

A Study on Perception towards Selected Investment Avenues, with Special Reference to Working Women in Kozhikode District

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Abstract: *The subjective characteristic of investment makes the investment perception more complex. In the today's world, our economy is blessed with a large number of investment avenues. Each of these avenues has their own peculiarity as well as their own pros and cons. People make their investment decisions based on analyzing all the factors of investment like risk, return, time horizon, taxability and various other crucial factors of different avenues. In the present study, the researcher attempts to study about the investment options preferred by the working women and how well do they perceive about different investment avenues available. The data was collected from workingwomen of Kozhikode District in various sectors, with the help of Convenient Sampling Technique. 20 investors each of selected six investment avenues constitute the population for the study. Findings of the study will help to know the investment perception of the working women in Kozhikode District towards different avenues.*

Keywords: Investment Perception, Investment Avenues, Motivational Factors, Factors of Perception.

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