

# A Study on Working Women's Investment Perception in Various Government Schemes with Special Reference to Tirunelveli City

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**Abstract:** Investment plays a vital role in securing financial stability and ensuring long-term economic growth, especially for women who increasingly contribute to household income and decision-making. Working women today are not only participants in the labor force but also active financial planners who aim to safeguard their future and that of their families. Government schemes in India, such as Public Provident Fund (PPF), Sukanya Samriddhi Yojana (SSY), National Savings Certificate (NSC), Post Office Savings, Employees' Provident Fund (EPF), and Pradhan Mantri Jan Dhan Yojana (PMJDY), offer secure, reliable, and comparatively risk-free avenues for investment. This study, titled "A Study on Working Women's Investment Perception in Various Government Schemes with Special Reference to Tirunelveli City", seeks to examine the awareness, preference, and perception of working women towards these government-backed investment options. The research highlights how working women in Tirunelveli City perceive the safety, returns, liquidity, and tax benefits associated with these schemes. The primary objective is to analyze the factors influencing their choice of investments and to understand whether they prioritize security over returns, short-term benefits over long-term wealth creation, or tax-saving advantages over liquidity. By studying these behavioral aspects, the research also aims to identify the level of financial literacy among women and their confidence in managing independent investments. A descriptive research design was employed to collect both primary and secondary data. Primary data was gathered through structured questionnaires administered to a sample of working women from various professional backgrounds, including teaching, healthcare, banking, and private employment sectors within Tirunelveli City. Secondary data was sourced from journals, reports, and government publications. Statistical tools such as percentage analysis, chi-square test, and correlation were applied to interpret the data and draw meaningful insights. The findings of the study reveal that a majority of working women prefer government schemes due to their low-risk nature, guaranteed returns, and safety compared to private investment avenues. However, the level of awareness differs significantly based on age, educational qualification, and income group. While younger women show greater inclination toward modern investment tools like mutual funds or digital savings platforms, older respondents demonstrate stronger trust in traditional government schemes. The study also finds that tax-saving benefits and long-term security remain the most significant motivators for women investors in Tirunelveli. In conclusion, the research emphasizes the need for increased financial awareness and literacy programs tailored for women, which can empower them to make informed decisions and strike a balance between traditional and modern investment avenues. The insights gained can help policymakers and financial institutions design more inclusive and women-friendly investment schemes.

**Keywords:** Working Women, Investment Perception, Government Schemes, Tirunelveli City, Savings Behaviour, Investment Decisions



## **I. INTRODUCTION**

Investment helps individuals to secure their future and achieve financial independence. For working women, investing is important as it supports their family and strengthens their financial position. The Government of India offers many safe and reliable investment schemes such as PPF, NSC, SSY, and APY to promote savings and social security. These schemes are designed to encourage women to invest with low risk and steady returns. In Tirunelveli City, many working women are employed in different sectors, and their investment choices show how well these schemes reach them. This study focuses on understanding the awareness, preferences, and problems faced by working women in government investment schemes.

### **1.1 STATEMENT OF THE PROBLEM**

Even though many government investment schemes are available, the participation of working women is still low. Many women are not fully aware of the benefits or process of these schemes. Factors like lack of financial knowledge, family influence, and fear of risk affect their investment decisions. In Tirunelveli City, working women have different needs and priorities, but there is little research about their perception of these schemes. The study aims to find out how much they know, what challenges they face, and what factors influence their investment choices.

### **1.2 OBJECTIVES OF THE STUDY**

To analyse the awareness of working women's investment perception in Tirunelveli city  
To find the factors that influence working women's investment decisions in Tirunelveli city  
To understand working women's preferences and satisfaction towards investment schemes in Tirunelveli city.  
To identify the difficulties faced by women while investing in government schemes in Tirunelveli city.  
To suggest ways to improve awareness and participation among working women in Tirunelveli city.

## **II. REIVIEW OF LITERATURE**

**R. Harini and DR. R. Savithri** (July 2021) To entitled research on the topic "A study on the investment behaviour of working women with reference to Chennai city", Analysis the This descriptive and analytical study examines investment portfolios preferred by 120 working women in Chennai, selected through simple random sampling. Data was collected using a structured questionnaire. The study finds that women consider shares as the riskiest investment, followed by chit funds and real estate.

**Dr. Balasaheb Babanrao Kalhapure** (2024), Carried out a research title "A study on women empowerment schemes in India", The study emphasizes that Women Empowerment involves the progression of women and, accepting and including them in the decision-making process. The research highlights various challenges faced by women, particularly in rural India. It concludes that empowering women can help reduce gender inequality and promote greater gender equality.

**Kaur** (2016) to entitled research on the topic "Investment Preferences of Women: A Comparative Study of Government and Private Sector Employees", its analysed compares the investment preferences of women working in government and private sectors. Using survey research, the research focuses on women in India. Findings indicate that income levels and employment sector influence investment choices, with government employees preferring safer investment options

## **III. RESEARCH METHODOLOGY**

This study is based on both primary and secondary data. Primary data are collected through a structured questionnaire from working women in Tirunelveli City. Secondary data are collected from books, journals, newspapers, and official websites. The study uses a descriptive research design to analyse awareness, perception, and investment behaviour. A sample of working women from different employment sectors is selected using a convenient sampling method. The collected data are analysed using simple percentage and statistical tools to draw conclusions.



## TOOL ANALYSIS

Various statistical tools are used to analyse the data collected from the sample respondents. Some of the tools like percentage analysis, Likert scale and Garrett ranking analysis.

## IV. ANALYSIS AND INTERPRETATION OF DATA

### GOVERNMENT INVESTMENT SCHEMES WISE CLASSIFICATION

Government schemes provide safe and structured investment options for individuals. This section classifies respondents based on the schemes they prefer. It helps to understand how different government schemes influence their investment decisions.

**TABLE 1: GOVERNMENT INVESTMENT SCHEMES WISE CLASSIFICATION**

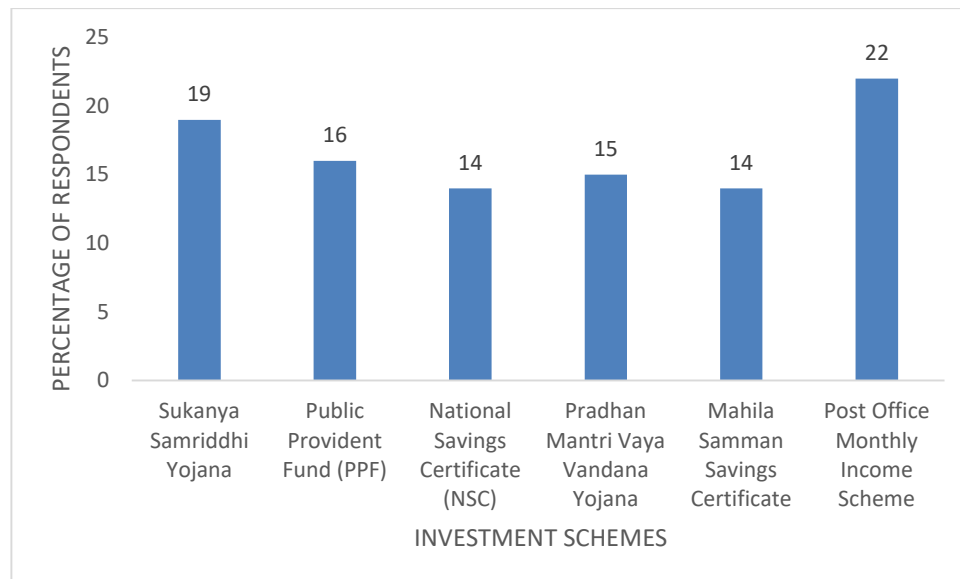
| S.NO | INVESTMENT SCHEMES                 | NO. OF RESPONDENTS | PERCENTAGE |
|------|------------------------------------|--------------------|------------|
| 1.   | Sukanya Samriddhi Yojana           | 23                 | 19         |
| 2.   | Public Provident Fund (PPF)        | 19                 | 16         |
| 3.   | National Savings Certificate (NSC) | 17                 | 14         |
| 4.   | Pradhan Mantri Vaya Vandana Yojana | 18                 | 15         |
| 5.   | Mahila Samman Savings Certificate  | 16                 | 14         |
| 6.   | Post Office Monthly Income Scheme  | 26                 | 22         |
|      | <b>TOTAL</b>                       | <b>119</b>         | <b>100</b> |

**Source: Primary Data**

### Interpretation:

From the above table 4.8, out of 119 respondents, 22% prefer the Post Office Monthly Income Scheme, followed by 19% for Sukanya Samriddhi Yojana and 16% for PPF. Hence, it is concluded that the majority of respondents prefer the Post Office Monthly Income Scheme.

**CHART 1: GOVERNMENT INVESTMENT SCHEMES WISE CLASSIFICATION**



### ENCOURAGE WOMEN TO INVESTMENT IN GOVERNMENT SCHEMES WISE CLASSIFICATION

The encourage women to investment in government schemes wise classification is shows ways to encourage women to invest in government schemes. It helps to know what support women expect. Most respondents suggest financial education and workshops.

**TABLE 2: ENCOURGE WOMEN TO INVESTMENT IN GOVERNEMENT SCHEMES WISE CLASSIFICATION**

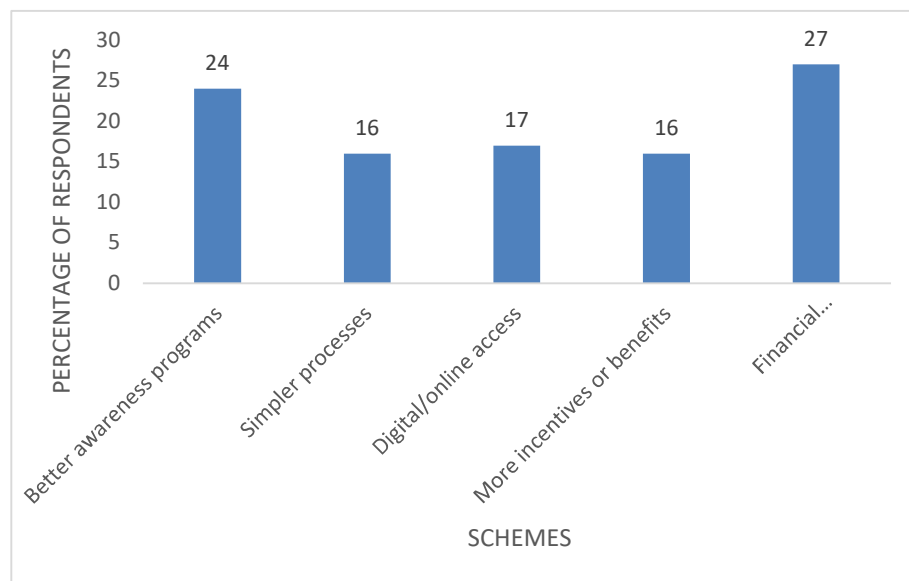
| S.NO | SCHEME                        | NO. OF RESPONDENTS | PERCENTAGE |
|------|-------------------------------|--------------------|------------|
| 1.   | Better awareness programs     | 29                 | 24         |
| 2.   | Simpler processes             | 19                 | 16         |
| 3.   | Digital/online access         | 20                 | 17         |
| 4.   | More incentives or benefits   | 19                 | 16         |
| 5.   | Financial education/workshops | 32                 | 27         |
|      | <b>TOTAL</b>                  | 119                | 100        |

**Source: Primary Data**

#### Interpretation:

From the above table 4.13, out of 119 respondents. 24 percent of respondent's better awareness programs and 16 percent of the respondent's is simpler processes and 17 percent of respondents is digital/online access and 16 percent of respondents is more incentives or benefits and 27 percent of the respondent's is financial education/workshops. Hence, we conclude that the majority of the respondent are financial education/workshops.

**CHART 2: ENCOURGE WOMEN TO INVESTMENT IN GOVERNEMENT SCHEMES WISE CLASSIFICATION**



### LIKERT SCALE RELATED TO PERCEPTION TOWARDS GOVERNMENT SCHEMES WISE CLASSIFICATION

The Likert scale related to perception towards government schemes wise classification is shows women's opinions about government schemes. It helps to understand their satisfaction and trust level.



**TABLE 3: LIKERT SCALE RELATED TO PERCEPTION TOWARDS GOVERNMENT SCHEMES WISE CLASSIFICATION**

| S.NO | SOURCE                                                             | SA          | A           | NO         | DA         | SDA      | TOTAL |
|------|--------------------------------------------------------------------|-------------|-------------|------------|------------|----------|-------|
| 1.   | Government schemes offer safe investment options for women         | 32<br>(160) | 30<br>(120) | 27<br>(81) | 21<br>(42) | 9<br>(9) | 412   |
| 2.   | I find it easy to access and invest in government schemes          | 31<br>(155) | 28<br>(112) | 27<br>(81) | 25<br>(50) | 8<br>(8) | 406   |
| 3.   | The returns from government schemes are satisfactory               | 32<br>(160) | 29<br>(116) | 25<br>(75) | 24<br>(48) | 9<br>(9) | 408   |
| 4.   | Government schemes help in financial independence for women.       | 33<br>(165) | 29<br>(116) | 28<br>(84) | 20<br>(40) | 9<br>(9) | 414   |
| 5.   | I prefer long-term government schemes over short-term investments. | 31<br>(155) | 29<br>(116) | 27<br>(81) | 24<br>(48) | 8<br>(8) | 408   |

(SA. – Strongly Agree, A. – Agree, NO. – No Opinion, DA – Disagree, SDA – Strongly Disagree)

#### **Interpretation:**

From the above table 4.20, out of 119 respondents, the statement “Government schemes offer safe investment options for women” ranks first, followed by “Government schemes help in financial independence for women.” The statements on returns and preference for long-term schemes share the third rank, while “Ease of access and investment” ranks fifth.

#### **FINDINGS:**

According to Government investment scheme wise classification, the majority of the respondents are Sukanya Samriddhi Yojana.

According to Investing in government scheme wise classification, the majority of the respondents are long documentation and Inadequate support/guidance and Lack of time.

According to Likert scale related to perception towards government schemes wise classification, the majority of the respondents stating that Government schemes help in financial independence for women.

#### **SUGGESTION:**

Banks and post offices should give proper advice and assistance to investors.

The tax benefit structure should be made more attractive to encourage savings.

The overall promotion of savings habits should be encouraged through education and social programs

#### **V. CONCLUSION**

The study shows that most working women in Tirunelveli prefer safe and steady investment options like the Post Office Monthly Income Scheme. Many women are aware of government schemes but still face some difficulties in understanding and accessing them. Retirement and future planning are the main reasons that influence their investment decisions. Women also believe that government schemes help them gain financial security and independence. More awareness and guidance can help increase their participation in these schemes.

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