



# Female Workers During Post Pandemic: Gender and Investment Decisions

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**Abstract.** Investment is an effort to balance needs, expenses and sources of income. Women are required to have basic knowledge of finance, such as controlling expenses, to setting aside money for investment. By looking at the gender perspective, this study aims to identify how investment decisions are made by female workers in making investment decisions, in addition to identifying the types of investments made by these female workers. Some of the reasons given by respondents related to why it is important to invest is security in the future. It is important for us to secure our future by means of one of them by investing. With investment, we can cultivate wealth which we can use to finance our needs in the future. We must be able to respond to the uncertainty of the future wisely. In addition to future security, the reasons and objectives for investing are education of children in the future, for emergencies, child marriage and house purchases. The choice of investments made by women includes land, deposits, property and precious metals.

**Keywords:** investment decisions · female workers · pandemic

## 1 Research Background

The COVID-19 pandemic that continues to this day has had a devastating impact on the international economy and people's welfare because almost all economic sectors occur in the world, The Covid-19 pandemic has had a very detrimental impact on women's jobs and livelihoods [1]. Different women experience the economic impact of Covid-19 in different ways. The global survey found that nearly seven in 10 women who experienced negative changes in their routines as a result of the COVID-19 pandemic believed that their progress would be made. But one thing is for sure while we are still learning to make friends with the pandemic and have to adapt our daily lives to respond to it.

For many working women, this pandemic disrupts their work/life balance and affects their physical and mental health. Women see the impact of the pandemic as a threat to them. In addition to their daily life in a significant way, many working women are also concerned about the impact of the pandemic on their career advancement in both the short and long term [2].

Currently, the role of women is increasingly contributing to economic activities. The phenomenon of women working is nothing new. Woman is playing an important

role in the family, businesses and society [3] Women currently also act as breadwinners who will generate income that can help financially in the family [4]. The more women who work, they will be responsible for maintaining this income. This has an impact on their role in household decisions, one of which is economic decisions. Conditions of economic development put demands on every family in meeting their daily needs. The changing role of women has led to participation in the employment sector and changes in many aspects of life [5].

One of the economic decisions in the household is related to investment. Women tend to avoid risks, have a conservative attitude and depend on others [6]. In some studies, investment decisions made by women take different forms from those of men. In investment decisions, women will tend to have assets with high returns with long-term goals and to maintain money security [6, 7]. [8] suggests that 75% of women have their own personal investment.

Investment is important. In general, if we want to get profit in the future, we may invest our money by investing our extra fund or money [9]. This is related to the increasing needs and cost of living that must be met. Investment is one way to become financially independent. Investment is an effort to balance needs, expenses and sources of income. Women are required to have basic knowledge of finances, such as controlling expenses, to setting aside money for investment. The earlier you get used to having good financial habits, the better the results will be. Working women can set aside part of their income to be allocated as investment. Setting aside funds by auto debit, for example, will cut income before being spent, this will further ensure the investment post will always be filled. Women must have access to family finances, one of which is through investment. It is better if women learn to be able to control spending, start investing regularly and cultivate positive habits in terms of finances. Investing is one of the best ways for women to ensure that they have the potential to accumulate the same amount of wealth as men. The increased participation of women in the labour force, coupled with the trend towards increased longevity and rising net worth makes women investors a force that cannot be ignored [10].

Women who are employed as professionals will be more confident, friendly and confident in the decisions taken, while housewives and self-employed women rely more on their partners and other family members and are less confident about being independent [11]. Women workers who are financially independent are equal to men in investment decisions. Women who work at the same time have the responsibility for managing and managing the household will have decisions in making complex financial decisions. Where apart from working in order to increase the family's economy, they are also required to manage their personal finances every day. This is because financial management is carried out by women together with other family members.

But with the rising female economy, women are actively taking part in most of the decisions of the family, including financial decisions [12]. There are studies which supported that the women's involvement in household decision making has increased in the last few decades [13–15]. There are many studies which identified the factors which influence the role of women in investment decision making. Mittal Manish [16] studied that the demographic information such as age, educational qualification, income and marital status will have significant effect of an investor investment decision.

Women who work will contribute to the increase of family income, that is, it can encourage the family to invest. With women's role becoming increasingly important in families and communities, it is important to examine behavior in working women [17]. General profile of women investment preferences has diversified with time. There are various investment options available for working women such as mutual funds, shares, insurance, children education plan, bank, gold, real estate, post services, with the different objectives such as profit, security, appreciation, income stability [18].

Some women who have high school and work will be able to earn their own income and become more independent in financial matters. Besides being able to develop themselves, self-actualize, women will also increasingly have higher financial independence. Financial independence can also be interpreted as knowing where the direction and financial goals are. Investments are made for various financial purposes, including being used for continuing education, saving emergency funds, preparing children's education funds, saving for large expenses or just being used to grow wealth. Women should be financially independent. When general economic conditions are deteriorating and there will be a potential for husbands to lose their jobs, women who are independent will be able to financially support and continue their family life until their husbands get a new job. This study aims to identify how investment decisions are made by women workers in making investment decisions, in addition to identifying the types of investments made by these women workers.

## **2 Literature Review**

### **2.1 Financial Behavior**

Investments made by individuals not only use estimates on the prospect of investment instruments, but psychological factors will also play a role in determining investment. The existence of these psychological factors will be able to affect the investment and the results that will be obtained. Investment analysis using psychology and financial science is called behavioral finance [19]. Defines financial behavior as a study that studies how psychological phenomena will affect financial behavior. [20] suggests that humans will actually behave in a financial determination. Individual financial responsibility regarding how to manage their account includes the process of managing money and other assets in a way that is considered productive, which is a form of looking for financial management behavior. Various activities can be performed in the financial management behavior, including investing, saving, making credit, insuring and providing pension funds.

### **2.2 Characteristics of Women in Finance**

Several studies have shown that women tend to be more risk averse when compared to men. Women will have a more conservative financial attitude, lack self-confidence, and need guidance from others when it comes to finances. Women will be more risk averse than men [21]. But on the other hand, in terms of financial decisions, women will seek advice from their husbands or other family members [8]. This is because women are not too confident in making the right financial decisions.

### **2.3 The Role of Women in Investment Decisions in the Family**

The role of women in decision making in the family has increased along with the increase in the level of education, financial literacy and their contribution is family income. This will be increasingly visible from working women. They will actively take part in family decisions including financial decisions [12]. Mittal Manish [16] studied the factors that influence the role of women in making investment decisions that demographic information such as age, educational qualifications, income and marital status will influence investment decisions. Even labor participation outside the home will also increase investment decisions [22]. Changes in women's education, an increase in the number of women who work will also have an impact in the family. If one partner has more education than the other, he will automatically be more knowledgeable financially [23]. Women's involvement in household financial decisions increases along with household income and formal education and financial literacy [24]. Education plays an important role in influencing risk preferences. In addition to education, the proportion of household income will also be able to influence women's decisions in investing. The income earned will have power in financial decision making. When the wife works and contributes an income that is proportional to the husband's, a new role structure emerges in the family which usually involves the wife who has more power and influence. The involvement of women in household financial decisions increases with household income [21, 25]. It is not women's earnings themselves that matter, but the degree to which higher levels of income allow women to see themselves differently. The increased self-confidence of women makes them more and more interested in responsible investing.

## **3 Method**

This study uses a qualitative approach to understand the reality of the phenomenon that occurs regarding the investment decisions of women workers. A questionnaire was used to collect responses from working women. The study population consisted of female workers aged 30–55 years. Research samples that meet the criteria as respondents are 10 collected from Malang Raya using purposive sampling method.

## **4 Result and Discussion**

### **4.1 Demographics of Respondents**

As many as 80% of respondents are married, 10% are unmarried and the remaining 10% are widows. 6% of respondents are in the age group 25–40 years and the remaining 4% are in the 41–50 years age group. 80% of respondents have a master's degree and the remaining 20% have a doctorate degree. 80% have a regular income of between 3–4 million per month and the rest 20% have an income of between 4–6 million per month.

## 4.2 Working Women in Making Investment Decisions

This section presents the results of interviews that have been conducted regarding women workers in making investment decisions. Respondent VV revealed: “When talking about investment, it is used for unexpected things, I work to have an income, so it is mandatory to invest, investment must be because we do not know what will happen in the future, especially when all of the children are grown, need school, later get married. ...

Respondents of RK revealed: “Investment is the main post. If the paycheck runs out, my husband and I agree to do that, I warn you if you need a sudden fee and also for the education of your children in the cottage until college...”.

HN respondents said: “Investment must be part of our income goals, we are working so yes we can achieve financial independence, one of which is through investment”.

The IF informant said: “The income we have, we determine the postal post, needs, health, education to savings and investment, investment is important for me to prepare a pension fund, because when I retire I don’t want to bother my children, so we are independent...”.

The LF informant said: “I’m the type of person who doesn’t like to buy things that don’t suit my needs, so I save part of it and part of the investment is in the form of buying a house, I want to buy it in Malang, like a proverb it’s better to be difficult in the easy times to be happy in old age...”.

## 4.3 Types of Investment Made by Women Workers

This section presents the results of interviews that have been conducted regarding the types of investments made by women workers. Respondent VV revealed: “I used to make deposits, but now the economy is uncertain, so I switched to gold, my children buy gold bullion. Apart from that I also pass part of my deposit to the land, because the value of the land is getting higher and higher in price”.

Respondents of RK revealed: My investment is more in the form of a garden... I bought it in the village so the price is cheap and I can get a large area of land... not bad for spending time...”.

Respondent HN described the type of investment: “My investment is still small, only I rented a shop house and gold... well because the price will be stable in the future... I tried stocks before, but failed, I am the type who is afraid of risks so just look for something safe, safe. ...”.

Respondent IF said: “For the type of investment I choose deposits, the money is silent and disbursed at maturity... I assume that money is only income that I put part of it there, because all expenses use money from my husband...”.

## 4.4 Discussion

Today, there are many ways that women can live a happy, prosperous and bright future. In addition to self-development and self-actualization, women also have higher financial independence. Extensive opportunities for study and work will give women many options to improve their lives, one of which is through financial decisions through investment. Financial decisions are an important part of individual life. Understanding the way

in which individuals make financial decisions, is very important. Investments are the sacrifice of certain present value in return for uncertain future. An investor's background and past experience can also play an important role in the decisions a person makes during the investment process [5].

Investment is an effort to be able to balance between needs, expenses and opinions obtained. As a housewife who chooses also has a dual role as a working woman. This requires a balance to be able to balance activities at home as a housewife and as a breadwinner. There are several reasons why women need to invest, including financial independence. When economic conditions are deteriorating and there is even a potential for husbands to lose their jobs, women who are financially independent will be able to support their families until their husbands get a new job. When we hear the word investment, some of us will compare it to saving. Saving will help raise money so that you don't run out of unnecessary necessities. However, over time, the value of savings will shrink due to being eroded by inflation. So that investment is a better alternative than saving.

Every individual is free to be able to choose an investment by looking at the resources they have. Every woman investor has unique investment options based on her specific needs and goals. Each investment option has its own advantages. Women differ from men in many ways including aspects such as attitudes towards money. Women are more cautious and men are more risk-friendly. The literature supports the idea of gender differences in investing, showing that male investors are more tolerant of risk and confident investors [5]. Investment is a basic requirement of every individual for their financial well-being. Practically everyone makes investments in different investment paths based on their needs and goals. Every investment path must have characteristics that have an impact on risk and return and help in achieving different investment objectives from investors. According to traditional financial theory, investors are assumed to be rational thinkers and aim to maximize wealth based on risks and returns [1, 9].

Financial behavior plays an important role in a person's decision to invest [26]. Jain [27] investing aims to get a fixed income and the expected rate of return for each individual is different based on the level of knowledge and risk-taking ability. Everyone wants to have a financially secure future. Financial security can have various purposes. Some of the reasons given by respondents related to why it is important to invest is security in the future [28]. The reasons and objectives for investing are education of children in the future, for emergencies, child marriage and house purchases. The number of women occupying half of the population in the world, this is the reason why women should occupy the same role in making economic decisions. With the increasing role of women in the economic sector, women are considered capable of making investment decisions, where the characteristics of women are more careful in terms of finances [6].

Working women are more likely to save and invest because of their independent earning power. With increasing levels of knowledge and awareness, women are slowly participating in investment. With knowledge and education, women are expected to be able to improve their economic conditions, which in turn will increase their self-confidence and their families [8]. In addition to that, another goal in the investment made by women is to be able to secure wealth for their loved ones including their families. Women today, who work together like men, have education and knowledge about various

aspects of investing and as a result they can invest in various forms of investment. The role of the family has changed because women are now considered to be able to contribute to family income, so that women also have financial responsibilities and investment portfolios. Investment behavior tends to differ from individual to individual. Men tend not to want too many details while women want more information. Men and women differ in their approach to investing. Men invest with returns in mind. But women want to balance the risk and return on their investment. Women want to get a stable income by considering safety, liquidity, and profitability [6].

Women view financial security for themselves, their children and other family members for a better life in the future. Women tend to be more concerned with savings and investment for the future than men [29, 30]. The increasing participation of women in the workforce, coupled with the tendency of increasing incomes to make women investors today cannot be underestimated. The financial services sector currently has a wide variety of investment options for women to choose from. Various types of investment options become the right investment strategy coupled with a mature financial plan that will contribute to higher economic growth. Women play an important role in the progress of the country as a whole. They have the potential to change their own economic status as well as the communities and practices in which they live. Investments made by women are an individual's surplus of income after meeting their needs [31].

Selection of investments is a difficult task that requires sufficient skills and knowledge to analyze the available options. There are several forms and types of investment that women choose. Women are now financially independent. Women actively participate in investing their savings by analyzing various kinds of savings factors such as the level of risk associated with investment, the influence of family members and friends, and the ability to invest [28]. Investment choices made by women include: Land. One form of investment that women choose is to buy assets in the form of land. Women work to set aside part of their income to buy land together with their husbands. Asset in the form of land will be able to provide returns in the form of price increases if in the future the land will be sold. Time deposit is a deposit at a bank where deposits and withdrawals can only be made according to a certain time frame. Deposits will provide returns in the form of interest. Rental properties can also be used as a source of investment. Currently, investing in property is a lifestyle for investment purposes [32]. Property investment is made to generate rent or to get an increase in value or price or both. Thus, property as an investment can generate cash independently without depending on other assets owned by investors. Property, building or land is a very good item to be used as an investment tool. The existence of communities that increasingly fill the population density in various regions of Indonesia makes the land seem to be exactly like game animals and rare items. If this case is used as a formulation, it will create a rule that population density is directly proportional to the need for property, buildings or land. If this is the case, of course this will require the selling price of property, buildings and land the higher the selling price.

Some people will use their income to meet their daily needs, and will save if there is any remaining funds. So this is often the case that the remaining funds are very little or even nonexistent. Conversely, by setting aside a number of funds regularly to invest, while the rest is used to make routine purchases. In addition, it is important to identify the profile and type of investment we take to get investment returns, so that we can

choose an investment instrument according to our risk profile. The risk profiles include conservative, moderate and aggressive. Apart from the risk profile, it is important to choose an instrument according to the investment period. The longer the term, the more aggressive it will be to choose aggressive investment instruments such as mutual funds and stocks. Conversely, if the investment period is short, which is less than one year, it is better if the investment is placed in a conservative type of instrument, such as deposits, this is because conservative instruments have relatively low yield fluctuations so that it is unlikely that we will lose our principal.

**Authors' Contributions.** This research contributes to the current condition, where the research concept follows the current state of conducting research related to investment decision on female workers during post pandemic. Data was collected using a questionnaire instrument. Analyze the data carefully so that accurate results are obtained. Standard preparation prepares articles for research articles. Researchers will make revisions and will follow the final decision before the item is published.

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