

A STUDY ON INVESTMENT PATTERN OF WORKING WOMEN IN MADURAI CITY

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Abstract

This study deals with the behavior of the investor to identify the better investment avenues. The investment strategy is a plan, which is created to guide an investor to choose the most appropriate investment portfolio that will help them to achieve their financial goals within a particular period of time. By increasing personal wealth, investing can contribute to higher, overall economic growth and prosperity. The process of investing helps companies where they can raise their capital through financial markets. Specific types of investments provide other benefits for the women investors.

Keywords: Income, Working women, Investment.

Introduction

Investment is nothing but goods or commodities purchased today to be used in future or at the time of crisis. An individual must plan his future or at the times of crisis. An individual must plan his future well to ensure happiness for himself as well as his immediate family members. Consuming everything today and saving nothing for the future is foolish. Not every day is a bed of roses; you never know what your future has in store for you.

Investment behaviour in India

India has witnessed higher economic growth after opening up of the economy in the early 1990's. The economic growth has increased the income level of individuals. Today, a number of investment avenues in the form of various financial products are available to an individual. An individual, after doing a thorough market study and according to his needs and circumstances, has to decide which investment avenue has to be chosen. Individuals behave differently while investing, because investment behaviour of an individual depends upon how much risk an individual is willing to take and what are his expectations in terms of returns generated from the investments. (Puneet and Yajulu, 2013). Every individual want to invest money in order to get return and for productive use of money. (Parihar and Sharma, 2012). Now a days consumer are not just choosing between interest rates on two different bank loans or savings plans, but are rather being offered a variety of complex financial instruments for borrowing and saving, with a large range of options. The Organization for Economic Cooperation and Development (OECD) has defined financial literacy as "a combination of awareness, knowledge, skill, attitude and behaviour necessary to make sound financial decisions and ultimately achieve individual well being". Financial

literacy helps individuals to improve their level of understanding of financial matters which enables them to process financial information and make informed decisions about personal finance. The importance of improving financial literacy has increased due to factors including the development of new financial products, the complexity of financial markets, and the changes in political, demographic, and economic factors.

Women and their Investment Behaviour

Women constitute above half of the world population. Their contribution is about 55% including their unpaid economic activities. Hence there is every reason that women should plan an equal role in economic decision making. The 1994 world survey on the role of women in development reported that the ratio of women to men is economically active population has almost doubled over the last 20 years. With the increase in role of women in the economic activities and by nature, women are being identified as a better saver than man, the decision making process by women for investment purpose gains its importance. Traditionally, women have generally been more hesitant when it comes to financial investments. They are more cautious when it comes to money. This is a general fact that Men are usually think about return .but the women want to balance with risk and return in their investment. In most of the cases the women want to earn stable income. While framing investment portfolio women are considered about safety, liquidity, and profitably but men are mostly think about profitability alone. In this manner the investment behavior is varied from men and women.

Statement of the Problem

Investors have various avenues of investment in which they can invest their money. There are lots of difficulties in taking an appropriate decision on how to go about in investing in the various financial assets available in the market. In order to enable the correct investment decision to be made, investors have to know the features and the key factors associated with different types of investment avenues open before them. At present, business related dailies, investment connected magazines, internet, advice of financial planners, opinion of share broker, recommendations of real estate agents, advertisement of jewellery mart are available to gather the require amount of information. Though a large number of sources of information are available to an investor (a) Do investors depend on any one source or what type of sources does an individual investor use to get the required information? At present, an investor has to take a decision in a challenging environment. Generally investors need the necessary knowledge, competence and experience to make the best use of the available information of insurance schemes, bank operations, post office schemes, mutual fund types, fundamentals of company matters, stock exchange dealings, gold rates and real estate updates. Against this backdrop it becomes imperative to know (b) whether the investors has financial literacy about different investment avenues? How and the investment decision making and its determinants are linked?! And d) whether the components of investment attitude influence on their overall attitude on the investment.

Objectives of the Study

Based on the proposed research model, the objectives of the present study are:

1. To analyse the investment pattern, awareness, purposes and problems among the working women;
2. To study the decision making on investments and its determinants among the working women;
3. To measure the attitude on the investments made by the working women; and

Design of the Study

In the present study, the descriptive and analytical type research design has been administered. Since this research describes the profile of the women investors, their investment avenues, risk preference, decision making on investment, its determinants, problems in investment and investors attitude on investment, it is concerned with descriptive in nature.

Population of the Study

The population of the study is the working women in Madurai city. It includes the women working in self business, Government organizations, private organizations, and others. The details of the above said working women during 2016-17 was collected from the rewards of Madurai corporation office. The Madurai city is divided into zone-1, zone-2, zone-3 and zone-4.

Sampling Plan of the Study

The total sample size of working women are distributed among the population with the help of stratified proportionate random sampling. The strata for the present study are zone and various categories of women employees.

Collection of Data

Since this research is a general study, both primary and secondary data has to be used. The primary data has collected from working women of Madurai city. A sample survey conducted by using interview schedule. Secondary data has to collect through various sources such as magazines, internet, and business journals.

Analysis Result Discussion

Table 1.1 Respondents Satisfaction on Income from Investments

Sl. No.	Variables in Income	Mean scores among respondents in				F-statistics
		SE	GE	PE	OT	
1.	Assured Income	3.8586	3.1173	3.4084	3.2667	3.2667*
2.	Increase in Income	3.9197	3.4007	3.5642	3.1446	3.1789*
3.	Risk per Income	3.7333	3.2676	3.3994	3.8084	3.2664*
4.	Consistency in Income Flow	3.8184	3.6545	3.4542	3.1086	3.3341*
5.	Tax Savings Income	3.7038	3.6884	3.3886	3.1147	3.4546*

*Significant at five per cent level.

The highly satisfied variable in income among the self employed and Government Employee are 'increase in income' and 'tax savings income' since their mean scores are 3.9197 and 3.6884 respectively. Among the Private Employee and Others, these are increase in income and assured in income since its mean scores are 3.5642 and 3.2667 respectively. Regarding the perception on variables in income, the significant difference among the four group of respondents are noticed in their view on assured income, increase in income, risk free income, consistency in income flow and tax savings income since their respective 't' statistics are significant at five per cent level.

Table 1.2 Investors Attitude on Future Planning in Investments

Sl. No.	Variables in Future Planning	Mean scores among respondents in				F-statistics
		SE	GE	PE	OT	
1.	Career Planning	3.5103	3.8996	3.6067	3.3117	3.1479*
2.	Retirement Planning	3.4554	3.9334	3.7173	3.0779	3.2969*
3.	Asset Planning	3.6403	3.9703	3.7644	3.0988	3.3491*
4.	Life Planning	3.5227	3.9224	3.7476	3.0336	3.3119*
5.	Education Planning	3.4167	3.9117	3.7997	3.0188	3.2676*

*Significant at five per cent level.

The highly viewed variable in future planning by the self employed and GE are asset planning and asset planning since their mean scores are 3.6403 and 3.9703 respectively. Among the PE and OT, these are education planning and asset planning since their mean scores are 3.7997 and 3.0988 respectively. Regarding the view on variables in future planning, there is a significant difference among the four group of respondents regarding their view on all variables in future planning since the respective 'F' statistics are significant at five per cent level.

Finding and Suggestions

- The highly viewed variable in future planning by the self employed and Government employee are asset planning.
- The highly satisfied variable in income among the self employed and Government employee are 'increase in income' and 'tax savings income'
- The highly viewed components of customer satisfaction on their investments among the self employed and Government employee are flexibility and future planning respectively. Among the Private Employee and Others, these two are diversification and safety respectively.

Conclusion:

The major reason for selecting investment is safety and security for future. The result of the study the investment behaviour among the working moment is highly based on safety and security. The women Private Employee and Others are investing more on emerging avenues whereas the Self employed and Government employee prefer the low risk avenues. The important factors leading to their investment are security, easiness, appreciation and income from the investment. The level of decision making on investment is higher among the Private Employee and Others than the self employed and Government employee. The

important determinants of investment decision making among the working women are investment learning, attitude and belief on investment, financial situation, investment objectives, risk tolerance, investment problems, investment information and financial knowledge.

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