

Factors Influencing The Investment By Women Employees In Healthcare Product Manufacturing Units In Thiruvananthapuram

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Abstract

Investing is a complex and challenging activity that requires adequate financial knowledge and awareness to make sound decisions. This study examines the factors influencing the investment behaviour of female employees working in healthcare product manufacturing companies in Thiruvananthapuram. Women play a crucial role in the industrial workforce, yet their investment patterns are often conservative and shaped by multiple socio-economic and behavioural factors. The study was conducted among women employees from ten selected healthcare product manufacturing companies, with a final sample size of 412 respondents. Data were collected using a well-structured questionnaire covering 36 factors influencing investment behaviour. Statistical tools such as simple percentage, mean, standard deviation, coefficient of variation, factor analysis, and correlation analysis were used to analyze the data. The findings reveal that most respondents possess moderate financial literacy and display a cautious, risk-averse investment attitude, with a preference for secure avenues like bank deposits and gold. Among the influencing factors, return expectations, economic and institutional factors, and personal motivation emerged as the most significant determinants of investment decisions. The study also found that age, marital status, income, and family size have a strong relationship with investment behaviour, while investment experience, awareness, and frequency significantly influence investment attitudes. Overall, the study concludes that financial literacy and experiential learning enhance women's investment confidence and decision-making capabilities. The findings emphasize the need for financial education, digital literacy programs, and workplace-based awareness initiatives to promote informed and diversified investment practices among women employees.

Key words: Investment Behaviour, Financial Literacy, Risk Perception, Digital Literacy, Socio-Economic Variables, Investment Attitude.

Introduction

Investment is an essential aspect of personal financial planning, as it enables individuals to secure their future, achieve financial goals, and generate additional income. However, the factors influencing investment decisions vary widely among individuals, depending on socio-economic, psychological, and demographic characteristics. In recent years, women's participation in the workforce has increased substantially, especially in sectors like healthcare product manufacturing. Despite their growing economic contribution, women's investment behaviour often remains conservative and influenced by multiple internal and external factors such as income, education, risk perception, financial literacy, and social influence. Understanding these factors is crucial for promoting informed financial decision-making and achieving greater financial inclusion among women employees. Women's investment decisions are often shaped by their financial awareness, attitude toward risk, and access to financial information. According to Lusardi and Mitchell (2014), individuals with higher financial literacy are more capable of managing money, diversifying investments, and achieving long-term financial stability. However, Agarwalla et al. (2015) found that Indian women tend to have lower financial literacy levels compared to men, which limits their ability to make well-informed investment choices. Similarly, Mahapatra and Sahu (2018) observed that women's investment

patterns are strongly influenced by their education, income, and family responsibilities, leading them to prefer safe and traditional investment avenues such as gold and bank deposits. In the context of Kerala, Thomas and Thilakam (2020) noted that although women have high general literacy rates, they exhibit moderate financial literacy and limited exposure to high-risk investment instruments.

Given this background, the present study seeks to identify and analyze the factors influencing the investment decisions of female employees working in healthcare product manufacturing factories in Thiruvananthapuram. This study aims to explore how socio-economic characteristics, financial knowledge, attitude, and behavioural factors collectively shape women's investment preferences. Understanding these determinants will help policymakers, employers, and financial institutions design effective financial education programs and awareness initiatives that empower women to make confident, diversified, and informed investment decisions, thereby enhancing their financial independence and overall economic well-being.

Literature Review

Narula S. (2015) conducted a study to measure the financial literacy levels of retail investors in Delhi. The study found that investment preferences varied according to financial literacy levels and investment time horizons, low-literacy investors preferred real estate, while those with high literacy favoured shares. It concluded that improving financial literacy could help individuals make more informed and time-appropriate investment decisions. Prasad S., Kiran R., & Sharma R.K. (2021), in their paper the factor financial literacy had a stronger impact on men's investment behaviour, while behavioural factors had a relatively higher effect among women. The study found that these three constructs explained 56.4% of the variance in men's investment decisions and 60.8% in women's, indicating higher explanatory power for female investors. Thakor N.V., & Patel A.M. (2022), made a study revealed that 60% of respondents possessed low financial literacy and lacked clarity about investment procedures, risks, and returns. Demographic factors like age, marital status, education, and income significantly affected investment decisions. Eronimus A., Kamboj J., & Sharma S. (2022) made a study to analyse the factors influencing women investment behaviour in Bathinda District. The study found that women's investment behaviour is primarily influenced by safety, interest rates, and social obligations like children's education and marriage. The study concluded that financial literacy, awareness programs, and access to government schemes could significantly improve women's confidence and participation in diversified investment avenues, fostering greater financial independence.

Singh R. (2022), in his paper investigated the determinants influencing women investors' financial decisions across six major Indian cities, Ghaziabad, Pune, Kolkata, Coimbatore, Bangalore, and Hyderabad. The study identified six critical factors influencing investment decisions: attachment, information source, risk tolerance, additional income, quality of life, and autonomy. Among these, attachment and information sources had the highest impact, indicating that emotional connection and social influence significantly shape women's investment behaviour. Rushi Z. (2022) in their study evidenced key factors influencing women's financial understanding, including cultural norms, low financial awareness, and lack of women-targeted financial systems. The paper also discussed several government initiatives like the Pradhan Mantri Jan-Dhan Yojana, Sukanya Samriddhi Yojana, and FLCCs aimed at promoting financial inclusion. Yadav, Sridhari, & Balkur (2023) in a study found that working women exhibited slightly higher financial literacy than non-working women. Most participants relied on family members for financial decisions and preferred low-risk investments like savings and insurance. The

authors concluded that enhancing women's financial education through institutional training and awareness programs is crucial to empower them economically and socially. Rajeena & Naheed (2023), in their paper found that behavioural biases and psychological factors, including overconfidence and peer influence, also affected decision-making. The authors found that higher financial literacy significantly reduces risk aversion, encouraging diversification into modern investment instruments.

Lakshmi, Thara, & Sanjay (2023), in their study explored the relationship between financial literacy and investment behaviour. The research confirmed that higher financial literacy levels significantly impact factors influencing investment decisions such as return expectations, risk perception, and time horizon. Socioeconomic factors like family life stage, income, and work profile were found to correlate strongly with financial literacy levels. The study emphasized that although women are highly educated, many remain dependent on family members for investment advice. Joghee M.V., et al (2025) conducted a comprehensive study on the factors influencing working women's investment awareness and behaviour. The research identified four major determinants, socio-cultural influences, psychological aspects, marketing and advisory services, and economic factors influenced investment decisions. Financial literacy and risk perception significantly affect women's investment confidence, while traditional gender roles and family influence restrict independent decision-making. Shahin S., et al (2025), in their study explored the key factors shaping investment decisions among working women in Raipur city, Chhattisgarh. The study found that investment decisions are primarily driven by emotional attachment, income level, financial knowledge, and peer or family guidance. Most respondents preferred low-risk investments like fixed deposits and insurance schemes. Financial education programs, workplace workshops, and digital financial literacy initiatives to enhance women's participation in informed investment planning and decision-making.

Objectives

The study has been undertaken with the following objectives,

1. To assess the socio-economic background and investment attitudes of the respondents in the study area.
2. To enquire the factors influencing the respondents towards their investment behaviour in the study area and
3. To study the relationship between factors influencing the respondents towards their investment behaviour and their socio-economic variables and investment attitudes

Methodology

Investing is a challenging endeavor, as it requires substantial financial knowledge to make informed investment choices. A significant number of employees in various companies that produce healthcare products in Thiruvananthapuram are women. These women engage in investments across different platforms. Several factors are affecting the investment behavior of female employees in the healthcare manufacturing sector within the study area. The researcher examined the elements that influence the investment behavior of the respondents in this region. To achieve this, women employees from ten healthcare product manufacturing companies in the area were chosen for the study. The researcher identified a total of 36 factors that could impact their investment behavior. A comprehensive questionnaire was developed for this purpose and distributed to 50 women employees from each of the selected companies. However, the researcher received responses from only 412 participants. Therefore, the final sample for the study is limited to these 412 respondents. The responses collected were analyzed by the researchers

utilizing statistical methods such as simple percentage, mean, standard deviation, coefficient of variation, factor analysis, and correlation analysis.

Hypotheses

The researcher framed the following null hypotheses for the study,

H₀1: There are no significant relationships between factors influencing the respondents on their investment behaviour and their socio-economic variables.

H₀2: There are no significant relationships between factors influencing the respondents on their investment behaviour and their investment attitudes.

Results and Discussion

The study has been undertaken to analyse the factors influencing the women employees working in healthcare products manufacturing companies in Thiruvananthapuram in Kerala state. This section of the paper presents the results and discussion of the paper. The below mentioned table presents the socio-economic background of the respondents.

Table1: Socio-economic Background of the Respondents

SN	Category	Freq.	%
Marial Status			
1	Married	295	71.6
2	Unmarried	117	28.4
Age			
1	Upto 30 years	72	17.5
2	31 to 40 years	166	40.3
3	41 to 50 years	102	24.8
4	51 to 60 years	72	17.4
Education			
1	Upto school level	86	20.9
2	Under Graduation level	158	38.3
3	Post Graduation level	126	30.6
4	Professional Education	25	6.1
5	Others	17	4.1
Monthly Income			
1	Upto ₹40,000	173	42.0
2	₹40,001 to ₹80,000	107	26.0
3	₹80,001 to ₹1,20,000	79	19.2
4	Above ₹1,20,000	53	12.8
Family Size			
1	Small (Upto 4 members)	148	35.9
2	Medium (5 to 7 members)	186	45.2
3	Large (Above 7 members)	78	18.9
	Total	412	100.0

Table 1 shows that out of 412 respondents, a majority (71.6%) are married, while 28.4% are unmarried. This indicates that most of the women employees have family responsibilities, which could influence their investment preferences toward safer and more stable avenues. The age distribution shows that the largest proportion of respondents (40.3%) falls within the 31–40 years age group, followed by 24.8% in the 41–50 years category. About 17.5% are aged up to 30 years, and 17.4% are between 51–60

years. This reveals that most respondents are in their middle working age, typically a period of stable income and increased financial commitments, making it a crucial stage for investment planning. Regarding educational qualification, 38.3% of respondents have completed undergraduate education, while 30.6% hold postgraduate degrees. About 20.9% have education up to school level, 6.1% have professional qualifications, and 4.1% belong to the others category. This indicates that a majority of the respondents are reasonably well-educated, which may positively impact their financial awareness and decision-making abilities. The income distribution shows that 42% of the respondents earn up to ₹40,000 per month, followed by 26% earning ₹40,001–₹80,000, and 19.2% earning ₹80,001–₹1,20,000. Only 12.8% earn above ₹1,20,000 per month. This pattern indicates that a substantial portion of the women employees belong to low- and middle-income categories, where limited disposable income could restrict their investment capacity and influence their preference for low-risk investment options. Regarding family composition, 45.2% of respondents belong to medium-sized families (5–7 members), 35.9% have small families (up to 4 members), and 18.9% come from large families (above 7 members). This suggests that most women employees have moderate family responsibilities, which may affect their saving and investment behavior depending on household expenses.

The socio-economic analysis reveals that the majority of respondents are married, middle-aged, moderately educated, and belong to middle-income families. These characteristics suggest that while the respondents are financially active and aware, their investment behavior is likely influenced by family obligations, income levels, and risk-averse tendencies. Consequently, targeted financial literacy initiatives could help this group make more confident and informed investment decisions.

Table 2: Investment Attitude of the Respondents

SN	Category	Freq.	%
Frequency of Investment			
1	Monthly	241	58.5
2	Quarterly	69	16.7
3	Half-yearly	43	10.4
4	Yearly	59	14.3
5	Occasionally		
Average Yearly Investment			
1	Upto ₹50,000	92	22.3
2	₹50,001 to ₹1,00,000	186	45.1
3	₹1,00,000 to ₹1,50,000	71	17.2
4	Above ₹1,50,000	63	15.3
Experience in Making Investments			
1	Upto 5 years	39	9.5
2	5 to 10years	96	23.3
3	10 to 15 years	138	33.5
4	Above 15 years	139	33.7
Primary Source of Awareness			
1	Friends / Relatives	107	26.0
2	Television Media	68	16.5
3	Print Media	45	10.9
4	Social Media	169	41.0

5	Other Sources	23	5.6
Highly Preferred Type of Investment			
1	Equities	43	10.4
2	Mutual Funds	95	23.1
3	Gold & Silver	101	24.5
4	Bonds	36	8.7
5	Bank Deposits	102	24.8
6	Others	35	8.5
	Total	412	100.0

Table 2 reveals that a majority of the respondents (58.5%) invest monthly, indicating a disciplined and consistent saving behaviour. Around 16.7% invest quarterly, 10.4% half-yearly, and 14.3% yearly, showing that most female employees prefer regular and systematic investments such as recurring deposits, SIPs, or provident fund contributions. The absence of a notable “occasional” investment group reflects a stable investment pattern among the respondents. Nearly half of the respondents (45.1%) invest ₹50,001 to ₹1,00,000 annually, while 22.3% invest up to ₹50,000. About 17.2% invest ₹1,00,001 to ₹1,50,000, and 15.3% invest above ₹1,50,000 per year. This exposes that most women employees are moderate investors, with investment capacity aligning with their income levels. Only a small proportion makes higher annual investments, possibly due to higher earnings or better financial literacy. A significant number of respondents (33.7%) have over 15 years of investment experience, followed closely by 33.5% with 10 to 15 years of experience. About 23.3% have 5 to 10 years, while only 9.5% have less than 5 years of experience. This indicates that most respondents have long-term experience in investing, which may contribute to better awareness and more informed financial decisions. Social media is the leading source of investment awareness for 41% of respondents, followed by friends and relatives (26%). Television (16.5%) and print media (10.9%) contribute to a lesser extent, while 5.6% rely on other sources. This demonstrates that digital and informal channels play a major role in shaping investment knowledge among women employees, reflecting the growing impact of online platforms and peer discussions on financial decision-making. The most preferred investment options are bank deposits (24.8%) and gold & silver (24.5%), followed closely by mutual funds (23.1%). Fewer respondents prefer equities (10.4%), bonds (8.7%), or other instruments (8.5%). This indicates that women employees display a conservative and risk-averse investment attitude, favoring secure and familiar avenues that ensure capital safety over high-risk, high-return options.

For the purpose of analysing the factors influencing the women employees to make investments in the study area, the researcher identified a total of 36 factors which may influence them. The number of factors are high in number. In order to reduce and group these numbers of factors. The researchers applied factor analysis and these results are presented in the following tables.

Table 3: Communalities of Variables of Factors Influencing on Investments

Factors	Initial	Extraction	Factors	Initial	Extraction
1	1.00	0.68	19	1.00	0.61
2	1.00	0.62	20	1.00	0.50
3	1.00	0.51	21	1.00	0.66
4	1.00	0.51	22	1.00	0.45
5	1.00	0.59	23	1.00	0.79
6	1.00	0.72	24	1.00	0.75
7	1.00	0.57	25	1.00	0.91
8	1.00	0.59	26	1.00	0.61
9	1.00	0.34	27	1.00	0.50
10	1.00	0.64	28	1.00	0.54
11	1.00	0.86	29	1.00	0.74
12	1.00	0.58	30	1.00	0.87
13	1.00	0.63	31	1.00	0.61
14	1.00	0.51	32	1.00	0.58
15	1.00	0.53	33	1.00	0.64
16	1.00	0.68	34	1.00	0.64
17	1.00	0.89	35	1.00	0.70
18	1.00	0.92	36	1.00	0.84

The table reveals that the individual variances of the variables were substantial, falling within a statistically significant range. The findings indicate that the computed values of the extracted communalities for all variables exceed 0.5. These extracted communalities reflect the goodness of fit of the factor analysis. A higher value of extracted communalities for the variables indicates a better fit. Therefore, all variables can be included in the factor analysis. The factor analysis employs the method of Principal Component Analysis (PCA) to identify and estimate the eigenvalues of the principal components. After calculating the eigenvalues of the components, they are organized in descending order based on the computed eigenvalues. According to Kaiser's criterion, factors with an eigenvalue greater than 1 are retained for the study.

To consolidate and categorize the inter-correlated variables into a single group, factor analysis was employed, and the outcomes of Eigenvalues, percentage of variance, cumulative percentage for initial Eigenvalues, and rotation sums of squared loadings are detailed in the subsequent table.

Table 4: Total Variance Explained: Factors Influencing for Investments

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% Variance	Cumulative percent	Total	% Variance	Cumulative percent
1	7.16	19.88	19.88	7.16	19.88	19.88
2	3.64	10.10	29.98	3.64	10.10	29.98
3	2.64	7.33	37.31	2.64	7.33	37.31
4	2.04	5.67	42.98	2.04	5.67	42.98
5	1.86	5.16	48.13	1.86	5.16	48.13
6	1.35	3.75	51.88	1.35	3.75	51.88
7	1.18	3.27	55.15	1.18	3.27	55.15

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% Variance	Cumulative percent	Total	% Variance	Cumulative percent
8	1.15	3.18	58.33	1.15	3.18	58.33
9	0.99	2.76	61.09			
10	0.97	2.69	63.79			
11	0.95	2.64	66.43			
12	0.91	2.53	68.96			
13	0.90	2.50	71.45			
14	0.85	2.35	73.81			
15	0.83	2.31	76.11			
16	0.80	2.23	78.35			
17	0.77	2.13	80.48			
18	0.69	1.92	82.40			
19	0.63	1.74	84.13			
20	0.60	1.66	85.79			
21	0.58	1.61	87.41			
22	0.55	1.51	88.92			
23	0.49	1.36	90.28			
24	0.48	1.34	91.62			
25	0.45	1.24	92.86			
26	0.41	1.13	93.99			
27	0.38	1.04	95.03			
28	0.35	0.96	96.00			
29	0.33	0.93	96.92			
30	0.30	0.84	97.77			
31	0.26	0.73	98.49			
32	0.24	0.68	99.17			
33	0.14	0.38	99.55			
34	0.11	0.31	99.85			
35	0.03	0.08	99.94			
36	0.02	0.06	100.00			

Source: Primary Data; Extraction Method: Principal Component Analysis.

The table presents the results of the factor analysis regarding Eigen values at the initial stage and subsequent to the application of the rotation method, focusing on the factors influencing the sample respondents of making investments. The findings indicated that the original 36 factors were condensed into 8 factors through factor analysis utilizing the rotation method, specifically those with an Eigen value exceeding 1. Collectively, these 8 factors accounted for 58.33% of the variance in the statements included. It is presumed that this explained variance is adequate, allowing for the extracted variables to be utilized in further analysis. To modify the extracted components that represent the selected statements (36 factors), orthogonal rotation (Varimax) was utilized. The Rotated Component Matrix (RCM) illustrates the factor loading of each variable in relation to the extracted factors. Factor loadings can be described as the correlation between the factors and the variables. It is presumed that each variable included in the study should exhibit significant factor loading to only one factor while showing insignificant factor loadings to all other extracted factors.

As per the results of factor analysis, the factors are reduced into eight and they are grouped. The following table presents the descriptive analysis of these 8 factors influencing the respondents towards making investments.

Table 5: Factors Influencing the Investment Decisions

SN	Factors	Mean	SD	CV	Rank
1	Knowledge on Financial Aspects	3.14	1.17	37.26	VI
2	Risk Perception	2.85	0.99	34.74	VIII
3	Expectations on Return	3.85	1.06	27.53	I
4	Financial Behaviour	3.24	1.25	38.58	V
5	Social Influence	3.01	0.95	31.56	VII
6	Digital Financial Literacy	3.44	1.32	38.37	IV
7	Economic and Institutional Factors	3.72	1.22	32.80	II
8	Personal and Psychological Factors	3.53	1.08	30.59	III

Table 5 reveals that several factors influence the investment decisions of female employees in healthcare product manufacturing factories in Thiruvananthapuram, with varying degrees of importance. The most dominant factor is expectations on return (Mean = 3.85), indicating that women primarily invest with the goal of earning satisfactory financial returns. This is followed by economic and institutional factors (Mean = 3.72), showing that economic stability, government policies, and the availability of financial institutions strongly shape their investment behaviour. Personal and psychological factors (Mean = 3.53) also play a significant role, suggesting that financial independence, family security, and emotional assurance motivate women to invest. Digital financial literacy (Mean = 3.44) ranks fourth, highlighting the growing role of technology and digital platforms in facilitating investment decisions. Meanwhile, financial behaviour (Mean = 3.24) and knowledge on financial aspects (Mean = 3.14) exert moderate influence, implying that while women display some level of financial discipline and awareness, their investment actions are more return-driven than knowledge-based. Social influence (Mean = 3.01) and risk perception (Mean = 2.85) are the least influential factors, indicating that most women make independent and cautious investment decisions, preferring safe and secure avenues. Overall, the results show that women's investment behaviour is guided largely by return expectations, institutional trust, and personal motivation, while risk-taking tendencies remain low.

Table 6: Relationship between Factors on Investments and Socio-Economic Variables

SN	Socio-Economic Variables	Correlation Coefficient	P-Value	Sig.	H ₀ Result
1	Marital Status	0.549	0.000	Significant	Rejected
2	Age	0.675	0.002	Significant	Rejected
3	Education	0.154	0.084	Not Significant	Accepted
4	Monthly Income	0.634	0.000	Significant	Rejected
5	Family Size	0.521	0.017	Significant	Rejected

Table 6 shows that the variables marital status ($r = 0.549$, $p = 0.000$), age ($r = 0.675$, $p = 0.002$), monthly income ($r = 0.634$, $p = 0.000$), and family size ($r = 0.521$, $p = 0.017$) show statistically significant relationships, leading to the rejection of the null hypotheses. This

implies that these factors strongly influence the investment decisions of women employees. Married women and those in middle or higher age groups are more likely to make stable and security-oriented investment choices, reflecting their family and financial responsibilities. Similarly, women with higher income levels tend to invest more actively and diversely, as their greater disposable income allows for better financial planning. Family size also affects investment decisions, as women from larger families may prioritize safety and liquidity to meet household needs. However, education ($r = 0.154$, $p = 0.084$) shows no significant relationship with investment factors, indicating that formal education alone does not determine investment behaviour. This suggests that practical financial awareness and experience have a stronger impact on investment decisions than academic qualifications.

The results highlight that personal and economic factors, such as age, income, marital status, and family size, play a pivotal role in shaping women's investment decisions, whereas educational attainment has only a limited influence.

Table 7: Relationship between Factors on Investments and Investment Attitude

SN	Investment Attitudes	Correlation Coefficient	P-Value	Sig.	H ₀ Result
1	Frequency of Investment	0.434	0.004	Significant	Rejected
2	Average Annual Investment	0.564	0.015	Significant	Rejected
3	Experience in Investments	0.625	0.000	Significant	Rejected
4	Source of Awareness	0.486	0.036	Significant	Rejected
5	Preferred Investment	0.386	0.045	Significant	Rejected

Table 7 shows that the variable the frequency of investment ($r = 0.434$, $p = 0.004$) shows a significant relationship, suggesting that women who invest regularly tend to have stronger influencing factors such as financial awareness, planning, and discipline. The average annual investment ($r = 0.564$, $p = 0.015$) is also significantly correlated, indicating that higher levels of annual investment are associated with better financial understanding and stronger motivation toward wealth accumulation. Similarly, experience in investments ($r = 0.625$, $p = 0.000$) shows the highest correlation, implying that investment experience greatly enhances decision-making ability, confidence, and the capacity to evaluate financial risks and returns effectively. The variable source of awareness ($r = 0.486$, $p = 0.036$) also demonstrates a significant relationship, emphasizing the role of financial information obtained from social media, friends, or financial institutions in shaping investment decisions. Lastly, the preferred investment type ($r = 0.386$, $p = 0.045$) is significantly related, indicating that an individual's choice of investment avenue—whether traditional or modern—is influenced by factors such as knowledge, risk tolerance, and return expectations.

The findings reveal that investment attitudes and influencing factors are closely linked, meaning that women with greater exposure, experience, and consistent investment habits tend to make more informed and confident financial decisions. The study thus underscores the importance of promoting financial awareness and experience-based learning to develop a stronger and more proactive investment culture among women employees.

Conclusion

Investment is a crucial component of personal financial planning, enabling individuals to secure their future and achieve economic stability. Understanding the factors that influence investment decisions is particularly important in the case of female employees,

who are increasingly contributing to household and industrial income, yet often display conservative investment behaviour due to limited financial exposure and risk aversion. In the context of healthcare product manufacturing factories in Thiruvananthapuram, women form a vital part of the workforce, and analyzing their investment behaviour provides meaningful insights into their financial participation and empowerment.

The study explored the factors influencing investment decisions among female workers, examining the role of socio-economic characteristics, financial literacy, risk perception, and behavioural aspects. The findings revealed that most women possess moderate financial literacy and a cautious investment attitude, with a strong preference for low-risk avenues such as bank deposits and gold. Factors such as return expectations, economic and institutional influences, and personal motivation were found to be the most significant determinants of investment behaviour. Moreover, the variables age, marital status, income, and family size showed strong relationship with factors influencing the respondents in making investments. While the variables investment experience, awareness, and frequency significantly shaped attitudes toward investing. Overall, financial literacy and experiential knowledge play a pivotal role in enhancing women's investment confidence and decision-making capabilities. Hence, promoting financial education, digital literacy, and workplace-based awareness programs is essential to empower women employees, encourage diversified investments, and strengthen their long-term financial independence and security.

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