealth, and improve their financial security with the help of women-focused financial products, supporting legislation, and improved financial education.

Key words:- Working Women ,Women Investors ,Investment avenues,,Financial Decision-Making ,Investment Preferences ,Risk Perception ,Financial Awareness ,Savings and Investment Patterns

Introduction

In today's ever-changing economy, more women are becoming financially independent and taking an active role in handling their own money. As incomes, education, and job chances increase, women are not just helping pay for the family's expenses anymore. They are also playing a key role in making decisions about saving money and investing it. This change has made it very important to study how working women make investment decisions and behave when making financial choices.

How people decide which investments to make depends on their income level, how much risk they're willing to take, how much they know about money matters, and what they want to achieve in the

future. For working women, their choices about investing money are usually affected by things like how secure their jobs are, the duties they have at home, the people around them, and how much they know about money matters. Many women like to invest in safe and steady options such as bank savings, insurance plans, provident funds, and post office schemes because these options provide safety and guaranteed returns. People aren't participating much in investments that are tied to the market, like stocks and mutual funds.

This is mostly because they are afraid of risks and don't have enough information to make informed decisions. Ahmedabad is a big economic and industrial hub in Gujarat, and many women work there in fields like education, banking, healthcare, and corporate services. Even though they have a steady income, many women who work in the city struggle to make smart choices when it comes to investing.

People often make investment decisions based on their limited understanding of finance, busy schedules, and reliance on family or financial experts. This study is about learning how working women in Ahmedabad make investment choices and decide where to put their money. It looks at how aware they are of various ways to invest, what factors affect their choices when making investments, and the challenges they encounter while investing. The study is meant to give helpful information that can help banks, government officials, and teachers create better programs and products related to money management and investing, which are suited to the needs of working women.

The way investors choose investment opportunities, risk, and rewards is referred to as investor behavior. Investment decisions are influenced by psychological, social, and economic aspects. Understanding how investors respond to changes in the market and choose appropriate investment options is made easier by researching investor behavior.

Those that save and invest their money in order to secure their financial future are known as investors. Depending on their income, risk tolerance, and financial objectives, they select various investment possibilities. For improved financial planning and investment management, it's critical to understand investor behavior and preferences.

Review of Literature

- 1) Vani & Ameya M et.al.(2025) "A Study on Factors Influencing Working Women Investment Awareness and Investment Behaviour" This study examines the factors influencing investment knowledge and behavior among working women, focusing on socio-economic, psychological, and demographic aspects. Financial literacy, risk perception, income level, family influence, and access to digital platforms play a significant role in shaping investment decisions. The research adopts a quantitative approach using a structured questionnaire administered to employed women from diverse professional and economic backgrounds. Factor analysis is applied to identify key determinants affecting investment behavior. The findings aim to highlight gaps in financial inclusion and provide insights for policymakers, financial institutions, and educators to develop targeted financial literacy programs and customized investment solutions for working women.
- 2) Devi and Anitha (2023) studied the "Investment behaviour of working women in Chengalpattu", they discovered that these habits varied depending on factors like financial status, safety concerns, tax savings advantages, and related risks. Employees in the public and private sectors are informed about investment opportunities. There is a correlation between the amount of money working women invest and their annual income. They invest for retirement, emergencies, tax benefits, and their children's education.
- 3) Nidhi and Jayendrasinh(2023) In a study titled "A study on perception of investors Towards different investment avenues". The study examines the perception and investment behaviour of NRIs towards various investment avenues, with a focus on around 500 NRIs from the Mehsana district of Gujarat. Recognizing the significant role of NRIs in economic growth through remittances, the research adopts an exploratory approach to understand their investment patterns and preferences. Primary data were collected through interviews, online questionnaires, and email surveys using structured multiple-choice and five-point ranking scale questions. The research design follows appropriate statistical methods to ensure reliable and meaningful analysis of NRI investment behaviour.
- 4) Selvaraj N (2021) In a study titled "Investment Behaviour among Information Technology Professionals in Tamilnadu," found correlations between the degree of investment behaviour and

demographic characteristics like gender, years of experience, designation, graduation, and monthly income. The three most significant factors influencing investment behaviour are investment activities, investment data, and investment risk angle.

- 5) Mahalakshmi Kumar (2017) did a study called “A Study of Level of Awareness Regarding Investment Avenues among Educated Working Women with Special Reference to Mumbai City,” and found that educated working women need to create and manage good investment plans. This means they should carefully balance the risk and the expected returns when making investment choices. The study said that knowing the balance between risk and return is very important for making good financial decisions.
- 6) S. Mathivanan and M. Selvakumar (2011) looked into how saving and investing work, and found that today's teachers are starting to realize the importance of money and how it matters. To stop kids from being tempted by other cool and trendy spending, they need to make a plan for how much money they expect to spend and check how much they actually spent.
- 7) Manoj Kumar Dashi's (2010) study on "Factors influencing Investment decision of Generation in India" found that individual investors tend to choose investments based on their level of risk tolerance.
- 8) Helm & Sabrina (2007) underscore the significance of business reputation in influencing investor happiness and loyalty, demonstrating that a favorable reputation fosters trust and sustained involvement.

Objective of this Study

- 1) The research is to study the investment preference of working women of the Ahmedabad City.
- 2) To study the level of various investment avenues working women in the study area.

Research Methodology

The methodology explains the steps and approach used in the research, allowing the researcher to carry out and manage the study in a clear and organized way. The study makes use of both primary and secondary data. Primary data is collected using a structured questionnaire, and secondary data is obtained from sources like books, journals, magazines, newspapers, websites, and other reference materials.

A descriptive research design is used to gain a better understanding of investors and examine how they make investment decisions. The data collected from employed women in private and government organisations in Ahmedabad City. The study is centered on working women in Ahmedabad city 110 women investors are chosen using the convenience sampling method. Data has been received from 120 women investors, out of which the data of 110 women who were found to be systematically filled in has been taken into consideration.

Table 1. Demographic profile of working women

Particulars	Segment	Working women	
		No. of respondents	Percentage
Age	Less than 28	17	15.46
	28-35	30	27.27
	36-43	39	35.45
	Above 44	24	21.82
	Total	110	100
Marital status	Unmarried	36	32.73
	Married	61	55.46
	Divorce	13	11.81

	Total	110	100
Educational qualification	Upto HSC	10	9.09
	Diploma	20	18.18
	Graduate	31	28.18
	Post Graduate	34	30.91
	Professional	15	13.64
	Total	110	100
Annual Income (In Lakhs)	Upto Rs.1.00	12	10.90
	Rs. 1.00 – 2.00	20	18.18
	Rs 2.00 – 4.00	32	29.09
	Rs 4.00 – 6.00	30	27.28
	Above 6.00	16	14.55
	Total	110	100
Investment (Yearly)	Upto Rs.50,000	17	15.46
	Rs.50,001 – 1,00,000	43	39.09
	Rs.1,00,001 to Rs.1,50,000	30	27.27
	Rs.1,50,001 to Rs.2,00,000	12	10.91
	Above 2,00,000	8	7.27
	Total	110	100
Place of Work	Government	43	39.09
	Private	67	60.91
	Total	110	100

The personal profile of a working woman presented in Table 1. Most of the women, which is 35.45%, are between the ages of 36 to 43. Then, 27.27% are younger, aged less than 28 to 35. The remaining 21.82% are older, aged above 44. 15.47% of women who invest money are younger than 28 years old. Married women make up the majority of investors (55.46%), followed by single women (32.73%) and divorced women (11.81%). The largest investments are made by married women. Post-graduates make up the largest percentage of female investors with education qualifications (30.91%), followed by female investors with graduation (28.18%), and those with a 12th grade education (9.09%). 10.90% of the total are female investors with incomes over Rs 1 lakh. Additionally, 18.18% of women who earn between Rs 1 lakh and Rs 2 lakh a year like to invest. Of the female investors, 29.09% earn between Rs 2 lakh and Rs 4 lakh annually, 27.28% earn between Rs 4 lakh and Rs 6 lakh annually, and 14.5% earn at least Rs 6 lakh annually. The anticipated number of female investors with an annual income between 2 lakh and 4 lakh is larger when viewed in this manner. 15.4 percent of Tata funds are invested by women up to Rs 50,000, 39.6 percent are invested by women between Rs 50,000 and Rs 1 lakh, 27.2 percent are invested between Rs 1 lakh and Rs 1.5 lakh, and 10.91 percent are invested between Rs 1.5 lakh and Rs 2 lakh. Additionally, 7.27 percent of investors are female and have invested

more than two lakhs. Women invest between 50,000 and 1 lakh, according to this analysis. Women working in government jobs invest 39.9% while women working in private jobs invest 60.91%. From this, it can be seen that women working in private jobs invest more.

According to Table 1, the majority of working women investors are married and between the ages of 36 and 43. The bulk of investors are female graduates and postgraduates. The majority of female investors typically make between ₹2 and ₹4 lakh a year and invest between ₹50,000 and ₹1 lakh. Compared to women working for the government, those in the private sector invest more.

Table 2. Awareness level of various investment avenues

Investment avenues	No. of Respondents	Percentage
Fixed deposits with banks	21	19.09
Real estate	18	16.36
Stocks/ shares	11	10.00
Mutual funds	6	5.46
Gold	17	15.46
Insurance	20	18.18
Post office/ PPF/Government scheme	13	11.82
Any other	4	3.64
Total	110	100

From the above table, shows that 19.09% of the respondents are aware about Fixed deposits with banks as the best investment avenues, followed by 18.18% of the people opted Insurance, 16.36% of the respondent preferred Real estate, 15.46 % of the women considered gold as their investment avenue, 11.82% of the respondent preferred Post office/ PPF/Government scheme ,10% of the respondent preferred investment avenues Stocks/ shares and only 5.46% of the working women are aware about the Mutual funds as a investment avenues, 3.64% of women investors invest in others so necessary campaign needs to be created to give awareness about the various investment avenues available in the economy, so it helps the investors to choose the best among them.

Table 3. The reason for the investment of the respondent

Reason for Investment	No. of responses	Percentage
Plan for retirement	22	20.00
Family security	24	21.82
Education of the Child	20	18.18
Children's marriage	26	23.64
High Return on investment	10	9.09
Tax benefit	8	7.27
Total	110	100

The aforementioned table shows that 23.64% of respondents invest their money for their children's marriage followed by Family security (21.82%), Plan for retirement (20%), Education of the Child (18.18%), high return on investment (9.09%), tax benefits (7.27%). The statement highlights how working women approach investment with a long-term, goal-oriented mindset. Instead than focusing on short-term returns, they consider investing as a way to secure future financial necessities including independence, education, retirement, and healthcare. They tend to be risk-aware and careful while investing, favoring steady and diverse possibilities. Managing several obligations promotes methodical investing, cautious budgeting, and disciplined saving. Making educated decisions is further made possible by increased financial knowledge. All things considered, this future-oriented investing strategy contributes to women's financial stability, independence, and empowerment.

Suggestions

- It is important to encourage working women to invest in more than just gold, term deposits, and savings accounts.
- 2) It is important to raise awareness of various options like bonds, mutual funds, equity shares, and SIPs.
- 3) Financial advisors ought to create portfolios based on risk profiles that are appropriate for female investors.
- 4) Instead of relying just on family, encourage women to take an active role in financial decisions.
- 5) Encourage confidence-boosting initiatives that emphasize financial independence.
- 6) Personal finance counseling sessions can be provided by corporate human resources departments.

Conclusion

The main goal of the study is to pinpoint the important characteristics that determine investor behavior, especially those that have an impact on people's financial and investing choices. According to the study, financial decisions are greatly influenced by demographic factors including age, gender, and family size. For instance, whereas elder investors would select safer options, younger investors might favor growth-oriented investments. In a similar vein, family size influences risk tolerance and degree of responsibility, which in turn influences investing preferences.

The study also reveals that workers in the public and private sectors are sufficiently informed of different investment opportunities. This suggests that the type of employment does not significantly affect investing knowledge, and working people from all industries are fairly knowledgeable about the many financial products that are accessible, including insurance, mutual funds, savings plans, and pension plans. The study also emphasizes working women's investment motivations. It demonstrates that working women spend their money largely to accomplish significant financial objectives, such as paying for their children's education, taking advantage of tax advantages, covering unforeseen emergency costs, and protecting their retirement. These objectives show a balanced approach to both immediate needs and long-term financial stability.

Additionally, the study shows a significant correlation between working women's annual income and the amount they invest. This implies that a woman's ability and willingness to invest grow along with her income. Greater savings and investment opportunities are made possible by higher income, whilst lesser income may restrict investment quantities because of basic consumption necessities. Overall, the study finds that working women's investment behavior is influenced by their personal objectives, income level, financial awareness, and demographics.

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