

A Study on Factors Influencing the Investment Pattern of Working & Non-Working Women Investors in Share Market

Sangeetha N.

Ganesan P.

Moovendhan V.

VIT Business School, India

Behavioral finance is a new approach to financial markets that has emerged in response to the difficulties faced by the traditional paradigm. It focuses on investors behavior and the decision making process. There is a growing literature that suggests an individual's investment decisions which are affected by behavioral biases. Due to high volatility, lack of adequate knowledge, inadequate guidance and many other factors in the share market women generally avoid investing their money in the share market. The main objective of this study are a) To analyse and compare the investment pattern of working and non-working women investors in share market, b) To examine whether the level of financial literacy have an effect on the investment pattern of working and non-working women investors, c) To assess whether the factor investment experience have an effect on the investment pattern of working and non-working women investors, d) To analyze whether the factor income and risk perception of the investors have an impact on the investment pattern of working and non-working women investors. Primary data will be collected through a questionnaire from women investors who already invested in share market. Judgement sampling will be used for this study.

Keywords: *Behavioral Finance, Investment Pattern, Share Market, Women Investors*