A Study on Saving and Investment Pattern of Working Women with Special Reference to Thoothukudi District

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Abstract:

This Study sheds a light on the saving ability of women, the unrecognised household saving which helps boost the family's economic stability and also brings to lime light the investing knowledge and behaviour of women thereby removing the handicaps under which they work, to strengthen their bargaining capacity, to improve their wages and working conditions, to augment their skills and to open up better employment facilities for them

Index Term:

Working Women, Investments, Savings

I. Introduction:

Women today have more potential to earn and impose high influence over financial decisions than ever before. Women represent almost half of the workforce and many businesses are owned or managed by women. Many women influence or control the majority of all consumer purchase decisions and many of the investment decisions. As a result, it is important for women to focus on financial knowledge and its technicality along with applicability.

Earning money is only half the equation for achieving financial independence, whereas effectively putting the money into work is equally important. Though the size of household income matters, how to manage the money women have to meet short-term obligations as well as long-term goals determines how they live today and in the future. That's why taking control of their finances is so important. The challenges of investing are unique for each individual. In addition, circumstances are frequently different for women and whatever choices they make either uplift or demolish one's self and family.

II. Review of Literature:

1) Bajtelsmit, V.L., & Bernasek, A. (1996). Why do women invest differently than men? Financial Counselling and planning. This article demonstrates about difference between the investment choice of men and women. It concludes that gender does not have great influence on the investment behaviour, but other factors like saving quota, risk and financial literacy.

2) Bajtelsmit, V. L., & VanDerhei, J. L. (1997). Risk aversion and pension investment choices, Positioning pensions for the twenty-first century: This implies that, for those baby boomers who survive to age 65, wealth and income in retirement as a backdrop for exploring the future of pension policy. It results provide evidence that gender has significant effect on allocation

decisions. Specifically, women are more likely to invest in fixed income securities and are less likely to invest in employer stock.

3) Singh, J., & Yadav, P. (2016). A Study on the Factors Influencing Investors Decision in Investing in Equity Shares in Jaipur and Moradabad with Special Reference to Gender. Amity Journal of Finance: It finds out the factors that have major influence on the share investment decisions, Investors hardly act rationally in taking decisions while investing. Investors should as far as possible try to make fundamental, technical and financial analysis before investing in the shares. Investors whether male or female, should look in all avenues while investing their fund in different assets.

4) Kim, K. A., & Nofsinger, J. R. (2007). The behaviour of Japanese individual investors during bull and bear markets. The Journal of Behavioural Finance: It denotes about the Japanese Individual Investors behaviour during the long bull and bear market. It tests about individuals attitudes and preferences toward stock risk, book-to-market valuation, and past returns. It identified some striking differences in investing behaviour between the bull and bear market. This study is not about behavioural or cognitive biases. It also reports about portfolio statistics.

5) Parthiban, U. (2011). A Study on Investment Behaviour of Women Investors: This is carried out primarily to find out the various options available to the women investors whole doing their financial planning and it find their attitude towards risk and return and it find out the type of investment option which are desirable to different kinds of women investors. It is limited to cost, time and geographical area.

6) Priya Vasagadekar (2014). Studied women working in different industrial sectors in Pune: Working women who were studied are interviewed to understand their investment habits, their role in investment decision-making, preferable investment avenues and risk-bearing capacity. It was found that majority of women did not have detailed knowledge about all the investment. Women generally preferred to invest in safe investment avenues like Bank Fixed deposits and Post-office saving schemes.

III. Statement of the Problem:

Working women contribute significantly to family welfare, but their saving and investment practices are often confined to conventional methods. Most women prefer safe, low-risk avenues, which limits opportunities for wealth creation and financial growth. Inadequate financial knowledge and awareness of modern investment options further restrict their decision-making. Social and economic factors also influence how much and where they save. Therefore, it becomes necessary to study the saving habits and investment behaviour of working women in Thoothukudi.

IV. Objectives:

- To analyse the saving habit of working women.
- To know the challenges faced by working women in saving and investment.
- To study about saving schemes and policies for working women.
- To identity the way to invest the savings of working women.

V. Sampling Method:

By adopting convenient sampling method respondents are selected from various places of Thoothukudi town. In this study, 120 respondents were selected and their response were collected using the questionnaire and Interview Schedule.

I. **Tools Used:** The following tools were used Percentage Analysis, Cross Tabulation, Chi Square, Correlation, Bar graph and pie Chart

II. **Hypothesis:**

1. H_0: There is no significant relationship between the saving habits of working women and their monthly income.
2. H_0: There is no significant association between awareness of saving schemes/policies and the actual savings behaviour of working women.

VI. Limitation of the Study:

This study limits region only to thoothukudi city, therefore the findings of the study cannot be Commonly-Collide. This analysis was carried on the basis of primary data; therefore, it attracts the limitations of Primary data analysis. The Study is confined to working women and does not cover other categories of women.

VII. Analysis and Interpretation:

Table 7.1

Formal budget of family

Factor	Frequency	Percentage
Maintained	86	71.7
Not Maintained	34	28.3
Total	**120**	**100**

Interpretation:

The above table denotes, 71.7% of working women creates formal budget for family whereas 28.3% of working women do not prepare any formal budget.

Table 7.2

Monthly income wise classification

Monthly Income	Frequency	Percent
Less than 5000	20	16.7
10000-15000	61	50.8
15000-25000	18	15.0
25000-35000	8	6.7
35000-50000	6	5.0
Above 50000	7	5.8
Total	**120**	**100.0**

Interpretation:

The above frequency table indicates that 5% of working women earns 35000- 50000. 5.8% of working women earns above 50000. 6.7% of women earns 25000-35000. 15% of working women earns 15000-25000. 16.7% of working women earns less than 5000.Majority of the working women earns10000-15000 of 50.8%.

Chart 7.1

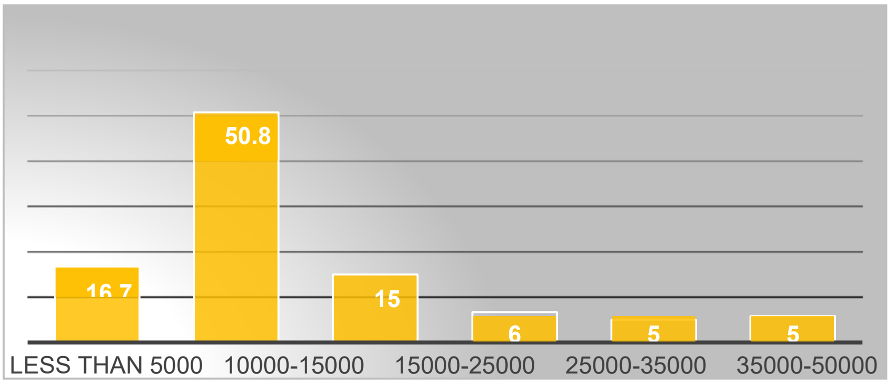

Table 7.3

Objective to work wise classification

Objective to work	Frequency	Percent
Financial independence	47	39.2
Gain respect	9	7.5
Learn new things	16	13.3
Better Exposure	6	5.0
To gain confidence	5	4.2
For taking care of Family	26	21.7
For paying debt	6	5.0
Wealth creation	5	4.2
Total	**120**	**100.0**

Interpretation:

This table shows 4.2% are for wealth creation.5% are for paying debt and better exposure .21.7% are for taking care of family.4.2% are for gaining confidence.13.3% are for learning new things.7.5% for gaining respect, most of the women are working for financial independence 39.2%.

Chart 7.2

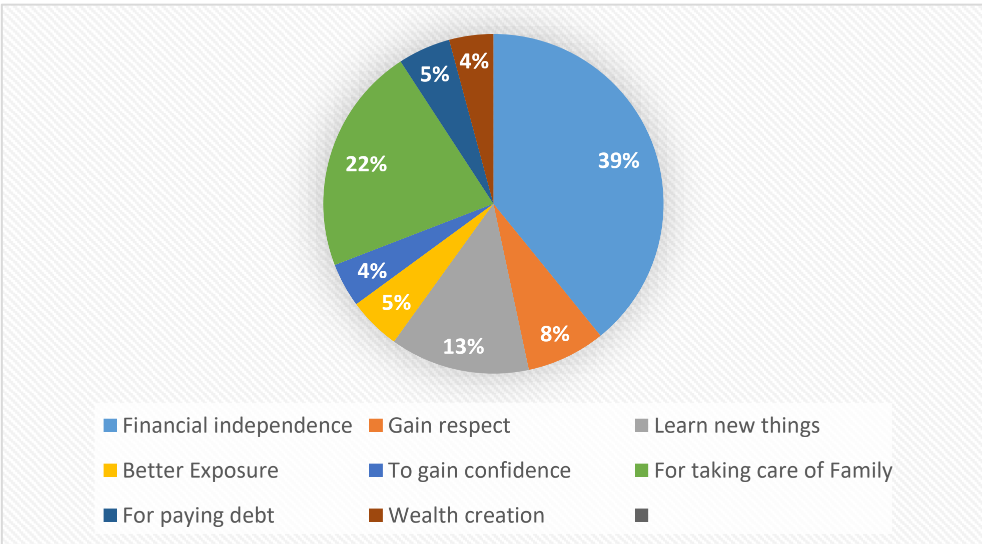

Table 7.4

Saving for investment

Saving for investment	Frequency	Percent
10%	53	44.2
20%	25	20.8
30%	19	15.8
40%	11	9.2
50%	5	4.2
Above 50%	7	5.8
Total	**120**	**100.0**

Interpretation:

The above table denotes,20.8% of working women save for investment under 20%.15.8% of them are covered under 30%.9.2% of working women save for investment under 40%.4.2% of working women saves under 50%.5.8% of them save under above 50%. 10% of saving for investment is made by 44.2%

Chart 7.3

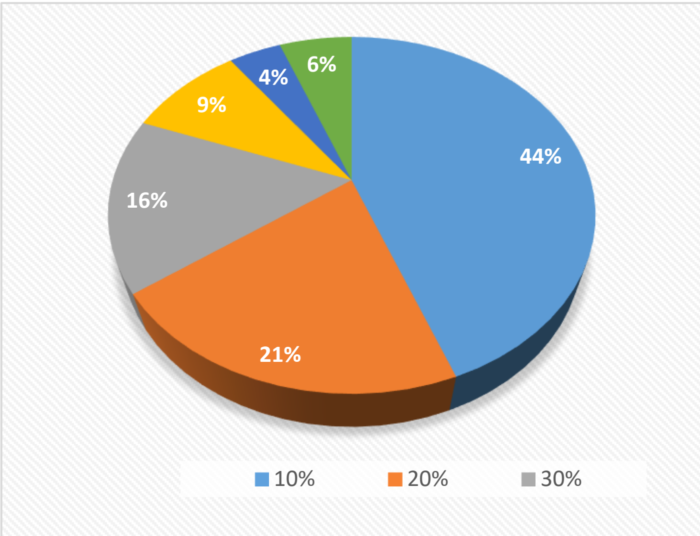

Table 7.5

Saving purpose wise classification

Saving purpose	Frequency	Percent
Secured future	70	58.3
Excess income	13	10.8
other	37	30.8
Total	**120**	**100.0**

Interpretation:

This table denotes, 10.8% of working women save due to excess savings.30.8% of them save for other purpose.58.3% of working women save for secured future.

IJFANS INTERNATIONAL JOURNAL OF FOOD AND NUTRITIONAL SCIENCES
ISSN PRINT 2319 1775 Online 2320 7876
 Journal UGC CARE Listed (Group-I) Volume 11, Issue 12 2022

Chart 7.4

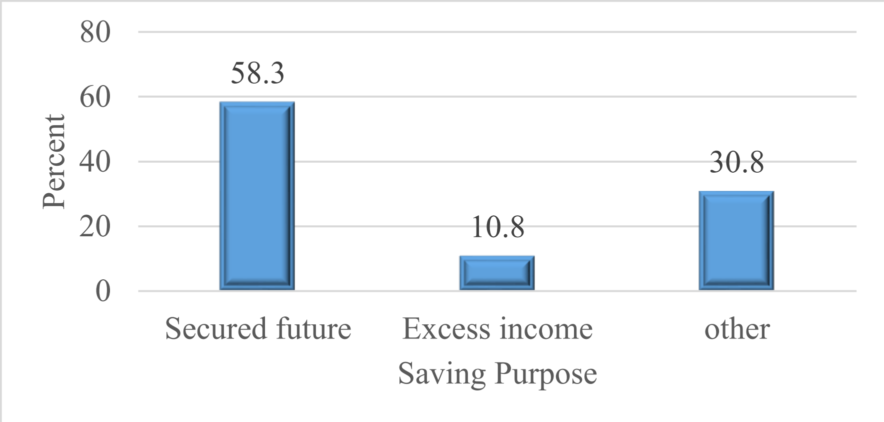

Table 7.6

Preferred type of savings wise classification

Preferred type of savings	Frequency	Percent
High return with high risks	26	21.7
low return with low risk	77	64.2
others	17	14.2
Total	120	100.0

Interpretation:

This table denotes about ,14.2% of working women preferred other type of savings.21.7% of women working preferred high return with high risks. Majority of working women preferred low return with low risk 64.2%

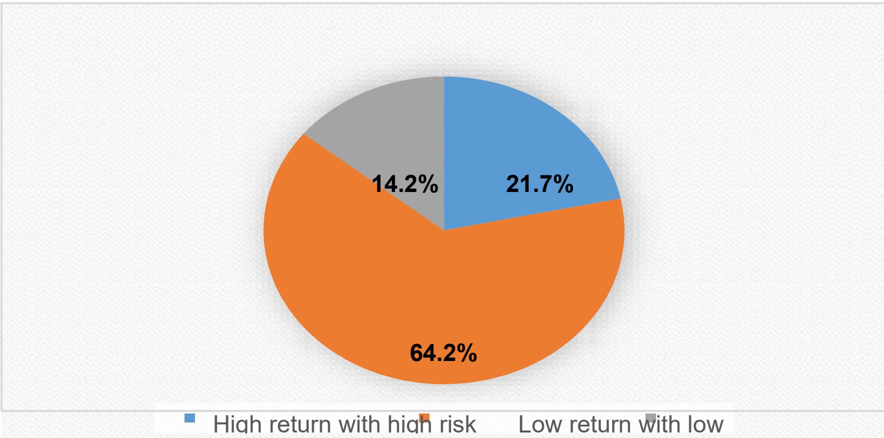

Chart 7.5

Table 7.7.1

Cross-tabulation (Income vs Saving Habit)

Monthly Income (₹)	Low Saving Habit	Moderate Saving Habit	High Saving Habit	Total
Below 15,000	5	4	4	13
15,001–30,000	13	11	7	31
30,001–45,000	10	12	18	40

ISSN PRINT 2319 1775 Online 2320 7876
 Journal UGC CARE Listed (Group-I) Volume 11, Issue 12 2022

More than 45,000	4	11	21	36
Total	**44**	**46**	**30**	**120**

Table 7.7.2

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.479	6	0.05*
Likelihood Ratio	12.315	6	0.05
Linear-by-Linear Assoc.	5.178	1	0.011
No. of Valid Cases	120		

Interpretation: The Pearson Chi-Square value = 12.479 with p = 0.05 leads to rejection of the null hypothesis. Monthly income is significantly associated with saving habits: higher-income respondents tend to show more disciplined and diversified saving behaviour compared to lower-income respondents.

Table 7.8.1

Descriptive Statistics

Variable	Mean	Std. Deviation	N
Awareness Score	3.47	0.77	120
Saving Behaviour Score	3.84	0.68	120

Table 7.8.2

Variables	r-value	Sig. (p-value)	N
Awareness of Saving Schemes vs Saving Behaviour	0.505	0.000*	120

Interpretation: A Pearson correlation coefficient of r = 0.505 (p < 0.01) indicates a significant moderate positive relationship. Higher awareness of schemes and policies is associated with better saving practices and a greater tendency to use formal savings instruments.

VIII. Findings and Suggestion:

The following are the findings of the study

1. 71.7% of working women maintain a formal budget for their family, while 28.3% do not have a formal budget.
2. 50.8% of women earn between ₹10,000–₹15,000, 16.7% earn less than ₹5,000, and only 5.8% earn above ₹50,000, showing most belong to the middle-income category.
3. The main reason for working is financial independence (39.2%), followed by taking care of the family (21.7%). Other objectives include learning new things (13.3%), gaining respect (7.5%), paying debt (5%), better exposure (5%), gaining confidence (4.2%), and wealth creation (4.2%).
4. 44.2% of women save only 10% of their income for investment, while just 5.8% save more than 50%, reflecting low investment capacity.
5. 58.3% of women save for a secured future, 30.8% save for other purposes, and 10.8% save due to excess income.
6. 64.2% prefer low return with low risk savings, 21.7% prefer high return with high risk, and 14.2% choose other forms of savings, indicating risk-averse behaviour.
7. There is a clear association between income level and saving behaviour; income shapes both the quantum and the nature of savings. Respondents in higher income brackets are

more likely to save larger proportions of income and to use formal investment instruments. Whereas, Lower-income respondents concentrate on short-term and traditional saving methods aimed at liquidity and safety.

8. Awareness of government and formal saving schemes is positively linked with disciplined saving behaviour. Respondents with higher awareness diversify their savings and are more likely to use instruments like PPF, SIPs, and insurance. Limited awareness remains a key barrier for many working women, especially in lower-income and less-educated segments.

The following are the suggestions of the study:

1. Financial literacy and awareness programs should be conducted to improve women's knowledge on savings, investment, and financial planning.
2. Awareness on systematic budgeting must be promoted, as 28.3% of women do not maintain formal budgets.
3. Diversified investment options such as SIPs, mutual funds, bonds, and gold ETFs should be encouraged to balance safety and returns.
4. Banks and financial institutions should design exclusive saving and investment schemes for women with special benefits.
5. Women should be motivated to focus on long-term wealth creation and retirement planning, as very few currently prioritize this objective.
6. Savings beyond 10% of income should be encouraged by reducing unnecessary expenditure and adopting structured savings plans.
7. Training on calculated risk-taking should be provided to help women move from only low-risk savings to balanced portfolios.
8. Develop low-entry, low-cost investment products to include low-income working women in formal savings channels. Employers can offer payroll-linked saving facilities (auto-debit to PPF/SIP or employee welfare funds) to encourage disciplined saving across income groups. Targeted counseling for lower-income groups on incremental investing (SIPs, recurring deposits) can build habit and capacity over time.
9. Implement regular financial literacy workshops focused on practical steps: how to open a PPF, start a small SIP, and compare returns. Simplify outreach by using vernacular materials, short video explainers, and on-site sessions at workplaces. Banks and NGOs should collaborate to run enrollment drives for PPF/SIP with minimal paperwork and doorstep assistance for women.

IX. Conclusion:

From the study, it is clear that working women in Thoothukudi contribute meaningfully to their families through budgeting, saving, and investment practices, even though their financial choices are often shaped by limited income and cautious approaches. Most of them work to gain financial independence and to support their families, which reflects both responsibility and determination. The findings also show that many women save mainly for securing their future rather than for wealth creation, and they prefer safe, low-risk options over riskier investments. At the same time, some women do not follow a proper budget, and many save only a small portion of their income, which points to the need for more financial awareness and guidance. If provided with the right knowledge, supportive saving schemes, and better access to government programs, these women can be encouraged to explore new investment avenues, increase their savings, and strengthen their long-term financial security. In turn, this would not only improve their personal stability but also make a wider contribution to family welfare and economic progress.

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