

**A STUDY ON INVESTMENT BEHAVIOUR OF
WORKING WOMEN INVESTORS IN THE
FINANCIAL MARKET WITH SPECIAL
REFERENCE TO PERFORMANCE OF SHARE
MARKET IN THOOTHUKUDI DISTRICT**

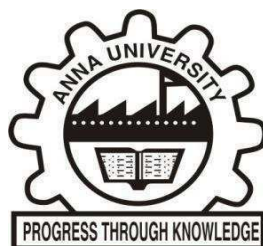
A THESIS

Submitted by

PON ESAKKI SANGEETHA E

in partial fulfillment of the requirements for the degree of

DOCTOR OF PHILOSOPHY



FACULTY OF MANAGEMENT SCIENCES

ANNA UNIVERSITY

CHENNAI 600 025

FEBRUARY 2020

5.3 CONCLUSION OF THE STUDY

In the present study, factors of investment behaviour will influence their investment behaviour of working women. And also the demographical factors are influence the investment behaviour. Working women in Thoothukudi are more interested to invest their savings in bank deposits and insurance policies for their future needs. Women are come out and involve in the financial market independently and know the risk and returns of investments. And also women should take decision about investments in the share markets. In future it will be motive the women to earn more and also knowledge gained. Earning from investment in financial market may decrease unemployment problem. Since the investment behaviour factor have a significant positive impact on the women investors Perception, Attitude, Risk & Return, Decision Making, Knowledge and Awareness and Decision Making leads to investors satisfaction, the financial institutions are advised to create an appropriate awareness strategies to increase the investors investment mind.

