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Women investors in Coimbatore District: Emerging investment trends and wealth creation in the digital financial landscape

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Abstract
The increasing adoption of digital financial services has transformed the investment behaviour of women in India. Digital investment platforms, improved financial literacy, and greater financial independence have encouraged women to move beyond traditional investment avenues such as fixed deposits and gold towards mutual funds, Systematic Investment Plans (SIPs), equities, and exchange-traded funds (ETFs). This study aims to examine the emerging investment trends among women investors and analyse the factors influencing wealth creation in India's digital financial landscape. The study is based on primary data collected from 75 women investors using a structured questionnaire. Simple percentage analysis, weighted mean analysis, and Chi-square analysis are used to interpret the data. The findings are expected to provide insights into women's investment preferences, digital investment adoption, and the challenges influencing their financial decisions. The study also offers suggestions to strengthen financial literacy and promote sustainable wealth creation among women investors.

Keywords: Women investors, digital finance, investment trends, wealth creation, mutual funds, SIPs

Introduction
India's financial sector has experienced rapid digital transformation through the growth of FinTech, digital banking, and online investment platforms. These developments have made investment services more accessible, transparent, and convenient, encouraging greater participation from women investors. Traditionally, women preferred safe investment options such as fixed deposits, savings accounts, insurance, and gold. However, increasing financial literacy, higher employment opportunities, and digital investment platforms have influenced women to diversify their investments into mutual funds, SIPs, equities, and ETFs.
Women are increasingly recognising the importance of long-term wealth creation and financial independence. Digital platforms have simplified investment processes through paperless transactions, online portfolio management, and easy access to financial information. Despite this progress, challenges such as limited financial literacy, risk perception, and cybersecurity concerns continue to influence investment decisions. Therefore, this study examines the emerging investment trends among women investors and explores how digital finance contributes to wealth creation in India's evolving financial landscape.

Literature Review
The increasing adoption of digital financial services has significantly influenced women's investment behaviour in India. Digital investment platforms have improved accessibility, convenience, and transparency, encouraging women to diversify their investments from traditional avenues such as fixed deposits and gold towards mutual funds, Systematic Investment Plans (SIPs), equities, and exchange-traded funds (ETFs) (Vohra & Kaur, 2017) [1]. Studies also indicate that financial literacy, digital accessibility, and income level play a crucial role in enhancing women's confidence and participation in investment decisions (Bapat, 2020) [2]. Furthermore, recent research suggests that digital finance has strengthened wealth creation opportunities by enabling women to adopt diversified investment portfolios and long-term financial planning (Gupta & Verma, 2022) [3]. However, limited studies have comprehensively examined the relationship between digital financial adoption, emerging investment trends, and wealth creation among women investors in India, highlighting the need for the present study.

Need for the Study
The rapid growth of digital financial services has significantly changed the investment landscape in India, encouraging more women to participate in wealth creation activities. Although women's participation in digital investments has increased, many still face challenges such as limited financial literacy, risk perception, and lack of awareness about diversified investment opportunities. Understanding the emerging investment trends and the factors influencing women's investment decisions is essential for promoting financial inclusion and long-term financial security. Hence, this study aims to analyse the changing investment behaviour of women investors and provide insights that can support policymakers, financial institutions, and investment service providers in developing women-centric financial strategies.

Research Gap
Existing studies have primarily focused on women's investment behaviour, financial literacy, and digital financial inclusion as separate areas of research. While several studies have examined investment preferences and

digital financial adoption, limited empirical research has explored how emerging digital investment trends contribute to wealth creation among women investors in India. Furthermore, there is a lack of studies that integrate digital finance, investment behaviour, and wealth creation using primary data. Therefore, the present study seeks to bridge this gap by examining the emerging investment trends and factors influencing wealth creation among women investors in India's digital financial landscape.

Statement of the Problem

The rapid expansion of digital financial services has provided women with greater access to diverse investment opportunities. Despite this progress, many women continue to face challenges such as limited financial literacy, inadequate awareness of investment products, perceived investment risk, and technological barriers, which influence their investment decisions and wealth creation. Understanding these challenges and the changing investment preferences of women is essential for promoting financial inclusion and encouraging informed investment decisions. Hence, the present study focuses on analysing the emerging investment trends and wealth creation among women investors in India's digital financial landscape.

Research Objectives

1. To identify the preferred investment avenues among women investors in India's digital financial landscape.
2. To analyse the factors influencing the investment decisions of women investors.
3. To examine the role of digital financial platforms in promoting wealth creation among women investors.

Scope of the Study

The present study focuses on examining the emerging investment trends and wealth creation among women investors in India's digital financial landscape. It analyses the preferred investment avenues, factors influencing investment decisions, and the role of digital financial platforms in promoting wealth creation. The study is based on primary data collected from 75 women investors in Coimbatore District through a structured questionnaire. The findings are expected to provide insights for women investors, financial institutions, policymakers, and digital investment service providers in promoting financial inclusion and informed investment decisions.

Research Methodology

The present study adopts a descriptive research design to examine the emerging investment trends and wealth creation among women investors in India's digital financial landscape. The study is based on both primary and secondary data. Primary data were collected from 75 women investors through a structured questionnaire using the convenience sampling technique. Secondary data were collected from journals, books, research articles, reports published by the Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Association of Mutual Funds in India (AMFI), and other authentic online sources. The collected data were analysed using Simple Percentage Analysis, Weighted Mean Analysis, and Chi-Square Test to achieve the objectives of the study.

Data Analysis and Interpretation

Table 1: Demographic Profile of the Respondents (N = 75)

Variables	Category	Frequency	Percentage (%)
Age	20–30	28	37.3
	31–40	24	32
	41–50	15	20
	Above 50	8	10.7
Education	UG	18	24
	PG	31	41.3
	Professional	20	26.7
	Others	6	8
Occupation	Salaried	35	46.7
	Business	18	24
	Professional	12	16
	Homemaker	10	13.3
Income	Below ₹25,000	16	21.3
	₹25,001–₹50,000	29	38.7
	₹50,001–₹75,000	18	24
	Above ₹75,000	12	16

The majority of the respondents belong to the 20-30 years age group (37.3%), are postgraduates (41.3%), salaried employees (46.7%), and earn between ₹25,001 and ₹50,000 per month (38.7%).

Table 2: Investment Behaviour of Women Investors

Variables	Category	Frequency	Percentage (%)
Preferred Investment Avenue	Mutual Funds	24	32
	SIP	18	24
	Equity	10	13.3
	Fixed Deposit	9	12
	Gold	7	9.3
	Others	7	9.4
Investment Objective	Wealth Creation	30	40
	Retirement Planning	16	21.3
	Children's Education	12	16
	Tax Saving	10	13.3
	Emergency Fund	7	9.4
Preferred Digital Platform	Groww	27	36
	Zerodha	16	21.3
	Angel One	12	16
	Upstox	9	12
	Others	11	14.7

The findings indicate that Mutual Funds (32%) are the most preferred investment avenue among women investors. The majority invest primarily for wealth creation (40%), and Groww (36%) is the most preferred digital investment platform due to its accessibility and ease of use.

Table 3: Weighted Mean Analysis - Factors Influencing Investment Decisions

Factors	Mean Score	Rank
Financial Security	4.52	I
Expected Return	4.38	II
Ease of Digital Platform	4.21	III
Financial Literacy	4.08	IV
Investment Risk	3.96	V
Portfolio Diversification	3.84	VI
Family Influence	3.72	VII
Tax Benefits	3.58	VIII

The weighted mean analysis indicates that Financial Security (Mean = 4.52) is the most important factor influencing women's investment decisions, followed by

Expected Return (4.38) and Ease of Digital Platform (4.21). Financial Literacy, Investment Risk, and Portfolio Diversification also play a significant role. In contrast, Family Influence (3.72) and Tax Benefits (3.58) have comparatively less influence on investment decisions. This suggests that women investors primarily focus on financial stability and long-term wealth creation while making investment choices.

Hypothesis

H_0: There is no significant association between the age of women investors and their preferred investment avenue.

H_1: There is a significant association between the age of women investors and their preferred investment avenue.

Table 4: Chi-Square Analysis

Test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.846	9	0.045
Likelihood Ratio	13.275	9	0.039
Linear-by-Linear Association	4.218	1	0.04
N of Valid Cases	75		

The Pearson Chi-Square test shows a significant association between the age of women investors and their preferred investment avenue ($\chi^2 = 12.846$, df = 9, $p = 0.045$). Since the Asymptotic Significance (0.045) is less than the 0.05 level of significance, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, it is concluded that the age of women investors significantly influences their preferred investment avenue.

Major Findings

- The majority of the respondents belong to the 20-30 years age group, indicating higher participation of younger women in digital investments.
- Mutual Funds are the most preferred investment avenue among women investors, followed by Systematic Investment Plans (SIPs).
- Wealth Creation is the primary investment objective of the respondents, reflecting a growing focus on long-term financial planning.
- Groww is the most preferred digital investment platform due to its accessibility and ease of use.
- The weighted mean analysis reveals that Financial Security is the most influential factor affecting investment decisions, followed by Expected Return and Ease of Digital Platforms.
- The Chi-Square analysis indicates a significant association between the age of women investors and their preferred investment avenue.

Suggestions

Based on the findings of the study, it is suggested that financial institutions and regulatory bodies should strengthen financial literacy programmes to enhance women's knowledge of digital investment products and financial planning. Digital investment platforms should focus on improving security features, transparency, and user-friendly interfaces to build greater investor confidence. Women investors should be encouraged to diversify their investment portfolios by exploring various market-linked investment avenues for long-term wealth creation. Furthermore, government agencies and financial service providers should organize regular investor awareness programmes and provide personalised financial guidance to promote informed investment decisions and improve financial inclusion among women investors.

Conclusion

The study concludes that the digital financial landscape has significantly influenced the investment behaviour of women in India. Women investors are increasingly adopting digital investment platforms and shifting towards market-linked investment avenues such as mutual funds and SIPs to achieve long-term wealth creation. Financial security, expected returns, and ease of digital platforms are the key factors influencing investment decisions. The study also confirms a significant association between age and investment preferences. Enhancing financial literacy, improving digital investment accessibility, and strengthening investor awareness initiatives will further empower women investors and contribute to sustainable wealth creation in India's evolving digital economy.

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