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Perception of Working Women towards Various Investment Avenues in Coimbatore City

Dr. K. Amutha[1], *Ms. Nagapriya TP[2]

[1]Associate Professor, Department of Commerce, PSG College of Arts & Science, Coimbatore, India

[2]Research Scholar in Commerce, PSG College of Arts & Science, Coimbatore, India

***Corresponding Author**

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ABSTRACT

Women play a significant role in investment and saving, with the changing scenario most women work and independently take the investment decision. This paper focuses on the Investment perception of working women in Coimbatore City regarding different investment options such as fixed deposits, mutual funds, property and gold. Data was collected 150 working women employed in different sectors through structured questionnaire. The data was analysed through various analysis tools such as percentage analysis, ranking and chi-square test to interpret the data. The paper discusses the factors that affect investment choices, awareness levels, risk-taking capacity and preferred investment instruments. The findings reveal that financial security and risk awareness have a significant impact on investment decisions. It is concluded that women invest in challenging investment avenues they are also cautious on their returns.

Keywords- Financial Awareness, Investment Alternatives. Investment Perception, Women Investors

INTRODUCTION

Financial independence is very important for women in society. As society has changed over time, more women have been involved in investments because of financial empowerment and changes in social norms. Currently, women are financially aware, and most government programs are geared towards empowering women financially and educating them on all matters pertaining to finance, investments and the economy. In recent years, the economic contribution of women has been steadily increasing, particularly in urban areas like Coimbatore City. With increased educational qualifications and job opportunities, women are making a substantial contribution to the family income and financial planning. Financial planning and investment decisions have shifted from mere savings to risk, return, liquidity, and financial objectives. Despite the growing contribution, women investors are known to exhibit conservative financial practices and a preference for safe investment options. It is important to understand the perception of women towards various investment options to encourage balanced financial development

Objectives of the Study

1. To analyze the perception of working women towards various investment avenues.
2. To determine the awareness among different investment options.
3. To find out the factors that influence investment choices among working women.

Research Gap

Though women are increasingly earning and saving, their investment choices are often impacted by considerations of safety and lack of familiarity with capital market instruments. There is a lack of empirical studies that specifically target working women in Coimbatore City. This paper proposes to address this shortcoming by examining their awareness, preferences and factors that influence investment choices.

RESEARCH METHODOLOGY

The study uses descriptive research design to analyze working women perceptions on investment using structured questionnaire. A simple random sampling method was adopted, and data were collected from 150 working women from various sectors. Primary data and secondary data were used for analysis. Tools such as percentage analysis, Likerts five point scale and the Chi-square test were used for data interpretation.

REVIEW OF LITERATURE

Khan & Shabbir (2025) examined the significance of digital literacy in retail investment and its effects on market efficiency and stability. The conceptual paper demonstrated that digitally literate investors possess better skills to process information, mitigate risks and make informed investment choices. The authors also clarified that a lack of sufficient digital awareness can result in decision-making based on misinformation, thereby influencing market stability. This study emphasizes the significance of digital literacy in encouraging safe and efficient stock market investment.

Raj (2024) examined the effects of social media and news on investor behavior in the Indian stock market. The study revealed that misinformation, fake news and unverified digital content affect investor behavior and decision-making, resulting in market volatility and losses. The study emphasizes the significance of digital awareness and information verification skills ong investors to reduce risks associated with misinformation in the digital investment environment.

Dominic et al. (2023) analyzed SIP as an alternative investment approach and identified the factors that influence the perception of investment decisions in SIP among investors. The authors concluded that the perception of investment alternatives among most investors is influenced by their levels of income, especially among the salaried class.

Mahbub & Khetan (2022), The authors carried out a study with the title "Financial Literacy and Investment Behavior of IT Professionals in India" to understand the saving and investment patterns of individuals belonging to the Information Technology sector. The authors noted that IT professionals perceive investment more as a source of additional income and less as a source of financial security. IT professionals display a higher preference for liquidity in their investments and are also more risk-taking as compared to other professions.

Data Analysis and Interpretation

Table 1 Demographic Distribution of Respondents

S.No	Variable	Category	Frequency	Percentage
1	Age	20–29	53	44
		30–39	40	33
		40–49	38	32
		50 & Above	19	16
2	Education Level	Graduate	39	33
		Postgraduate	44	37
		Professional	32	27

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		Others	35	29
3	Martial Status	Married	72	60
		Single	78	65
4	Monthly Income	Below 20,000	9	8
		20,001–40,000	57	48
		40,001–60,000	43	36
		Above 60,000	41	34
5	Employment Sector	Private	45	38
		Government	28	23
		Self-Employed	41	34
		Banking	36	30
6	Members Earning in family	1	52	43
		2	59	49
		3	39	33
Total			**150**	**100**

Most of the respondents (47%) belong to the age group 20-29 years. Most of them are well-educated, with Majority of the respondents (37%) are postgraduates. The highest income group (48%) is ₹20,001–40,000 per month. 38% of the respondents are employed in the private sector and about (49%) of the respondents have 2 earning members in their family.

Table 2 Working Women awareness towards various investment avenues

Investment Option	**Mean**	**Std. Deviation**	**Rank**
Fixed Deposit	4.41	0.72	1
Gold	4.18	0.81	2
Mutual Funds	3.95	0.88	3
Insurance	3.54	0.94	4
Real Estate	3.22	1.02	5
Equity Shares	2.76	1.15	6

The above table shows that Fixed Deposit ranks first, followed by gold with second rank and real estate and equity shares are less preferred by the respondents with fifth and sixth rank.

- **Chi-Square Analysis**

H_0: There is no significant association between age and perception of investment avenues.

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H_1: There is a significant association between age and perception of investment avenues.

Table 3 Age and perception of investment avenues

Test	**Value**	**df**	**Asymptotic Sig. (2-tailed)**
Pearson Chi-Square	13.482	6	0.036
Likelihood Ratio	13.911	6	0.031
N of Valid Cases	150		

The Chi-square test shows that the p-value (0.036) is less than 5% level of significance and the null hypothesis is rejected. This indicates that age has a significant association with perception towards investment avenues**.**

H_0: There is no significant relationship between working women income and choice of investment avenues

H_1: There is no significant relationship between working women income and choice of investment avenues

Table 4 Working Women Income and choice of Investment Avenues

Test	**Value**	**df**	**Asymptotic Sig. (2-tailed)**
Pearson Chi-Square	18.604	6	0.005
Likelihood Ratio	19.132	6	0.004
N of Valid Cases	150		

The Chi-Square test result shows that the p-value (0.005) is less than 5% level of significance, hence the null hypothesis is rejected. This confirms that monthly income significantly affects perception towards investment avenues.

H_0: There is no significant relationship between working women income and choice of investment avenues.

FINDINGS

- Majority of the respondents are in the age group of 20-29 years
- Majority of the respondents hold postgraduate and graduate degrees and in the income group of ₹20,001-₹40,000.
- A slight majority of the respondents were single compared to married respondents.
- Most of the respondents are working in the private sector, followed by self-employed and banking sectors.
- Majority of the families are dual-income families.
- The Chi square test reveals that there is significant relationship between Age and perception regarding investment avenues.
- Monthly income have a significant relationship with perception regarding investment avenues.

SUGGESTIONS

- ✓ Awareness should be created among young generation for early investment.
- ✓ Employers and financial institutions should organize investment awareness workshops at their workplaces, especially in the private sector.
- ✓ Simple investment options should be increased for low- and middle-class working women.
- ✓ Banks and financial advisors should develop women-friendly investment plans that cater to their risk and security concerns.
- ✓ Online platforms and mobile applications can be utilized effectively to create awareness among working women about secure and diversified investment options.
- ✓ Special attention should be paid to single working women, assisting them in planning for their long-term financial independence and retirement security.

CONCLUSION

The study concludes that working women in Coimbatore mostly prefer the traditional and low-risk investment options of fixed deposits and gold. Awareness about market-linked investments is moderate and increasing with education and income levels. Risk preferences, liquidity requirements and knowledge about finances are important determinants of investment decisions. Improving financial literacy and personalized financial counseling can help add more variety to women's investment choices.

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