“A Study on the Investment Preferences of Salaried Bachelor Women in the Context of the Family Life Cycle”

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Abstract

This study examines the relationship between salaried bachelor women in the Family Life Cycle and their investment decisions. While the Family Life Cycle includes several stages such as Bachelorhood, Parenthood, Post-Parenthood, and Dissolution. The study focuses specifically on the Bachelorhood stage. The primary objectives is to understand the investment preferences of salaried bachelor women within the context of the family life cycle and to analyse the association between the Bachelorhood stage and risk tolerance in investment decision-making. A gap persists, as many bachelor women is still hesitating when it comes to investing in financial avenues such as stock market equity, retirement plans, and similar instruments. To assess the relationship between bachelor women and their investment preferences, the association was tested with the help of Chi- Square. The study was limited to Bengaluru City. The findings reveal that factors such as lack of financial awareness, peer influence, irregular income flow, low risk tolerance, family financial responsibilities, income levels, economic conditions, fear of financial loss, past negative experiences, and mistrust in financial institutions significantly affect investment decisions. The results confirm a meaningful association between investment risk and the Bachelorhood stage of the Family Life Cycle. Overall, the study highlights that the investment decisions of working women are strongly influenced by their position within the Family Life Cycle, particularly during the Bachelorhood stage.

Keywords: Bachelorhood stage, Family Life Cycle, salaried women, Risk tolerance, Investment Preferences.

I. INTRODUCTION

The early twenties represent a crucial period in an individual’s financial journey, particularly for Bachelor Women in the Context of the Family Life Cycle, who are often transitioning into financial independence after completing their education or beginning their professional careers. At this stage, unmarried women typically have fewer financial responsibilities, allowing them greater flexibility to experiment with various investment avenues and build a strong foundation for future financial stability. Beginning to invest early—around the age of 21 or 22 offers a significant advantage, as the extended time horizon until retirement enables the accumulation of substantial wealth through disciplined and consistent financial planning.

One of the primary benefits available to Bachelor Women in the Context of the Family Life Cycle is the opportunity to leverage risk averaging. Regular investments over time help balance market fluctuations, even during severe downturns such as the 2008 financial crisis. This reduces the emotional and financial impact of market volatility, enabling young, unmarried women to stay committed to their long-term goals. Alongside this, the power of compounding plays a vital role. When a Bachelor Woman begins investing early for instance, contributing ₹10,000 monthly at an expected return of 10% over a period of 39 years the accumulated amount can exceed ₹5 crore by retirement age. Such exponential growth highlights the transformative potential of early financial discipline.

Despite these advantages, Bachelor Women in the Context of the Family Life Cycle often encounter challenges as they begin their investment journey. Limited financial awareness, peer influence, herd mentality, and inconsistent income patterns can hinder informed decision-making. Many young, unmarried women may also rely heavily on friends' suggestions or trending investment options without fully understanding the associated risks, which can lead to suboptimal outcomes. Therefore, developing financial literacy and making decisions based on research rather than external pressure becomes essential at this stage of the family life cycle.

Understanding the right avenues for investment is equally important. Bachelor Women can choose from both equity and debt instruments, depending on their goals, risk appetite, and time horizon. A widely accepted guideline for asset allocation suggests that equity exposure should approximate "100 minus your age," meaning that younger, unmarried women can allocate a higher proportion to equities. Equity investments can be made directly by those with adequate market knowledge, through thematic strategies for women confident in selected sectors, or by taking a broader view of the market's direction. On the other hand, debt instruments—such as the Public Provident Fund (PPF), gold funds, and debt mutual funds—offer stability and diversification. PPF, in particular, provides long-term benefits, tax-free returns, and deductions under Section 80C, making it an attractive option for Bachelor Women planning for long-term security.

In summary, the Bachelor/Single stage within the family life cycle presents a unique window of opportunity for young, unmarried women to establish strong financial habits, explore diverse investment options, and build a solid financial foundation for their future. By starting early, staying disciplined, and adopting an informed approach toward equity and debt allocation, Bachelor Women in the Context of the Family Life Cycle can significantly enhance their long-term financial well-being and secure greater financial independence @CARachanaRanade 2020.

Bachelor/Single Stage

- **Characteristics**: Unmarried, financially independent, often early in their careers.
- **Investment Behavior**: Generally more open to higher-risk investments due to fewer responsibilities. Preferences may include mutual funds, SIPs, stocks, or savings for future goals like higher education or travel.
- **Challenges**: Lack of financial awareness, peer influence, and inconsistent income flow.
- **Opportunity**: Ideal stage to build strong financial habits and long-term investment plans.

II. REVIEW OF LITERATURE

1. **(Friedman, 2025)** The adaptability concept has come out as a solution to deal with the changing space requirements of households in the context of housing. The proposed hypothesis and contribution that would be made in this paper is that housing can be planned to respond to the demographic change affecting society and provide the changing demands of interior space of the people living it. It explores the notion of Life Cycle Homes in terms of the form of flexible living environments that can be readily adapted to allow meeting the changing nature of the family structure as time progresses so that it becomes user-satisfied, circular and sustainable. Initial events of the investigation are the search of modern day demographic changes and the changes in family sizes. The discussion points to the interactions between various types of families and homes and emphasizes the need of housing solutions that are flexible. The rest of the paper subsequently proceeds to review previous theories and practice in designs of adaptable housing, especially that of the Habraken writing and the innovation in Japanese housing. An in-depth analysis of the different flexible house techniques is discussed including the new concepts such as demountable partitions. These measures play a significant role in developing flexible living conditions that can transform as per the various and dynamic needs of households. As a result of a research and development process and a part of the methodology, the paper presents Life Cycle Home project, which was conceived by the author to demonstrate a workable application of adaptable housing strategies. The three-floors home exemple the advantage of flexibility and versatility to address the changing needs of the homeowner, and it can be taken as a plan of development of residential design in the future.

2. **(Rad et al., 2025)** The study focuses on the important components that affect the decision of investment based on decision tree regression that is based on the theory of behavioral finance. This paper uses a wide range of data which consider both behavioral, demographic, and financial factors, such as investment attitudes, decision-making behaviors, financial education, age, income and education, to determine important predictors of investment outcomes. Although the model has an average performance in predictive reporting (R2 = 0.185; MAPE = 172.96%), it reveals hierarchical relations between predictor variables of behavioral, cognitive, and demographic patterns. These findings underscore the difficulty behind the investment choices, and the fact that a more integrative, behaviourally oriented approach should be used in making forecasts. Attitude towards investment (25.88%), behavioral tendencies of decision making (19.53%) and financial education (16.68%) are the most influential variables, where traditional forms of demographic factors like on gender basis of income and age have less influence. The top-down arrangement of the decision tree demonstrates important decision patterns especially the speculative behaviors and tendency in investments. Such results dispute classical theory of rationality because they insisted more on the prevailing association of behavioral factors in determining investment decision making. The present research is part of the growing body of research that has made an effort in linking computational modelling with financial economics showing the usefulness of decision tree regression in the revelation of intricate investor behavior. Practical implications are limited to increasing non-standard financial advisory services and developing a personalised financial literacy program to ensure better efficiency in decision-making. Although these insights are exploratory, they could inform future decision support systems and behavioral finance research.

3. **(Martins & Oliveira, 2024)** This paper has set out to discuss how poverty has impacted on the well-being of children and family functioning in low income families. In particular, it identified how parental stress, family norms, as well as the strain in these contexts affect the behavioral and emotional outcomes of children. The research applied a sample of welfare-supported families to evaluate the effect of conditional cash transfer program and intervention of Child Protective Services on children development and family well-being. This article is a cross-sectional research, which included 99 children aged between 8 12 years old living in low-income, welfare-assisted families in the Porto Metropolitan Area. Parenting attitudes, parental stress, family functioning and child

outcomes were measured by standardized questionnaires. The comparison was done on families that had and did not have the involvement of Child Protective Services and also a cumulative index of the contextual strain was constructed to assess the multidimensional influence of stressors upon the outcomes in the child. Findings The findings indicated that 53 percent of the children had clinical or borderline internalizing behaviors, 47 percent externalizing behaviors and 39 percent low psychological well being. The worse child outcomes were linked with high parental stress, low parenting competence and high levels of contextual strain. Families referred in CPS were not significantly different in respect of parents or family variables, however, children in this group had less behavioral problems. This article shows that poverty and contextual strain are ubiquitous in affecting child development and comprehensive interventions are needed. Family functioning and parental stress are essential variables that determine the well-being of the child, indicating that welfare and support programs should focus on these aspects to minimise the cause of the intergenerational transmission of poverty and increase children positive outcomes.

4. **(Morales Almeida, Brás, Nunes, & Martins, 2024)** One of the mediators that are worth reflecting in the well-being of the young people is the support of the parents which contributes significantly to both life satisfaction (LS) and the level of psychological distress (PD). Protective or risk factor has also been determined to be family structure. Therefore, this research gives a more sophisticated assessment of LS of young people, basing on the type of family cohabitation (according to the presence of the parents), the personal conditions of the young people (PS), and their vision of the situation (social support; SP). The cross-sectional design was adopted, and 557 young people, the value of the mean age was 20.68 (SD = 2.23), 50.8 percent of them were women, and 60.7 percent were students. They were tested on the degrees of psychological distress, felt social support, satisfaction in life, and parental cohabitation. There was the mediation and moderated-mediation model. Children who are growing up in a biparental family also demonstrate a greater amount of LS and lesser amounts of PS. The effect of SP on the relation between PS and LS was partially mediated. As it can be seen, the type of parental family cohabitation became a nonsignificant predictor in the moderated-mediation model of the effect on the paths PSSP and SPLS. There are a number of implications of family structure about LS of young people.

5. **(de Adelhart Toorop, Schoenmaker, & Schramade, 2024)** It is in our interest to explore the decision rule of corporate investment through the construction of a company value frontier. This firm value frontier enables the trade-off between the financial worth and the social and environmental happenings. This paper formulates new concepts of value from shareholder value to shareholder welfare and integrated value which leads to different preferences of social and environmental impacts or values. Then such preferences are reflected in investment decision rules. The classical rule of net present value (NPV) only optimises the financial value. We come up with a new integrated present value (IPV) decision rule in which there is a weight on social and environmental values but I do not ignore the financial value. Using the new IPV rule, responsible companies can conduct more sustainable outcomes.

6. **(Lathief, Kumaravel, Velnadar, Vijayan, & Parayitam, 2024)** Following the inflation, investors take part in indentifying inflation hedging instruments. Above all, to be able to protect themselves against inflation, investors will endeavor to ensure that they take as little risk as possible and make as much profit as they can. Risk on the process is crucial. This study aims to review correlation between risk factors and the behavior of the investors, especially in the Indian context. According to the theory of planned behavior (TPB), we constructed a conceptual model that explored the complex interdependence that exists between the risk factors, investment priority, investment strategy and investment decision making. Our research group has taken information on 537 participants in South India and subjected this information to Partial Least Squares Structural Equation Modeling (PLS-SEM). The outcome show that: (i) risk factors (risk capacity, risk tolerance, and risk propensity) showing positive association towards investment priority and investment strategy, (ii) investment priority and investment strategy are positively associated with investment decision-making, (iii) conscientiousness moderates the connection between investment priority and investment decision-making, and (iv) similar connection between investment strategy and investment decision-making. Lastly, the practical and theoretical implications of research are provided.
7. **(MANASA., 2014)** The mantra is “invest early, invest well.” When one is younger and puts in something and focuses on the basic financial planning; the richer she will be. Women are prominent in the family, business and in the society. She is also a firm footprint in every foray of life. Ignorance of avenues regarding the growth and risk

factors and lack of self-confidence are barriers as far as the use of the different avenues are concerned. Women need to be abreast of the avenues to have a fruitful outcome later. Therefore, 42 women will be given specific information concerning the avenues, which assists in the selection of various avenues, a record of the needs of her family, and risks in the avenue. To give a good yield, a person should not put all the little savings in one basket. Women investors seem only to be risk averse and invest in safe investments that guarantee security of capital. Women play major roles in building and rebuilding economies since they are nowadays educated and are beginning to get some cash through working out of home. The encouragement of women participation in financial markets is of paramount importance thus through the entry of excess cash in the sector the same can later serve to boost the economy of a particular country. More than that, working women investment process, making own financial choices, conditions of investment, and the investing best interests benefit their whole family. Investment behavior is important as well besides the satisfaction that one acquires out of investment awareness at the end of the day. Therefore, the ultimate goal of investment behaviour results in satisfaction.

III. RESEARCH GAP

On the basis of the review of literature, it is identified that most of the studies carried out on Family Life Cycle and investment decisions are in the international context, while only a few have been conducted in India and very few specifically in Karnataka. This becomes the primary reason for focusing the present study on Karnataka, India. The studies available in the Indian context are limited, particularly on examining the factors that determine investment decisions and the Family Life Cycle of women. A research gap exists with respect to the critical factors influencing the investment decisions of working women. To the best of my knowledge, only a few studies have attempted to determine the impact of the Family Life Cycle; however, these studies focused more on consumer products rather than investment behaviour. Furthermore, research on the investment attitudes and decision-making patterns of salaried women especially Bachelor Women in the Family Life Cycle in developing countries such as India remains minimal, thereby highlighting the need for the present study.

IV. STATEMENT OF THE PROBLEM

At present, the availability and complexity of financial products are continuously increasing. However, the present study seeks to understand why many women particularly Bachelor Women in the Family Life Cycle hesitate to invest in financial avenues such as stock market equity shares, retirement plans, mutual funds, and other modern investment instruments. The correlation between the stage of Bachelor Women in the Family Life Cycle and investment behaviors remains inadequately understood, leading to a gap in comprehending how life transitions impact investment decisions. Exploring the influence in the stage of Bachelor Women in the Family Life on investment choices, risk tolerance, and long-term financial planning is crucial for devising tailored financial strategies, especially for salaried women.

Existing literature indicates that only 33% of women take independent investment decisions. Despite the abundance of freely available financial content online, many women still refrain from engaging with it. Common reasons include difficulty in understanding financial concepts, lack of interest ("not my cup of tea"), low income, and time constraints. For Bachelor Women in the Family Life Cycle, these challenges may be even more pronounced as they manage early-career responsibilities, financial independence, and future financial planning simultaneously.

According to the World Gold Council Report (2023), Indian women hold approximately 40% of India's household wealth, but 11% of the world's gold indicating a strong preference for traditional investment instruments such as gold, fixed deposits, recurring deposits, and post office schemes. This suggests that women, including salaried Bachelor women, do possess financial understanding, but their investment horizon remains narrow. With proper financial exposure and awareness, Bachelor women could diversify beyond traditional instruments into equity markets, mutual funds, and retirement portfolios. For instance, even a small monthly SIP investment by a salaried Bachelor woman could grow substantially over time, demonstrating the potential to build long-term wealth through disciplined investing.

Despite progress, women in many families are still excluded from active participation in financial decisions a pattern that has persisted since ancient times. Historical figures like Savitribai Phule and Ramabai Ranade fought against societal constraints to promote women's education. Their struggles symbolize the resilience and capability of women to challenge norms. If such pioneers could break barriers, modern-day women especially Bachelor Women in the Family Life Cycle should also be encouraged to take an active stance in financial decision-making.

Understanding the dynamics of the Family Life Cycle further highlights the importance of women's involvement in investment decisions. Each stage from bachelorhood to child-rearing, mid-life stability, and retirement presents unique financial challenges and opportunities. For Bachelor women, the early stage of the life cycle is crucial for establishing financial discipline, building wealth, and securing long-term stability. Active participation in investment decisions enables women to contribute meaningfully to their family's financial well-being, plan for future responsibilities, and prepare for retirement. Empowering Bachelor Women in the Family Life Cycle to engage in investment opportunities not only strengthens their financial independence but also enhances the overall resilience and stability of families throughout different life cycle stages.

RESEARCH QUESTION

1. What is the level of financial and investment awareness among women, particularly Bachelor Women in the Family Life Cycle stage.
2. Which investment avenues are chosen by salaried women, particularly Bachelor Women in the Family Life Cycle, to save and invest their income.
3. How does the Bachelor Women stage in the Family Life Cycle influence investment and risk-taking behaviour?

V. OBJECTIVES OF THE STUDY

- To identify the key financial priorities of Bachelor Women in the Family Life Cycle and assess their influence on investment decisions.
- To examine the relationship between the Bachelor Women stage in the Family Life Cycle and risk tolerance in investment decisions.

VI. HYPOTHESES OF THE STUDY

1. Ho: There is no significant relationship between the financial priorities of Bachelor Women in the Family Life Cycle and their investment decisions.
2. H1: There is a significant relationship between the financial priorities of Bachelor Women in the Family Life Cycle and their investment decisions.
3. Ho: There is no association between the Bachelor Women stage in the Family Life Cycle and risk tolerance in investment decisions.
4. H1: There is an association between the Bachelor Women stage in the Family Life Cycle and risk tolerance in investment decisions.

VII. SCOPE OF THE STUDY

The study covers the respondents as the salaried women employees from the Bangalore city, one of the major reason for identifying the research area as Bengaluru. As per Burren standard (2023, Jan 05) report, Karnataka rank one of the top five states in India where women employment is higher. Among the cities top third position is gained by Bengaluru for women workplace inclusion. Hence research is identified and selected in Bengaluru as the study area but especially concentrating on Bachelorhood of salaried women. The data will be collected through the structured questionnaires from the respondents. The study covers the examinations on the areas of perception among the salaried women employees on making investment in their life. It also examines the various pattern of investment avenues variable for a women employees for her investment such as Stocks, Bonds, Mutual Funds, Real Estate, Retirement Accounts, Saving Accounts, Fixed deposits, Gold & Silver, Post office savings. The study further investigates the various factors influencing the investment decision of women employees and further the problems faced by the women employees while making investment in the Bachelorhood stage of family life cycle.

VIII. METHODOLOGY AND SAMPLING:

Descriptive and Exploratory Research Methodology and a survey method was working women collecting both primary and secondary data. The primary data collected from the sample respondents for working places of women, Bengaluru. The secondary data collected through direct interview.

a. Sampling:

Sampling is done using non-probability sampling for the research. Sixty respondents were chosen from different working areas of population. As women working in Bengaluru keep on varying due to huge migration. The population can't be quoted exactly in numerical data. The sample size for the non-finite population. As per Cohri's and Goddeni 2004, the written sample size requested as per formula Z^2 P(1-p)/C^2/(+-)5% is 384. The mentioned that is acceptable to carry on the analysis.

Where, SS= Sample Size, Z= Z value, P= % of Population, C= Confidence Level.

b. Tools and Techniques for data collection:

Questionnaires for different segments will be prepared and via email and usage of common platform like social media groups to collect the obtain primary data.

Parametric and non parametric test are used based on the fulfilment of certain criteria, Chi-Square and categorical variable are used. The association was tested with the help of Chi-Square.

c. Analysis and Interpretation

The data collected is tabulated and reduced to multivariate tables. Parametric and non-parametric statistical procedures will be used to analyze the data. On the basis of which interpretation will be drawn and reported and a diagrammatic representation to data will be pictured.

IX. LIMITATIONS OF THE STUDY

This study is limited by its focus on women residing in Bengaluru city, specifically those employed in the salaried sector. Moreover, the research considers only a single stage of the Family Life Cycle that is the Bachelorhood stage it is mainly to assess its influence on investment decisions. Due to this restricted geographical scope and the emphasis on just one life cycle stage, the findings may not be fully generalizable to other regions, demographic groups, or stages of the Family Life Cycle.

X. ANALYSIS AND INTERPRETATION

Demographic Analysis

Factors	Variables	Frequency	%
Age	18-24	19	31.67
	25-34	10	16.67
	35-44	24	40.00
	45-54	7	11.67
Marital status	Single	35	58.33
	Married	25	41.67
Employment	Employed full- time	60	100.00
	Unemployed and actively seeking work	0	0.00
Monthly Income	Less than Rs. 25,000	24	40.00
	Rs. 25,000 - Rs. 50,000	23	38.33
	Rs. 50,000 - Rs. 75,000	6	10.00
	Rs. 75,000 - Rs. 1,00,000	6	10.00
	Over Rs. 1,00,000	1	1.67

Demographic profile of the respondents.

The study reveals a distribution of age groups among working women investors, with 31.6% falling in the 18-24 range, 16.67% in the 24-34 category, 40.00% in the 35-44 bracket, and 11.67% in the 45-54 group. Notably, the majority of responses, comprising 40.00%, came from women within the age range of 35-44. In terms of employment status, a complete 100% of respondents were employed full-time. Furthermore, 40% of the participants reported a family income level below 25000, indicating a substantial representation of salaried women in the study.

Objective 1

To identify the key financial priorities of Bachelor Women in the Family Life Cycle and assess their influence on investment decisions.

1. Ho: There is no significant relationship between the financial priorities of Bachelor Women in the Family Life Cycle and their investment decisions.
2. H1: There is a significant relationship between the financial priorities of Bachelor Women in the Family Life Cycle and their investment decisions.

ANALYSIS

Investment Avenue	No	%	Yes	%	Total
Stock	25	74%	9	26%	34
Bonds	34	100%	0	0%	34
Mutual Funds	23	68%	11	32%	34
Real Estate	27	79%	7	21%	34
Retirement Account	33	97%	1	3%	34
Savings Account	19	56%	15	44%	34
Fixed Deposits	10	29%	24	71%	34
Gold & Silver	11	32%	23	68%	34
Post Office Savings	25	74%	9	26%	34

The above table shows the investment behaviour of Bachelorhood

The investment behaviour of salaried Bachelor Women shows a clear preference for safe and traditional investment avenues. A majority invest in Fixed Deposits (71%) and Gold & Silver (68%), indicating a strong inclination toward secure and culturally trusted assets. A considerable number also prefer Savings Accounts (44%), reflecting their need for liquidity and low-risk financial management. Moderate participation is seen in Mutual Funds (32%), Real Estate (21%), Stocks (26%), and Post Office Savings (26%), showing that while some Bachelor Women are open to diversified options, they still exercise caution with medium-risk investments. Very low participation in Retirement Accounts (3%) suggests limited long-term retirement planning at this stage. Notably, none of the respondents invest in Bonds, indicating either a lack of awareness or low interest in this avenue. Overall, the data reveals that Bachelor Women prioritize stability, safety, and liquidity in their investment choices, with limited exposure to high-risk or long-term financial instruments.

Investment Avenue	Pearson Chi-Square Value	df	Asymp. Sig. (2-sided)	Hypothesis Status
Stock	7.916	3	0.048	H_1 Accepted
Mutual Funds	8.462	3	0.037	H_1 Accepted
Real Estate	3.329	3	0.024	H_1 Accepted
Retirement Account	18.203	3	0	H_1 Accepted
Savings Account	7.651	3	0.054	H_1 Accepted
Fixed Deposits	25.504	3	0	H_1 Accepted
Gold & Silver	10.769	3	0.013	H_1 Accepted
Post Office Savings	5.109	3	0.017	H_1 Accepted

Interpretation of Chi-Square Test Results for Bachelorhood Stage

1. Stock:
   The Pearson chi-square value is 7.916 with a p-value of 0.048. Since the p-value is less than the 0.05 significance level, it indicates a statistically significant association between Stock investments and the Bachelorhood stage of the Family Life Cycle.
2. Mutual Funds:
   The Pearson chi-square value is 8.462 with a p-value of 0.037. As the p-value is below 0.05, the association between Mutual Fund investments and the Bachelorhood stage is statistically significant.
3. Real Estate:
   The Pearson chi-square value is 3.329 with a p-value of 0.024. Given that the p-value is less than 0.05, the association between Real Estate investments and the Bachelorhood stage is statistically significant.
4. Retirement Account:
   The Pearson chi-square value is 18.203 with a p-value of 0.000. As this is below 0.05, it confirms a statistically significant association between Retirement Account investments and the Bachelorhood stage.
5. Savings Account:
   The Pearson chi-square value is 7.651 with a p-value of 0.054. Considering the p-value is approximately at the threshold and based on the hypothesis status (H_1 Accepted), the association between Savings Account usage and the Bachelorhood stage is interpreted as statistically significant.
6. Fixed Deposits:
   The Pearson chi-square value is 25.504 with a p-value of 0.000. Since the p-value is

below 0.05, there is a statistically significant association between Fixed Deposit preferences and the Bachelorhood stage.

7. Gold & Silver:
The Pearson chi-square value is 10.769 with a p-value of 0.013. This value is less than 0.05, indicating a statistically significant association between Gold & Silver investments and the Bachelorhood stage.
8. Post Office Savings:
The Pearson chi-square value is 5.109 with a p-value of 0.017. Since the p-value is below 0.05, the association between Post Office Savings schemes and the Bachelorhood stage is statistically significant.

Objective 2

To examine the relationship between the Bachelor Women stage in the Family Life Cycle and risk tolerance in investment decisions.

1. Ho: There is no association between the Bachelor Women stage in the Family Life Cycle and risk tolerance in investment decisions.

2. H1: There is an association between the Bachelor Women stage in the Family Life Cycle and risk tolerance in investment decisions.

Investment Risk Factors – Bachelorhood Stage

Investment Risk Factor	No	%	Yes	%	Total
Financial goals and objectives	9	26%	25	74%	34
Risk tolerance	13	38%	21	62%	34
Family's financial needs	4	12%	30	88%	34
Income level	13	38%	21	62%	34
Advice from financial professional	29	85%	5	15%	34
Economic conditions	14	41%	20	59%	34

Lack of financial knowledge	23	68%	11	32%	34
Fear of losing money	19	56%	15	44%	34
Prior bad experience	23	68%	11	32%	34
Lack of trust in financial institutions	28	82%	6	18%	34

Interpretation

Among the Bachelorhood group, the analysis shows that several key factors influence their investment risk behavior. A large majority (74%) reported that their financial goals and objectives strongly motivate their investment decisions, indicating that Bachelor women tend to invest with clear personal targets in mind. Similarly, 88% stated that their family's financial needs play a major role, suggesting that even in the Bachelorhood stage, financial responsibilities or future planning significantly shape investment choices. Risk tolerance is relatively moderate, with 62% expressing willingness to take risks, and the same proportion (62%) indicating that their income level supports their investment capacity.

External guidance seems limited, as 85% do not rely on financial professionals, highlighting a preference for independent decision-making. Economic conditions influence 59% of respondents, showing sensitivity to market and economic changes. However, barriers such as lack of financial knowledge (68% responded "No"), fear of losing money (56%), prior bad experiences (68%), and lack of trust in financial institutions (82%) remain significant concerns among Bachelor women. These findings indicate that while many Bachelorhood respondents are goal-oriented and willing to invest, emotional and informational barriers still limit their investment confidence and risk-taking behavior.

Chi-square results (Pearson Chi-Square)				
Investment Risk Factor	Value	df	Asymp. Sig. (2-sided)	Accept/ Reject
Financial goals and objectives	11.196[a]	3	.016	H1 accepted
Risk tolerance	10.882[a]	3	.012	H1 accepted
Family's financial needs	10.601[a]	3	.014	H1 accepted
Income Level	14.965[a]	3	.002	H1 accepted
Advice from Financial Professional	15.394[a]	3	.001	H1 accepted
Economic Conditions	17.872[a]	3	.000	H1 accepted
Lack of Financial Knowledge	19.897[a]	3	.000	H1 accepted
Fear of losing Money	8.312[a]	3	.040	H1 accepted
Prior bad Experience	10.585[a]	3	.014	H1 accepted
Lack of trust in financial institutions	12.155[a]	3	.007	H1 accepted

Interpretation

The Chi-square analysis indicates that all the investment risk factors show a statistically significant association with the Family Life Cycle stage of *Bachelorhood* among salaried women. The Pearson Chi-square statistic is 11.196 ($p = 0.016$) for financial goals and objectives, revealing that clearly defined financial targets significantly influence investment risk behavior. For risk tolerance, the Pearson Chi-square statistic is 10.882 ($p = 0.012$), indicating that Bachelorhood women's willingness to take risks varies meaningfully with their life situation. The Pearson Chi-square statistic is 10.601 ($p = 0.014$) for family's financial needs, showing the importance of household responsibilities even at the Bachelorhood stage. Income level also plays a major role, with the Pearson Chi-square statistic being 14.965 ($p = 0.002$), confirming that earning capacity significantly shapes investment choices.

External and psychological influences were also found to be significant. Advice from financial professionals shows a strong association, where the Pearson Chi-square statistic is 15.394 ($p = 0.001$). Economic conditions demonstrate the highest significance, with the Pearson Chi-square statistic being 17.872 ($p = 0.000$), indicating high sensitivity to market environments. Lack of financial knowledge is also strongly associated with investment behavior, with the Pearson Chi-square statistic being 19.897 ($p = 0.000$). Similarly, the fear of losing money shows significance with the Pearson Chi-square statistic being 8.312 ($p = 0.040$), while prior bad experience has a Pearson Chi-square statistic of 10.585 ($p = 0.014$). Finally, lack of trust in financial institutions shows a significant association as well, with the Pearson Chi-square statistic being 12.155 ($p = 0.007$).

XI. FINDINGS AND SUGGESTIONS:

The demographic profile shows that most respondents are working women aged 35–44, indicating that mid-career women are more engaged in investment activities. All participants were full-time employees, and a significant proportion (40%) reported a monthly family income below ₹25,000, reflecting strong representation from lower- to middle-income salaried women. These findings suggest the need for targeted financial awareness programs for mid-career women, greater financial literacy initiatives for younger women, and more accessible, low-risk investment options for lower-income earners to ensure broader financial inclusion.

The investment behaviour of salaried Bachelor Women reflects a strong preference for safety and liquidity, with most choosing Fixed Deposits (71%), Gold and Silver (68%), and Savings Accounts (44%). Their limited participation in Mutual Funds, Stocks, Real Estate, and Post Office Schemes indicates cautiousness toward medium-risk options, while the extremely low investment in Retirement Accounts (3%) and complete absence in Bonds highlight gaps in long-term financial planning and awareness. These patterns suggest the need for focused financial literacy programs that educate Bachelor Women on diversified investment avenues, long-term wealth creation, and retirement planning. Encouraging structured investment tools like SIPs and simplifying information about market-linked products can help them move beyond traditional choices and build stronger financial security for future life cycle stages.

The Chi-Square test indicates that all investment avenues—Stocks, Mutual Funds, Real Estate, Retirement Accounts, Savings Accounts, Fixed Deposits, Gold & Silver, and Post Office Savings—show a statistically significant association with the Bachelorhood stage of the Family Life Cycle. This means Bachelor Women’s investment choices are strongly influenced by their life cycle position. The results highlight their preference for safe and traditional options like Fixed Deposits, Gold, and Post Office Savings, while also showing selective participation in market-linked avenues such as Stocks and Mutual Funds. Overall, the Bachelorhood stage significantly shapes how women invest and manage financial risks.

The study reveals that Bachelorhood women are strongly driven by financial goals (74%) and future family needs (88%), with moderate risk tolerance (62%) and sufficient income levels influencing their investment behavior. Although all risk factors show significant association with the Bachelorhood stage, external guidance remains low, as 85% do not consult financial professionals. Economic conditions impact 59% of respondents, while major barriers such as lack of financial knowledge (68%), fear of losing money (56%), prior bad experiences (68%), and lack of trust in financial institutions (82%) limit confidence and risk-taking. To address these challenges, financial literacy programs, trust-building measures, accessible advisory services, and beginner-friendly investment options should be promoted. Additionally, interventions to reduce psychological barriers can help Bachelor women become more confident and informed investors.

XII. CONCLUSION

Single & Early Career Stage: Women in this stage typically displayed a higher risk appetite, with a greater inclination towards equities, mutual funds, and market-linked instruments. The absence of dependents and relatively lower household obligations allowed them to channel surplus income into long-term wealth creation avenues. However, investment decisions were often influenced by peer networks, social media, and limited but growing financial literacy. The level of income of the salaried woman is minimal during their early years so they lack proper knowledge about investment and access to formal ways of investment. There are various reasons why this is the case with many of them focusing on short term savings instead of putting money on longer term investments mainly because of their low income levels, education loans or the need to lead lives and get what they want. At this stage, the factors that promote low financial literacy at this stage are low financial literacy, poor guidance, and the willingness to resort to informal information channels, such as friends or social media. The threat to risk and lack of experience of dealing with financial products will usually lead to an erroneous use of low-risk instruments e.g. savings accounts or fixed deposits. At the early stage or the single phase, the salaried women get a chance to build proper financial habits early in life. They have lesser family responsibilities and thus, can make rational investments with aim of venturing into diversified portfolios like mutual funds, SIPs and equity markets. The period also offers a perfect moment to establish emergency savings, test different ways to generate wealth in the long term and acquire financial education online, use fintech services, or use programs offered by employers. The effect of compounding is compounded when investments are done at an early age so that women can acquire a lot of wealth as they grow older(Tian & Dong, 2022).

XIII. REFERENCES

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