

## **FINANCIAL LITERACY AND INVESTMENT PATTERN OF WORKING WOMEN IN KERALA**

**JUWAIRIYA.P.P**

RESEARCH SCHOLAR,  
DEPARTMENT OF COMMERCE AND CENTRE OF RESEARCH,  
PSMO COLLEGE, TIRURANGADI,  
MALAPPURAM, KERALA.

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### **ABSTRACT**

This paper demonstrates widespread the concept of financial literacy. The objective of the study was to find out the financial literacy among the working women's in Kerala and their investment behavior, investment experience towards various investment avenues with special reference to Kerala state. The study was conducted in descriptive style by using both primary and secondary data. The result found that investment behaviors of working women are conservative in nature. According to their opinion 'playing safe' is the suitable to their savings and investment. Nowadays women are educated and there are breadwinners and many of them lack the knowledge needed to make proper decision about their finance.

**KEY WORDS:** Financial literacy, Investment Behavior, Conservative; Breadwinners.

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