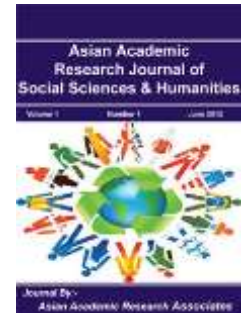




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**SECONDARY MARKETS AND GENDER INFLUENCES: A SOCIOLOGICAL
STUDY**

MANJULA.V*

* Research Scholar,
Department of Sociology,
Bangalore University, India

ABSTRACT

Gender is a social construct that influences the decisions of an individual throughout the life. From the choice of food to investment decisions, every facet of life is entwined in the gendered socialization that is imparted to an individual by the society. This study seeks to probe the intricacies of secondary market investment choices made by individuals with reference to one's gender attributes. There are various factors that influence the individuals' participation in the stock markets. Some of them include income, age, educational qualification, investment related knowledge. Controlling for these variables, this paper seeks to identify the variation in parameters like participation and risk aptitude due to gender.

Keywords– Financial Market Participation, Gender, Social Network, Socialization, Stock Market
