

GENDER DISPARITIES IN INVESTMENT CHOICES: A COMPARATIVE ANALYSIS OF WORKING PROFESSIONALS**Mr. Nikhil Vijay Shirsat**

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ABSTRACT

In this study, gender differences in experts' investment preferences were examined through comparative analysis. Despite progress in achieving gender equality, inequality persists in all aspects of economic decision-making. This study used empirical data collected from employees to determine how gender influences investment preferences, preferences, and asset allocation strategies. This study is comparative and aims to identify significant differences in the investment behavior and decision-making of men and women. The results of this analysis provide a deeper understanding of gender inequality in the financial sector and the implications for policymakers, financial advisors, and individuals seeking to address gender inequality in the investment choices of professionals. Gender inequality, investment, and risk-taking.

INTRODUCTION

The investment world is not immune to the impact of gender dynamics. "Gender Differences in Investment Choices: A Comparative Analysis of Professionals" looks at various aspects of financial decision-making and aims to reveal the pattern of differences between men and women in the professional workforce. As women's participation in the workforce increases and gender roles continue to change, it is important to understand how gender affects investment choices. This study aims to investigate the subtle factors that contribute to these differences, including the influence of health, psychological, and financial systems. Gender differences in asset allocation, risk tolerance, investment strategies, and long-term financial planning. This study aims to identify differences by comparing the investment preferences of men and women, explain the basic principles, and propose strategies to encourage financial investment makers by gender. Stakeholders include financial institutions, policymakers, employers, and entrepreneurs. Addressing gender inequality in investment choices is not only a moral issue but also important to promote job and financial security for all members of society.

OBJECTIVES OF THE STUDY

1. To examine the investment portfolios of working women and men to identify differences in terms of facing challenges towards investments.
2. To analyze the behavior of working-class people towards investments.

HYPOTHESIS OF THE STUDY

- **H01:** There is no significant relationship between the challenges faced towards investment and Gender disparities.
- **H02:** Working-class people don't show interest in investment opportunities.

LIMITATIONS OF THE STUDY

This study focuses on the working professionals who are situated and stay in Kalyan and Dombivli regions.

RESEARCH METHODOLOGY

Primary data: - Survey methods

Use of closed and open-ended questions

Simple random sampling methods

Samples size: - 100

Statistical tools: - T-test and ANOVA test were used to analyze and interpret the results

REVIEW OF LITERATURE

1. Gaur Arti, Julee, Sukijha Sunita-2011, The authors in their research suggest gender differences in investment behavior. While men may be more aware of various investment options, women tend to be more cautious, particularly with riskier assets like stocks, especially when faced with limited financial resources. This cautiousness can lead to lower confidence and ultimately, less satisfaction with investment outcomes.

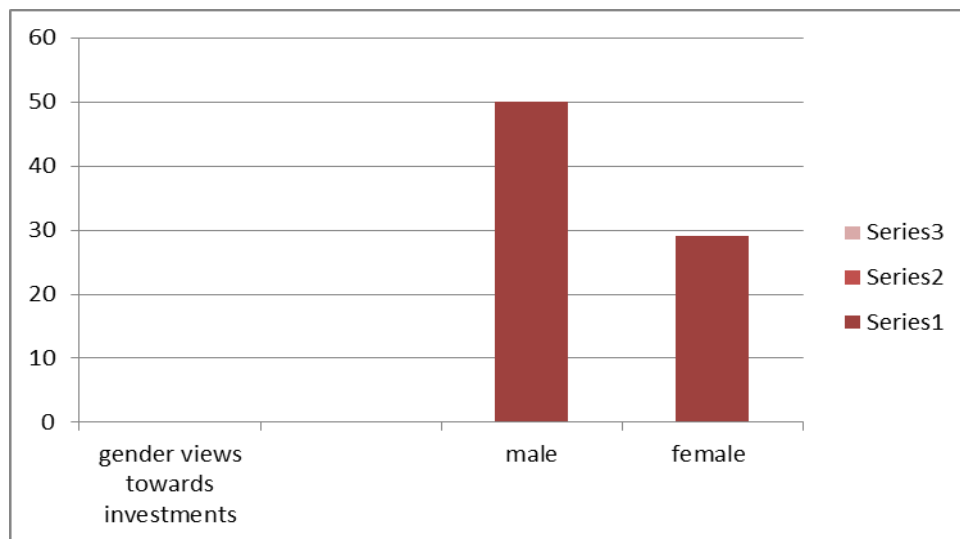
2. NizamettinBayyurt, VildanKarışık, Ali Coşkun – 2013, emphasis on the individuals who were citizens of the USA who lack financial literacy and make a lot of mistakes in savings and investments, need to inculcate more knowledge on financial literacy. The authors also discussed that many adults who were unaware of financial planning made the wrong decision in investment which incurred huge losses and difficult in making proper retirement plans. They had given more priority to gaining well-versed knowledge of financial literacy.

3. DilekTeker, SuatTeker, EsinDemirel- 2022, emphasis on gender differences in Risk Perception and Investment Behavior. They found that women prefer to invest around 20%-25% in the capital market of their monthly income. Females experience more stress as compared to men with regard to investment choices.

DATA ANALYSIS AND INTERPRETATION

1. Gender's views towards investments.

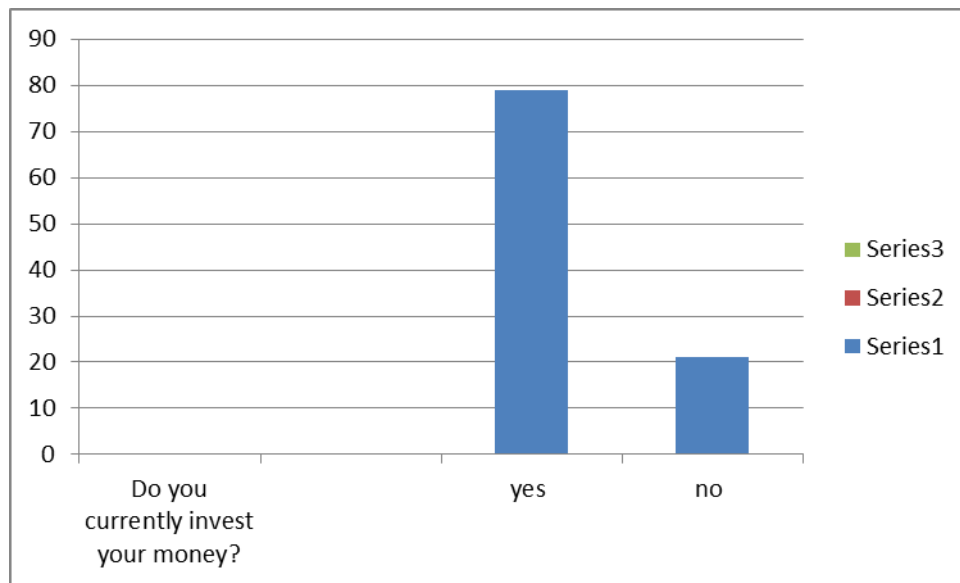
Male	50
female	29



From the data, the results state that, compared to Females, Males showed maximum preference and interest towards investments.

2. Do you currently invest your money?

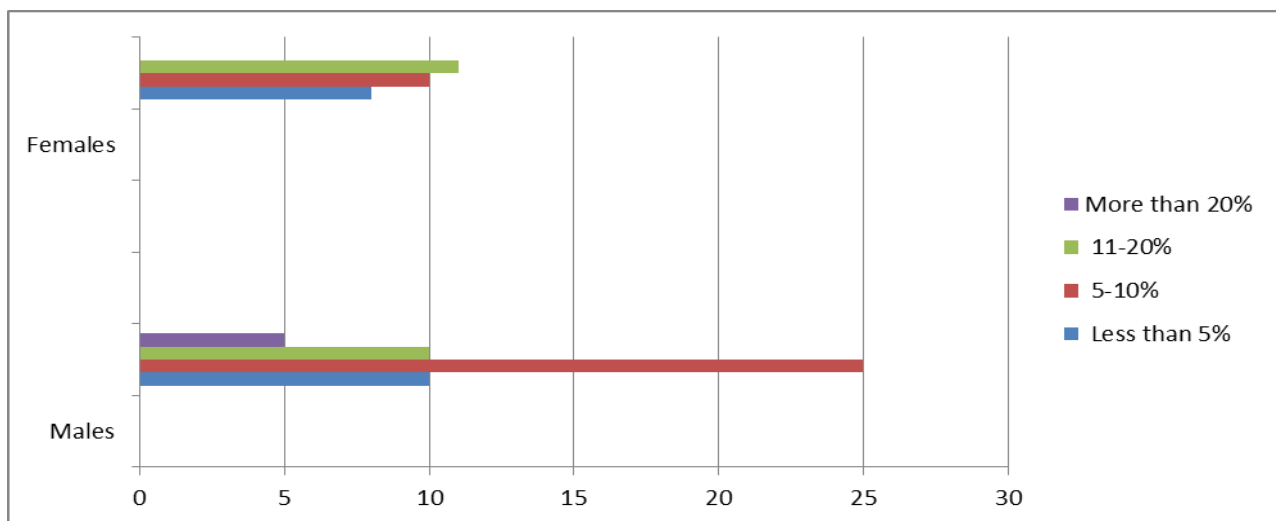
yes	79
no	21
total	100



Apart from the Investment point of view, the data is collected from 100 individuals who belong to working-class people who work in corporate and other institutions. The maximum number of individuals are interested in investments whereas few individuals have the least interest in investments.

3. On average, what percentage of your income do you invest annually?

	Males		Females	
Less than 5%	10		Less than 5%	8
5-10%	25		5-10%	10
11-20%	10		11-20%	11
More than 20%	5		More than 20%	0



From the data analysis, males shown more interest towards investments as compare to females.

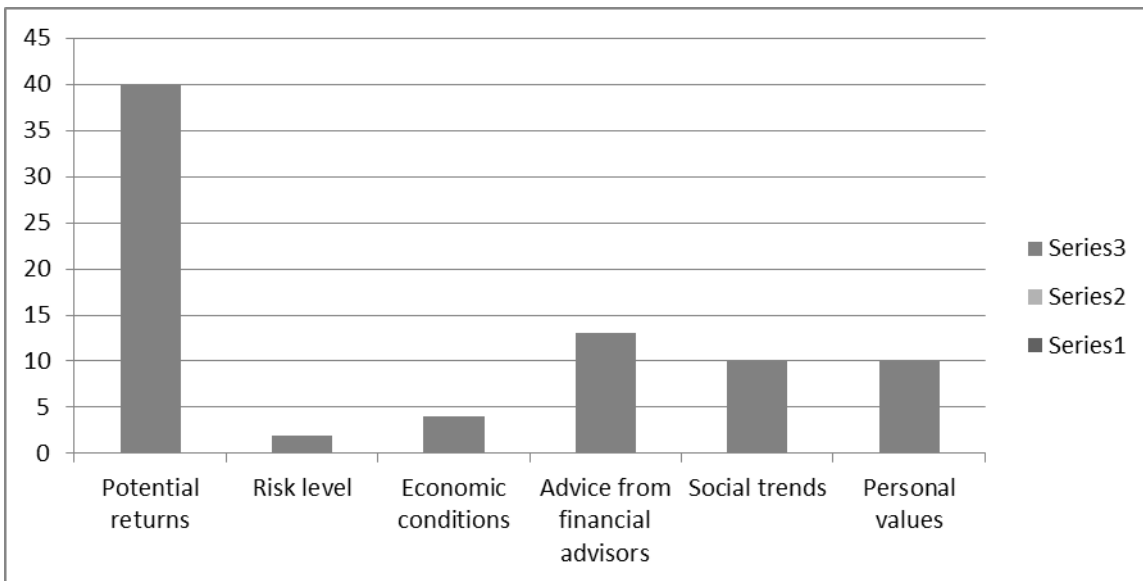
4. What types of investments do you currently have?

Stocks	20
Bonds	12
Mutual Funds	30
Real Estate	5
Cryptocurrency	2
Others	10

Most individuals have shown interest in mutual funds. After that stock and other investment aspects were considered. Crypto-currency had been the last option for the investment aspects is considered.

5. What factors influence your investment decisions?

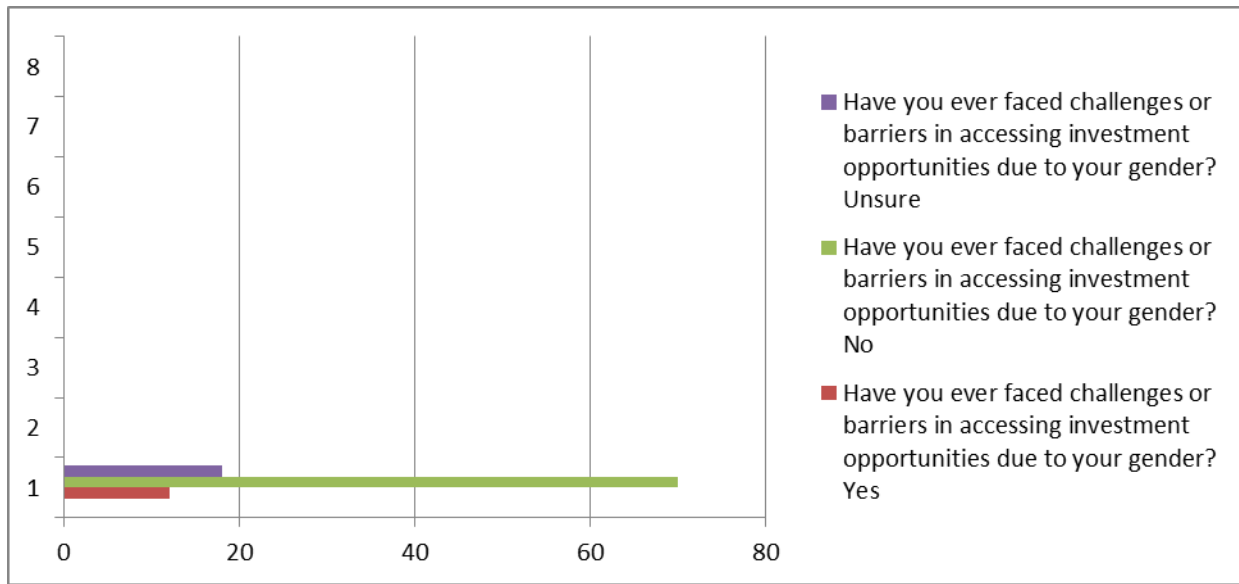
Potential returns		40
Risk level		2
Economic conditions		4
Advice from financial advisors		13
Social trends		10
Personal values		10



From the data, Potential returns are the primary factor for the individuals towards investments. Financial advisors also played a significant role in getting the individuals towards investments.

6. Have you ever faced challenges or barriers in accessing investment opportunities due to your gender?

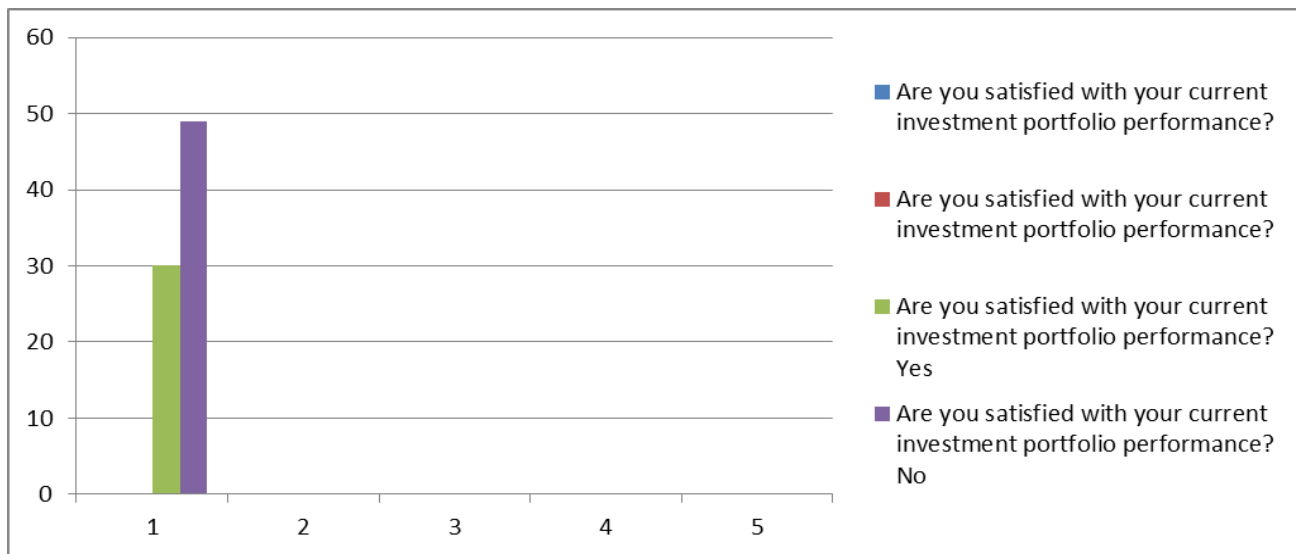
Yes	12
No	70
Unsure	18



Apart from gender’s perception towards challenges or barriers in accessing investment opportunities due to the gender’s aspects, majority of the individuals conveys they didn’t faces any challenges or hurdles in terms of investment opportunities.

7. Are you satisfied with your current investment portfolio performance?

Yes	30
No	49



Hypothesis testing.

1. H01: There is no significant relationship between the challenges faced towards investment and Gender disparities.

From 100 respondents, 79 individuals showed interest in investment opportunities and the selected individuals belong to the working class profession.

2 sample T-test is applied to test the hypothesis.

• Two -Sample T-Test Summary
• Total N:- 100
• Test Statistic:- 87.000
• Standard Error:- 4.848
• Standardized Test Statistic:- 7.736
• Asymptotic Sig.(2-sample test) :- >.010

The significant value is 0.10 which is greater than 0.05 which states that we reject the alternative hypothesis and accept the null hypothesis that determines that apart from gender disparities, both males and female does not faces any challenges or hurdles towards investments.

- 2. **H02:** Working-class people don't show interest in investment opportunities.

For analysis of working-class people's perception towards investments, the Chi-square test is used to interpret the result.

• Goodness-of-Fit – Chi-square test.

Chi-Square	df	Sig.
• Pearson	.187	1 .665
• Deviance	.194	1 .659
• Significant level is 0.05.		
• N = 100		
• P- Value = 0.000031		

As the significant value is 0.05, after analyzing the data, the P-value is 0.000031 which is less than the significant value which states that we reject the null hypothesis and accept the alternative hypothesis which determines that working-class people show more interest towards investments.

CONCLUSION AND SUGGESTIONS

There are significant differences in the investing behaviors of men and women, according to an examination of gender disparities in investment decisions among working professionals. According to the survey, women tend to be more conservative investors than males, who are often more ready to take financial risks. Numerous factors, such as risk tolerance, financial knowledge, and societal beliefs, impact this discrepancy. These disparities are also influenced by the persistent economic imbalance between each gender since women are often less well-off than males and must deal with greater financial hardships. Comprehending these differences is essential to formulating customized financial recommendations and regulatory measures that promote fair investing prospects.

To address the observed gender disparities in investment choices, the following suggestions are proposed:

Enhanced Financial Education: Develop focused financial literacy initiatives, especially for women, to help them understand risk management and investing opportunities.

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Policy Interventions: To lessen financial limitations and stimulate investment, develop policies that support equal pay and economic opportunity for women.

Customized Financial Products: Banks want to create investment plans that take into account the differing risk tolerances and financial objectives of individuals and women.

Encouraging Inclusivity: Through networking and mentorship programs, create a more welcoming financial environment that encourages women to engage in investing activities.

Research Extension: To provide more practical approaches for closing the gap, additional research should examine the fundamental reasons behind gender differences in investing decisions.

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