

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

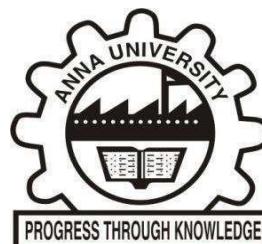
**A THESIS**

**Submitted by**

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### **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.

