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Savings and Investment Patterns of Working Women

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Abstract:

The economic empowerment of women has been a critical driver of social change in recent decades. As women increasingly enter the workforce, their role has shifted from passive savers to active investors. This study investigates the savings and investment patterns of working women, focusing on their awareness, risk tolerance, and preferred investment avenues. Historically, women's savings were confined to traditional, low-risk instruments such as gold and bank deposits. However, with rising financial literacy and income levels, there is a perceptible shift towards modern financial assets like mutual funds, equity shares, and insurance schemes. This research utilizes primary data collected through a structured questionnaire to analyse these trends. The findings reveal that while safety and liquidity remain the primary concerns for working women, younger professionals are exhibiting a growing appetite for riskier, high-return investments. The study concludes that while financial independence has increased, there is still a significant need for targeted financial literacy programs to help women optimize their portfolios for long-term wealth creation.

INTRODUCTION

In the modern economic landscape, the role of women has evolved significantly. No longer confined to the management of household chores, women are now integral contributors to the global workforce and the financial stability of their families. This shift in socio-economic status has brought about a concomitant change in financial behaviour. "Savings" and "Investment" are often used interchangeably, but they represent distinct financial activities. Savings refers to the portion of income not consumed, while investment involves the deployment of these savings into assets with the expectation of capital appreciation or income generation. For working women, the motivation to save differs from that of their male counterparts. Studies suggest that women view money not just as a tool for wealth accumulation, but as a means of security, independence, and family welfare. The dual responsibility of managing a career and a home often makes women more cautious and disciplined in their financial habits. However, the transition from being a "saver" to an "investor" is fraught with challenges. Cultural factors, lack of exposure to complex financial instruments, and a traditional predilection for physical assets like gold have historically influenced women's portfolios. Understanding these patterns is crucial for financial institutions, policymakers, and the women themselves, as it highlights gaps in financial inclusion and opportunities for economic growth.

LITERATURE REVIEW

Shetty (2024) published an article titled "Study on the Investment Perceptions and Preferences for Various Investment Options of Working Women" in the *Educational Administration: Theory and Practice*. The study found that despite market volatility, working women still prioritize the safety of their principal amount over high returns. It concluded that Tax Saving and Children's Education are the two strongest motives driving their investment decisions, with a heavy preference for Bank Fixed Deposits and Life Insurance.

Daniel, Chhatrapati, and Ji (2024) authored a paper titled "A Study of Factors Influencing Investment Behaviour of Working Women In Uttar Pradesh" in the *International Journal of Creative Research Thoughts (IJCRT)*. They observed that while digital investment platforms are gaining popularity, working women in Tier-2 cities still rely heavily on the advice of male family members (husband or father) before making final financial commitments, indicating a gap in independent financial decision-making.

Sreelakshmi, Rajeevan, and Rajani (2022) published a study titled "A study on investment behaviour among rural working women with special reference to Ernakulam District" in the *International Journal of Health Sciences*. Their research highlighted that rural working women have a high propensity to save but a low propensity to invest in modern avenues. They noted that most respondents kept their savings in "idle cash" or gold jewellery due to a lack of awareness about mutual funds or SIPs.

Harini and Savithri (2021) conducted research titled "A study on the investment behaviour of working women with reference to Chennai city" published in the *International Journal of Multidisciplinary Research in Arts, Science & Commerce*. The study revealed a clear shift in behaviour based on age; women under 30 were more inclined towards high-risk, high-return avenues like the stock market, whereas women above 40 strictly preferred low-risk avenues like Post Office Savings and Provident Funds.
Shwetha and Umesh (2020) published an article titled "A Study on Saving and Investment Habit of Working Women in Udupi District" in the *International Journal of Scientific & Technology Research*. They found that financial literacy is the single biggest determinant of investment choice. The study concluded that women with higher financial literacy were 60% more likely to diversify their portfolio beyond traditional bank deposits.

Gangwani, Gwalani, and Tiwari (2020) penned a paper titled "Perception of Working Women towards Investment in Mutual Funds" in the *International Journal of Recent Technology and Engineering*. The study specifically analysed why women hesitate to invest in mutual funds. It found that the fear of "hidden charges" and complex documentation were significant psychological barriers preventing working women from entering the equity market.

OBJECTIVE OF THE STUDY

- To evaluate the impact of age on risk appetite and identify whether a shift exists from high-risk market instruments to safer traditional assets across different age groups.

HYPOTHESIS OF THE STUDY

- **Null Hypothesis:** The age of working women does not significantly influence their preference for high-risk investment avenues.
- **Alternative Hypothesis:** The age of working women significantly influences their preference for high-risk investment avenues.

RESEARCH METHODOLOGY

The study employs a descriptive and explanatory research design to objectively observe how age impacts financial risk appetite without manipulating the environment. Quantitative analysis techniques will be applied to the data to identify and measure any significant behavioural shifts from high-risk market instruments to safer traditional assets as investors age.

DATA COLLECTION

Primary Data: Collected through a structured questionnaire administered to workingwomen. The questionnaire covered demographic details, savings percentage, and investment preferences.
Secondary Data: Gathered from journals, magazines, financial websites, and previous research papers to support the theoretical framework.

SAMPLING

Sampling Technique: Convenience Sampling was used to select respondents based on accessibility.
Sample Size: The study focuses on a sample of 100 working women from urban sectors, including corporate employees, teachers, and government employees.

SCOPE OF THE STUDY

The scope of this study is limited to working women in urban environments who have a regular source of income. It covers various sectors including IT, Education, Banking, and Healthcare.
The study focuses specifically on financial assets and excludes non-financial assets like personal jewellery or household goods un less purchased specifically for investment purposes. The study was conducted in the timeframe of August 2025 to January 2026.

LIMITATIONS OF THE STUDY

While the study aims to be comprehensive, it is subject to certain limitations:

- Sample Size: The sample size of 100 respondents may not fully represent the vast and diverse population of working women across the country.
- Geographical Bias: The study is restricted to urban areas; the behaviour of rural working women may differ significantly.
- Respondent Bias: Financial matters are often considered personal. Respondents might have been hesitant to disclose exact income or

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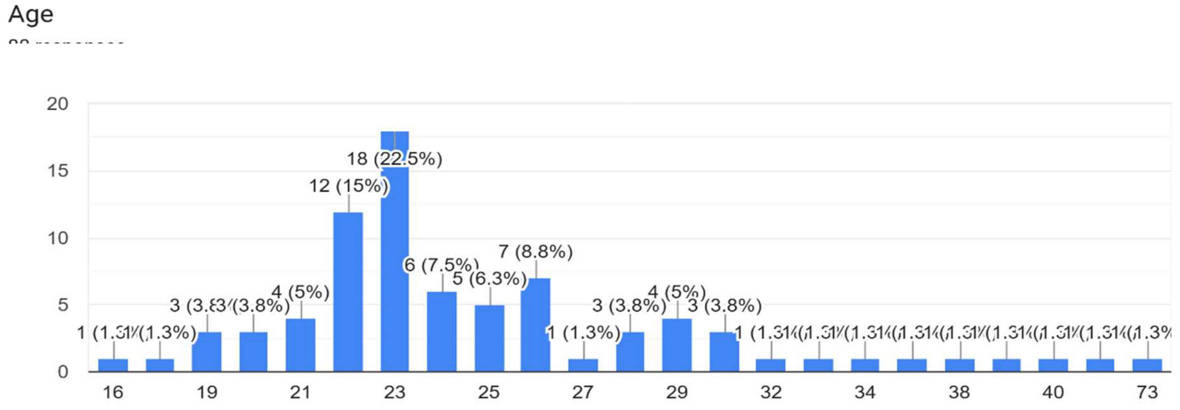
investment figures, leading to potential inaccuracies.

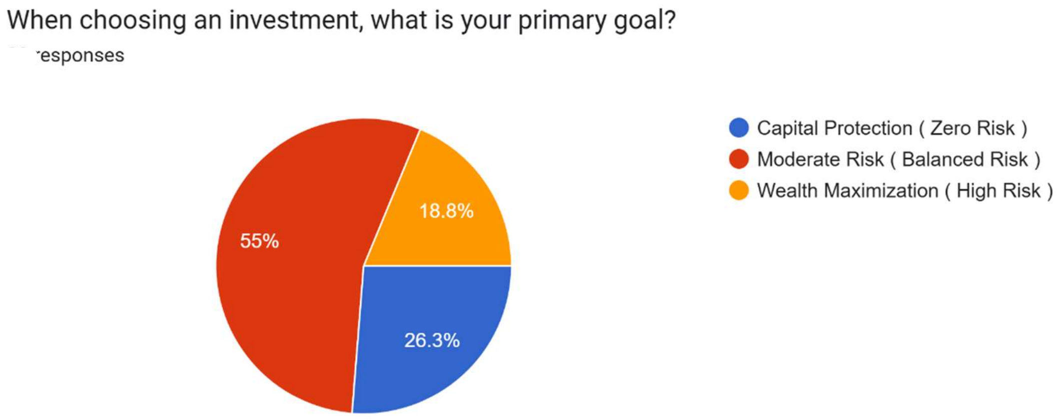
- Time Constraint: The study analyses behaviour at a specific point in time and does not account for long-term longitudinal changes.

Demographic Profile:



The provided bar chart illustrates the age distribution of the 100 working women surveyed for your project, revealing a distinct, right-skewed demographic profile heavily concentrated in the early twenties. The most common age among respondents is 23, which accounts for 22.5% of the total sample, closely followed by a significant cluster around age 22 (15%). Participation drops off sharply as age increases, with only a few scattered outliers extending up to age 73. In the context of the research on savings and investment patterns, this young concentration means your data primarily captures the financial behaviours of early-career professionals. Consequently, the findings will naturally reflect a demographic that is likely in the initial stages of wealth accumulation, balancing entry-level salaries and longer investment horizons rather than late-stage retirement planning.

Age and risk appetite:



The survey shows what the 100 working women prioritize when deciding where to invest their money. More than half of the women (55%) prefer a middle-ground approach, aiming for moderate risk to keep a healthy balance between safety and growth. A smaller group (26.3%) wants to play it completely safe, focusing on zero-risk options to protect their original savings, while the smallest group (18.8%) is willing

ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the critical process of transforming raw, unstructured information into actionable insights. It involves systematically cleaning, exploring, and modelling data to uncover underlying patterns, trends, and relationships.

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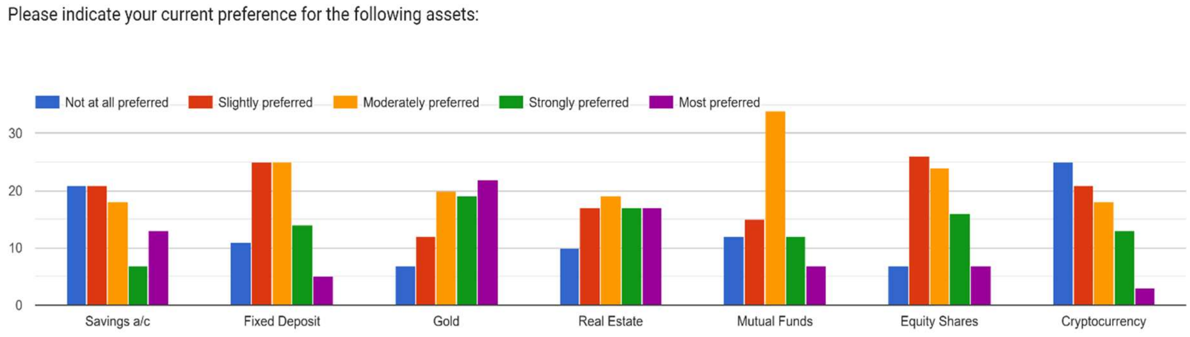
to take high risks in hopes of maximizing their wealth. For the project, this simply means that most of these young professionals are sensible and balanced; they want to see their money grow over time but aren't comfortable gambling with their hard-earned salaries on extremely risky ventures just yet.



The survey illustrates exactly which types of investment assets the women in the study prefer to use. Traditional and physical assets like Gold are the clear favourites, receiving the highest number of "Strongly preferred" and "Most preferred" votes across the board. Meanwhile, Mutual Funds stand out as the most popular middle-ground option, showing a massive spike in the "Moderately preferred" category. On the other hand, highly unpredictable options like Cryptocurrency are widely avoided, with the largest group marking them as "Not at all preferred". For the project, this simply means that these young professionals are matching their "moderate risk" goals with their actual choices; they are putting their trust in proven, familiar assets like gold and balanced mutual funds rather than gambling their savings on highly volatile or unfamiliar digital trends.

Objective: To evaluate the impact of age on risk appetite and identify whether a shift exists from high-risk market instruments to safer traditional assets across different age groups.

Risk Score	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.876	3	0.625	0.725	0.54
Within Groups	65.533	76	0.862		
Total	67.41	79			

A One-Way ANOVA test was conducted to determine whether risk-taking behaviour differs among working women across different age groups. The Risk Score was considered as the dependent variable and age group as the independent variable.

The ANOVA results show an F value of 0.725 with a significance value ($p = 0.540$). Since the p-value is greater than the 0.05 level of significance, the null hypothesis is accepted. This indicates that there is no statistically significant difference in risk appetite among working women belonging to different age categories. Therefore, age does not significantly influence preference for high-risk investment avenues such as mutual funds, equity shares and cryptocurrency.

Null Hypothesis: The age of working women does not significantly influence their preference for high-risk investment avenues.

Result: Accepted

Alternative Hypothesis: The age of working women significantly influences their preference for high-risk investment avenues.

Result: Rejected

FINDINGS

The results of the One-Way ANOVA indicate that age does not have a statistically significant impact on the risk-taking behaviour of working women, as evidenced by an F-statistic of $F = 0.725$ and a significance value of $p = 0.540$. Since the p-value is

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considerably higher than the conventional threshold of 0.05, the null hypothesis is accepted, confirming that there are no significant variations in risk appetite across the different age groups studied. This suggests that among working women, the propensity for high-risk financial instruments—including mutual funds, equity shares, and cryptocurrency—remains consistent regardless of the participant's age category. Consequently, the findings imply that age is not a primary determinant of investment preference in this context, and other variables such as income level, financial literacy, or individual personality traits may play a more substantial role in shaping risk-oriented investment decisions.

CONCLUSION

In conclusion, this study demonstrates that age is not a significant factor in determining the risk-taking behaviour of working women, as the One-Way ANOVA yielded no statistically significant differences across age categories. The acceptance of the null hypothesis suggests that a woman's stage of life does not inherently dictate her preference for aggressive investment avenues like equity shares, mutual funds, or cryptocurrency. These findings challenge the traditional assumption that risk tolerance naturally declines or shifts with age within this demographic, suggesting instead that risk appetite remains uniform. Consequently, financial advisors and investment marketers should look beyond chronological age and instead focus on alternative drivers—such as financial independence, professional experience, or psychological traits—when assessing the investment profiles and needs of working women.

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