

# **AN EMPIRICAL ANALYSIS ON PREFERRED INVESTMENT AVENUES AMONG YOUNG AND EXPERIENCED WOMEN INVESTORS WITH REFERENCE TO COIMBATORE**

**<sup>1</sup>V. RAMANUJAM & <sup>2</sup>G.RAMKUMAR**

<sup>1</sup>Assistant Professor, Bharathiar School of Management and Entrepreneurship Development, Tamil Nadu, India

<sup>2</sup>Research Scholar, Bharathiar School of Management and Entrepreneurship Development, Tamil Nadu, India

## **ABSTRACT**

Investing may offer expressive benefits like status and feelings of social responsibility to each and everyone in the society. In this paper the study is about to compare the young and experienced women investors related to their investment avenues with their empirical analysis towards the success in investing in stock market. The recent studies shows that the goal of the financial independence and wealth drive millions of investors to seek out the vehicle by which success may be achieved through any investment avenues. In this paper life style characteristics that are critically influencing the women investors according to their experience level in investment decision making have been analyzed.

**KEYWORDS:** Investment Avenues, Investment Decisions