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Research Article

Investment Pattern of Working Women in Uttar Pradesh

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ABSTRACT

The investment patterns of working women in Uttar Pradesh are shaped by a complex interplay of demographic, socioeconomic, and sectoral factors. A comprehensive analysis of data from 250 respondents highlights significant diversity in age groups, with the majority falling within the 20-40 and 40-60 age ranges, reflecting a spectrum of investment priorities from short-term to long-term financial planning. Marital status emerges as a key determinant, with married women showing a preference for conservative investment strategies, likely influenced by family responsibilities and long-term security considerations.
Employment sector plays a critical role in shaping investment behavior. For instance, women employed in the Information Technology sector are more inclined towards tech-driven investment platforms, while those in Healthcare exhibit a preference for stable, low-risk portfolios. Geographic diversity, spanning major cities across Uttar Pradesh, reveals differences in risk tolerance and financial literacy, underscoring the need for region-specific financial education and investment support. Income levels also influence investment strategies, with high-income earners showing greater capacity for diverse investments, while lower-income groups lean towards conservative options.
Statistical analyses identify correlations among investment choices, reinforcing the importance of predictive models in explaining investment behaviors. These insights provide valuable information for policymakers, financial advisors, and working women themselves, promoting informed decision-making and the development of tailored investment strategies that align with their financial goals. This research ultimately aims to support the pursuit of financial independence and security for working women across diverse socioeconomic contexts.

Keywords: *Investment patterns, working women, Uttar Pradesh, Demographic factors, Sectoral influences, Financial decision-making, Risk tolerance, financial literacy*

Introduction

The study of investment patterns among working women in Uttar Pradesh is crucial in understanding the changing socio-economic landscape, particularly as women's participation in the workforce continues to rise. This shift in workforce demographics is not only altering traditional gender roles but also reshaping financial decision-making within households. Given the increasing economic influence of working women, it becomes imperative to explore their financial behaviors, particularly their investment patterns, which significantly impact both individual financial security and broader economic outcomes.
This research is anchored in the recognition that investment decisions are intrinsically tied to financial independence, empowerment, and the overall economic well-being of women. Investment behavior, far from being merely a matter of economic necessity, serves as a powerful tool for achieving long-term autonomy and security. Consequently, this study emphasizes the need to examine the underlying factors that influence investment choices among working women, considering their unique position in both the workforce and the financial landscape.
In framing the importance of this study, the introduction delineates its key objectives: to analyze the demographic profile of working women in Uttar Pradesh, to explore their investment preferences across various asset classes, and to identify the factors that shape their financial decision-making processes. These

objectives provide a structured pathway for the research, ensuring a comprehensive examination of the critical issues surrounding women's investment behavior.
Moreover, this study is driven by the recognition of existing gaps in the literature concerning gender-specific investment behaviors. Despite the increasing number of women in the workforce, limited research has focused on their distinct investment patterns, preferences, and challenges. This gap is compounded by the absence of financial products and services that cater specifically to the needs of female investors. The study thus not only addresses these gaps but also contributes to a deeper understanding of the financial behaviors of working women, with the potential to inform the development of targeted financial services and interventions.
Finally, the introduction provides a brief overview of the research methodology. It outlines the research design, sampling methods, data collection techniques, and analytical approaches employed in the study. While this section does not delve into methodological specifics, it offers a foundational understanding of the study's approach, setting the stage for the subsequent sections that will elaborate on these aspects in greater detail.
Overall, the introduction serves as a comprehensive and critical foundation for the study, framing the research within its broader socio-economic context, outlining clear objectives and rationale, and providing a preview of the methodological approach. It prepares the reader for an in-depth exploration of the investment patterns of working women in Uttar Pradesh, offering valuable insights into their financial behaviors and the factors that influence them.

Statement of the Problem

Despite the increasing participation of women in the workforce in Uttar Pradesh, there remains a substantial gap in understanding their investment behaviors and financial decision-making processes. Working women encounter unique challenges and opportunities that shape their financial decisions, yet research focusing on these factors and how they influence investment choices is limited. This study seeks to fill this gap by examining the investment preferences, risk tolerance, and decision-making processes of working women across various sectors and regions of Uttar Pradesh.
Furthermore, the problem is exacerbated by the lack of financial products and educational resources specifically tailored to meet the needs of female investors. Without targeted interventions and services, working women face barriers that limit their ability to fully engage with and benefit from investment opportunities. This study aims to provide a comprehensive analysis of the financial behaviors of working women, identify the obstacles they face in navigating the investment landscape, and propose strategies to enhance their economic empowerment and inclusion.

Significance of the Study

This study on the investment behavior of working women in Uttar Pradesh holds significant importance due to its potential to shed light on the financial decision-making processes of a crucial yet underrepresented demographic. By examining how working women allocate their resources across various investment options, this research can provide valuable insights for policymakers, financial institutions, and educators. Such insights can help tailor financial products, policies, and educational programs to better meet the unique needs and preferences of female investors.
Understanding these investment patterns is vital for promoting financial literacy, fostering economic empowerment, and increasing women's active participation in the financial markets. Furthermore, this study can identify areas where additional support or resources are necessary, contributing to improved economic inclusion and advancing gender equality in the region. By addressing these gaps, the study supports the development of a more equitable financial ecosystem, encouraging sustainable financial growth and independence among working women in Uttar Pradesh.

Review of related literature

Kumar & Verma (2024) explored the digital investment trends among working women in India, revealing a growing inclination towards app-based investment platforms due to convenience and accessibility. Despite this, the study found that women still prefer low-risk investment options, such as fixed deposits and government bonds, particularly those in more conservative financial settings.
Nair & Ramesh (2023) highlighted the influence of social media and peer groups on investment behavior among millennial women. Their research noted that women in online communities or peer groups tend to take more financial risks, emphasizing the importance of social networks and financial literacy programs in encouraging diversified investments. This study underscores the role of community-based financial learning in empowering women to make more confident investment decisions.
Gomez et al. (2023) examined the shift in investment behavior among women post-COVID-19. The study observed that the pandemic prompted women to favor more conservative investment avenues, such as mutual funds and savings accounts, due to heightened economic uncertainty. However, it also found that

women with higher financial literacy levels began exploring higher-risk investment opportunities, suggesting that education plays a crucial role in broadening investment portfolios.

Pereira (2023) investigated the emotional and psychological factors that influence women's investment decisions. The study concluded that emotions often play a critical role in investment choices, with many women relying on family and peer advice. Pereira also emphasized the need for increased financial education to foster more logical and patient decision-making in stock market investments.

Baldaniya et al. (2023) focused on cognitive biases affecting retail equity investors, including overconfidence and loss aversion. Their findings indicated that these biases significantly affect women's investment choices, leading to deviations from rational decision-making. The study highlighted the importance of addressing these biases through targeted financial education and investment counseling.

Sulthana et al. (2023) examined financial literacy among working women in India and found that many were indifferent to their financial well-being, leading to low investment habits. The study noted that high early-life expenses and a lack of financial benefits at work contribute to low participation in investment activities, underscoring the need for workplace financial education programs.

Objective of the Study

The objective of this study is to analyze the investment patterns and financial behaviors of working women in Uttar Pradesh, with a focus on how their investment choices are shaped by socio-economic and demographic factors such as age, income, education, and marital status. The study seeks to understand the underlying motivations, risk preferences, and financial literacy levels that guide these women in their investment decisions.

Hypothesis of the study

The investment preferences of working women in Uttar Pradesh are significantly influenced by their demographic characteristics.

Sample size and Sampling

The study surveys 250 working women from Kanpur, Lucknow, Varanasi, Prayagraj, and Noida, employing stratified and cluster sampling to ensure diverse representation across sectors and regions.

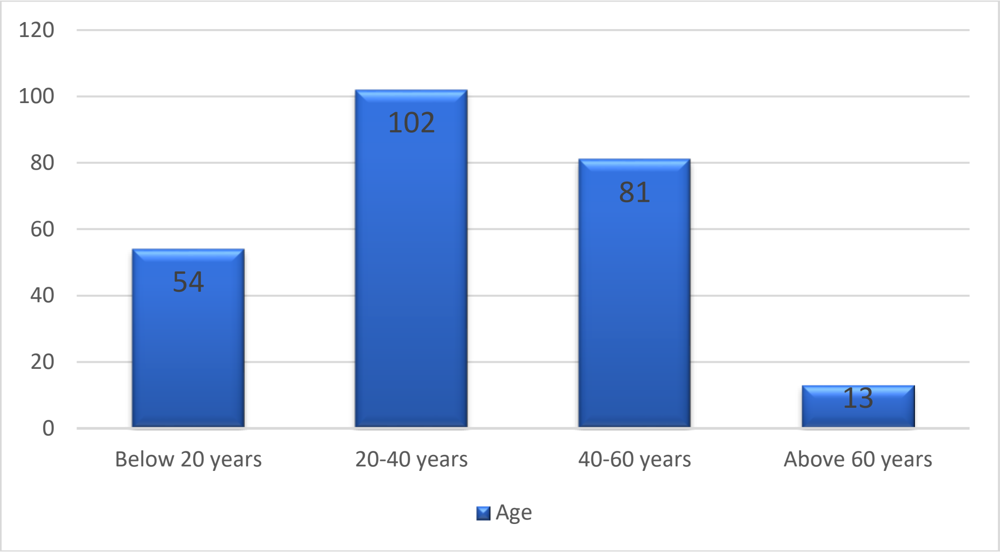
Data Analysis and Interpretation

Data Analysis and Interpretation

Particular	Category	Frequency	Percentage
Age	Below 20 years	54	21.6%
	20-40 years	102	40.8%
	40-60 years	81	32.4%
	Above 60 years	13	5.2%
	Total	**250**	**100%**
Marital Status	Married	209	83.6%
	Unmarried	41	16.4%
	Total	**250**	**100%**
Working Sector	Education	17	6.8%
	Banking	22	8.8%
	Healthcare	56	22.4%
	Information and Technology	155	62%
	Total	**250**	**100%**
Place	Kanpur	50	20%
	Lucknow	50	20%
	Varanasi	50	20%
	Prayagraj	50	20%
	Noida	50	20%
	Total	**250**	**100%**
Monthly Income	Less than 20,000	7	2.8%
	20,000-40,000	58	23.2%
	40,000-60,000	8	3.2%
	Above 60,000	177	70.8%
	Total	**250**	**100%**

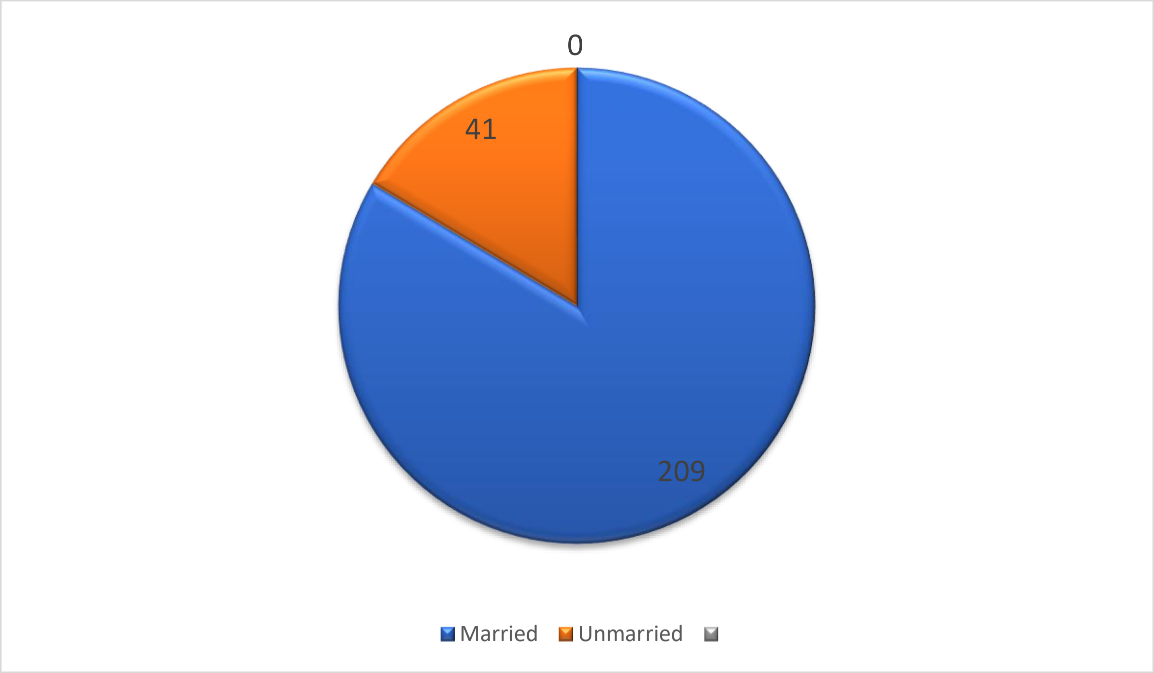
Source: Primary Data

Age Distribution



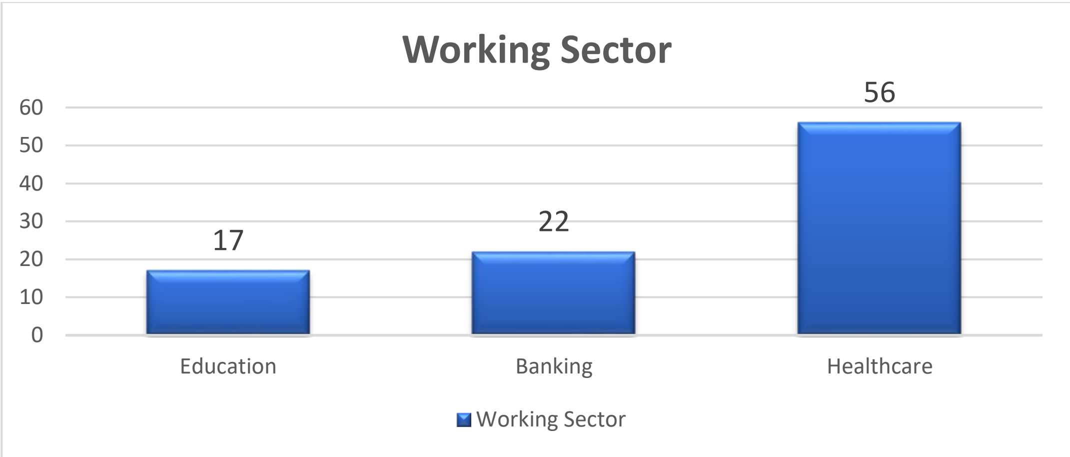
The data reveals that a majority of the working women fall within the 20-40 years (40.8%) and 40-60 years (32.4%) age groups. This age distribution suggests that the primary investment focus for these women might be on long-term financial goals such as retirement planning, children's education, and home ownership. Younger women, especially those below 20 years (21.6%), might have different investment priorities, potentially focusing more on short-term savings or high-risk, high-reward investments due to fewer immediate financial responsibilities. The small percentage of women above 60 years (5.2%) may prioritize secure and stable investments to ensure financial security in their retirement years.

Marital Status



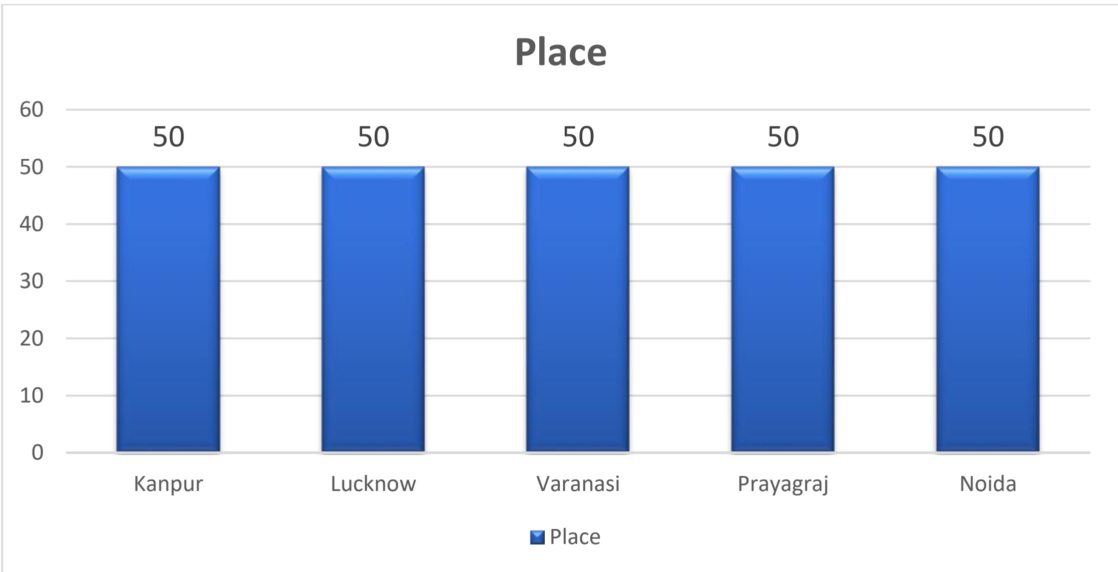
With 83.6% of the respondents being married, it is likely that investment decisions are influenced by family considerations and long-term security needs. Married women might prioritize investments in secure and low-risk options such as fixed deposits, insurance policies, and government bonds. The remaining 16.4% who are unmarried may have a different risk appetite and could be more inclined to invest in higher-risk, higher-return options like equities and mutual funds, given potentially fewer immediate financial obligations.

Working Sector



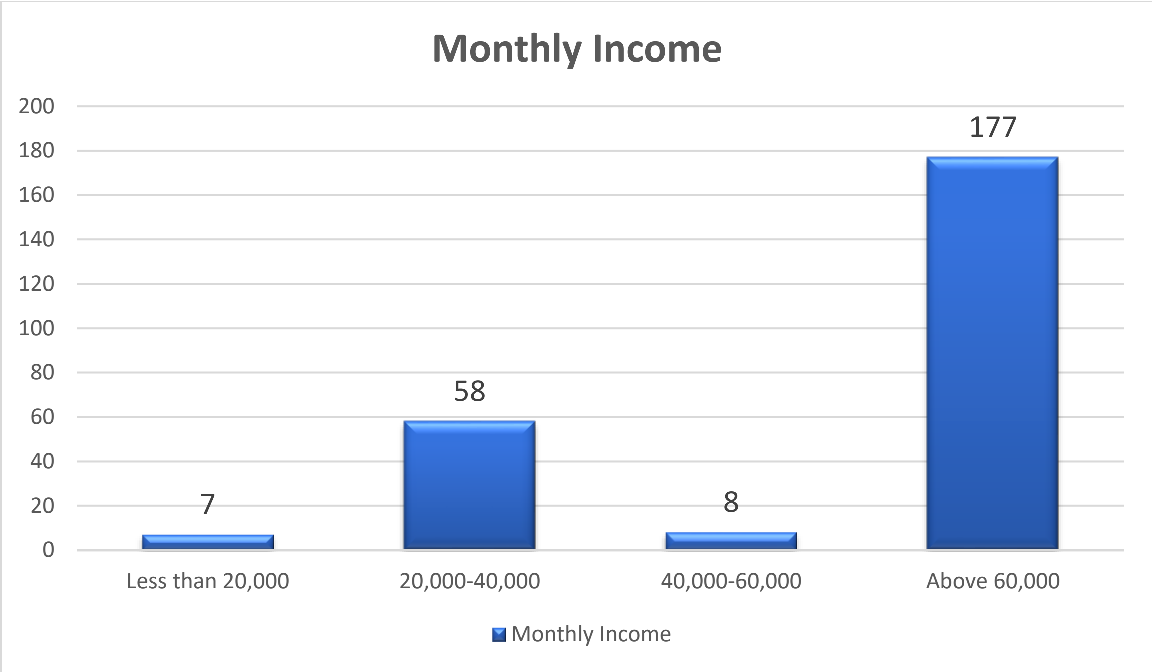
A significant majority of the respondents work in the Information and Technology sector (62%), followed by Healthcare (22.4%), Banking (8.8%), and Education (6.8%). The high representation from the IT sector suggests that many of these women are likely to be well-versed in technology-driven financial products and services. They might be more inclined to use online investment platforms, trade stocks, or invest in mutual funds. Women in the Healthcare sector, given its stability and steady income, might also focus on balanced investment portfolios. Those in Banking may have access to financial products and advice, influencing their investment choices towards more sophisticated instruments. The smaller percentage in Education might prefer more conservative investment options.

Geographic Distribution



The respondents are evenly distributed across five major cities: Kanpur, Lucknow, Varanasi, Prayagraj, and Noida, each contributing 20%. This even distribution allows for a nuanced understanding of investment behaviors across different urban contexts. Urban centers like Noida, being more industrial and tech-driven, might see more aggressive investment strategies compared to Varanasi or Prayagraj, where traditional and conservative investment approaches could be more prevalent.

Monthly Income



A substantial 70.8% of the respondents earn above 60,000 INR per month, indicating a high-income demographic. This high earning potential means these women likely have more disposable income to invest and may engage with a variety of financial instruments, from stocks and mutual funds to real estate and gold. The 23.2% earning between 20,000-40,000 INR may focus on more balanced or conservative investments, such as fixed deposits or recurring deposits, to build a secure financial base. The small percentage earning less than 20,000 INR (2.8%) might prioritize savings over investments due to limited disposable income.

Descriptive statistics, Correlation, and reliability indicators among variables (N=250)

Construct	1	2	3	4	5	Mean	Std. dev
Preference for Fixed Deposits	0.474					0.474	0
Investment in Gold	0.325	0.485	0.365			0.392	0.081
Mutual Funds	0.311	0.333	0.475	0.458		0.394	0.073
Public Provident Fund (PPF)	0.309	0.403	0.395	0.421	0.457	0.397	0.052
Insurance Policies	0.358	0.352	0.411	0.475	0.356	0.390	0.050

Note: *The values bold in the diagonal indicate the square root values of the AVEs of the variables.*

Descriptive statistics provide insights into the central tendency and variability of data. Among the five constructs analyzed - Preference for Fixed Deposits, Investment in Gold, Mutual Funds, Public Provident Fund (PPF), and Insurance Policies - Fixed Deposits exhibit the highest mean at 0.474, indicating a relatively strong preference for this investment option among the sample. Meanwhile, Investment in Gold has a mean of 0.392 with a standard deviation of 0.081, suggesting moderate preference with some variability. Mutual Funds and PPF both have similar means of 0.394 and 0.397 respectively, with relatively low standard deviations of 0.073 and 0.052, indicating consistent preferences for these options. Insurance Policies have the lowest mean at 0.390, suggesting comparatively lower preference among respondents.

Correlation analysis reveals relationships between these investment preferences. Fixed Deposits show positive correlations with Investment in Gold (0.325), Mutual Funds (0.311), Public Provident Fund (PPF) (0.309), and Insurance Policies (0.358), albeit with varying strengths. This indicates some level of association between the preference for Fixed Deposits and other investment options. Similarly, other investment options exhibit correlations among themselves, indicating potential overlaps or diversification strategies among investors.

Reliability indicators, such as Average Variance Extracted (AVE), are indicated by the bolded diagonal values in the correlation matrix. These values provide insights into the internal consistency or reliability of the constructs. AVE values close to 1 indicate high reliability. Overall, these statistical analyses contribute to a better understanding of the investment preferences and their relationships among working women in Uttar Pradesh, aiding in the formulation of informed investment strategies and policies.

Model Fitting

Model	Likelihood	Chi-square	df	Sig
Incept only	1147.62			
Final	485.62	498.325	5	0.000

Source: *Researchers calculated through SPSS*

The model fitting statistics provide valuable information about the adequacy of the statistical model used in the analysis. The likelihood ratio test compares the likelihoods of the final model with the likelihoods of the intercept-only model, which serves as a baseline comparison.

In this analysis:

☐ **Intercept-Only Model:** The likelihood ratio test statistic for the intercept-only model is 1147.62.
☐ **Final Model:** The likelihood ratio test statistic for the final model is 485.62. The chi-square statistic for the final model is 498.325, with 5 degrees of freedom, resulting in a significant p-value of 0.000.
A significant p-value (usually < 0.05) indicates that the final model significantly improves the fit over the intercept-only model. The chi-square statistic measures the difference in model fit between the intercept-only model and the final model, with higher values indicating better fit.
In this case, the significant p-value suggests that the final model provides a significantly better fit to the data compared to the intercept-only model. This indicates that the variables included in the final model are meaningful predictors of the outcome variable, contributing to a better understanding of the relationships among the variables under investigation.

R-Squared

Nagelkerke	0.413
Cox and Snell	0.528
McFadden	0.497

Source: *Researchers calculated through SPSS*

The R-squared values provide insights into the proportion of variance explained by the model, indicating how well the independent variables account for the variation in the dependent variable.

In this analysis:

- Nagelkerke's R-squared: 0.413
- Cox and Snell's R-squared: 0.528
- McFadden's R-squared: 0.497

These values range from 0 to 1, where a value closer to 1 indicates that the model explains a larger proportion of the variance in the dependent variable.
Nagelkerke's R-squared is commonly used in logistic regression models to estimate the proportion of variance explained. It ranges from 0 to 1, with higher values indicating a better fit of the model to the data.
Cox and Snell's R-squared is another measure used in logistic regression models to estimate the proportion of variance explained. It also ranges from 0 to 1, with higher values indicating a better fit of the model to the data.
McFadden's R-squared is a pseudo-R-squared measure used in logistic regression models. It ranges from 0 to 1, with values closer to 1 indicating a better fit of the model to the data.
In this case, all three R-squared values indicate that the model explains a substantial proportion of the variance in the dependent variable. However, Cox and Snell's R-squared value (0.528) suggests the highest level of explanation among the three measures. These R-squared values collectively demonstrate the effectiveness of the model in capturing the relationships among the variables and explaining the variability in the outcome variable.

Findings

• **Descriptive Analysis**: The descriptive statistics indicate a clear preference for conservative investment options among working women, with Fixed Deposits ranking highest in terms of mean preference. This suggests a trend of cautious investment choices within the sample group.
• **Correlation Analysis**: The correlation results highlight significant relationships among various investment preferences, revealing potential strategies for diversification. The positive correlations between

investment options suggest that some choices may be complementary, supporting the construction of a well-balanced investment portfolio.

• **Model Fit Analysis**: The model fitting statistics demonstrate that the final model provides a significantly better fit compared to the intercept-only model. This improvement underscores the relevance of the predictors included in the final model in explaining the investment decisions of working women in Uttar Pradesh.

• **R-Squared Value**: The R-squared value, particularly the Cox and Snell R-squared value of 0.528, indicates that the model effectively captures a substantial proportion of the variance in investment behavior. This highlights the ability of the model to explain the variability in investment preferences among the participants.

Conclusion

The analysis of investment patterns among working women in Uttar Pradesh uncovers several critical insights. The demographic diversity within the sample—including various age groups, marital statuses, employment sectors, geographic locations, and income levels—reveals that investment decisions are influenced by a complex array of factors. Younger women tend to focus on short-term financial goals, while older women prioritize long-term financial planning. Marital status notably affects risk tolerance, with married women leaning towards safer investment options. Employment in sectors such as IT influences preference for tech-driven investments, while those in other sectors like healthcare show a preference for more stable financial instruments. Furthermore, geographic variation reflects differences in risk tolerance and financial literacy. Higher-income women exhibit a greater propensity to invest, whereas lower-income women often opt for more conservative strategies. Statistical analyses reveal diverse preferences, with correlations among investment options highlighting the relevance of the predictors included in the model. These findings offer valuable insights for policymakers, financial advisors, and working women themselves, enabling more informed investment decisions and the development of tailored strategies to meet diverse financial goals and needs.

Suggestions

• **Targeted Financial Literacy Programs:** It is essential to design and implement financial education programs that cater to the unique needs of working women across different demographic segments, focusing on topics such as risk management, goal setting, portfolio diversification, and investment basics.

• **Accessible and User-Friendly Investment Platforms**: Expanding access to digital investment platforms, particularly within the IT sector, will empower women to make more informed and confident investment decisions. Additionally, offering training and support will enhance proficiency in utilizing these platforms effectively.

• **Personalized Investment Guidance**: Providing customized financial advice that aligns with individual risk profiles, income levels, and financial goals will help working women make better investment decisions. Tailored advice will ensure that recommendations are relevant to each woman's unique circumstances.

• **Promotion of Conservative Investment Options**: For women with lower risk tolerance or those focused on short-term goals, it is important to educate them about the benefits of conservative investment options such as Fixed Deposits, Public Provident Fund (PPF), and insurance policies. These instruments offer stability and long-term financial security.

• **Encouragement of Diversification**: Women should be encouraged to diversify their investment portfolios to reduce risk and enhance returns. A diversified portfolio, spread across various asset classes, sectors, and geographic regions, helps ensure financial resilience and stability.

• **Advocacy for Gender-Responsive Policies**: Policies that support gender equality in the workplace, such as equal pay, career advancement, and maternity benefits, should be advocated. These measures empower women financially, increasing their capacity to engage in long-term investment planning.

• **Peer Learning and Networking Opportunities**: Facilitating peer learning platforms and networking opportunities for working women will provide a space for them to share experiences, insights, and investment strategies. This collaborative environment will build confidence and support informed decision-making.

By integrating these strategies, stakeholders can help empower working women in Uttar Pradesh, enabling them to achieve financial independence, security, and long-term prosperity through well-informed investment choices tailored to their individual needs and circumstances.

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