IJARSCT



International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

Volume 2, Issue 2, December 2022

A Study on Investment Behaviour of Working Women with Reference to Irinjalakuda Municipality

Shamy. C. Shaji

M. Com Finance

Nirmala College of Arts and Science, Meloor, Kerala, India

Abstract: Working women want to be financially independent & secure. They want to invest their money & savings to handle critical situations at any stage of their lives. This research study is based on the analysis of income and investment behaviour of the working women in India. The study was conducted on working women in both government and private sectors in India. The data has been analysed using frequency analysis, descriptive statistics, percentage and person correlation coefficient analysis with the help of statistical software.

Keywords: Working Women, Income, Investment Behaviour, Statistical Software

REFERENCES

- [1]. Kothari, C. Research methodology. In C.kothari, research methodology.
- [2]. Sin D.N, P. (n.d.). Emperical analysis on savings and investment.
- [3]. Muruthi, D. (n.d).investors behaviour in various investment avenues.IJMT,2(7).
- [4]. Pandey, D. (2017). Empirical analysis on saving and investment.
- [5]. Selleppan, D. (2013). Investment attitude of women towards different source of security.
- [6]. Global journal of management and business research, 13(3).
- [7]. Bahl, S. (2012). Investment behavior of working women of Punjab. APJEM ArthPrabhand: A Journal of Economics and Management, 1(6).
- [8]. Bhushan, P. (2014). Insights into awareness level and investment behavior of salaried individuals towards financial products. International Journal of Engineering, Business and Enterprise Applications, 8(1), 53-57.
- [9]. Gaur, A., Julee, J., & Sunita, S. (2011). Difference in gender attitude in investment decision making in India. Research journal of finance and accounting, 2.
- [10]. Hemalatha, T.M., & Pavithra, S. (2018). A study on saving and investment pattern of salaried women in Coimbatore district. Retrieved from http://shodhganga.inflibnet.ac.in:8080/jspui/handle/10603/101684
- [11]. Jain, D. (2012). Savings and investment pattern of school teachers-a study with reference to Udaipur District, Rajasthan. International Journal of Research in Commerce, Economics & Management, 2 (6).
- [12]. Jain, P., & Tripathi, L. (2018). A study of investment habits of professional women in Indore city. IRJMST, 10(1), 2250-1959.
- [13]. Jain, R. (2014). An analysis of income and investment pattern of working women in the city of Ahmedabad. International Journal of Research in Management & Technology, 4(6).

DOI: 10.48175/IJARSC-7817