

Investment Attitude of Women towards Different Sources of Securities – An Empirical Study in and around Coimbatore

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Abstract

Savings and investments are necessary for capital formation which is considered a crucial element in promoting the economic development of a developing country like India. In India, modern household saving accounts are about 84 percent of the total saving in the country. Household saving is the result of the attempts made by men and women that are earning family income. In India women constitute 48 percent of the total population; still, their contribution to productive employment remained very low in the past. Recently on account of the increase in the number of educated women who prefer to manage both work and home at the same time, take advantage of the employment facilities available to them especially in the field of education, insurance, manufacturing industries, medical, IT service industries, finance, etc..

Index Terms: Investments, Household savings, Personal and Economic factors, Women employees

Introduction Investment As A Tool For Development

Savings and investments are necessary for capital formation which is considered a crucial element in promoting the economic development of a developing country like India. In India, modern household saving accounts are about 84 percentage of the saving in the country. Household saving is the result of the attempts made by men and women that are earning family income. In India women constitute 48 percent of the total population; still, their contribution to productive employment remained very low in the past. Recently on account of the increase in the number of educated women who prefer to manage both work and home at the same time, take advantage of the employment facilities available to them especially in the field of education, insurance, manufacturing industries, medical, IT service industries, finance, etc.

Women Investment In The Modern ERA

The number of working women has been rapidly increasing since the last two decades, due to the increasing rate of literacy among them, awareness of self entity, and family needs. Now women are employed in various fields like education, insurance companies, medical, IT service industries, manufacturing industries, finance, politics, Government and semi-government organizations, etc.

The emergence of information technology has created more opportunities for women, especially in the service sector. As mentioned by International Labour Organisation (ILO) in its annual report of 2016, disparity of income is vanishing in many sectors between men and women, more women are now entering the workforce to prove their worthiness.

Review Of Literature

Prof. Priya Vasagadekar's (2016) research on working women concludes that women are hired for high pay role jobs for their higher level of education. It has become a necessity for women to work to increase their source of wealth. Most of the women are not aware of how to tackle financial investments and therefore it is highly impossible for them to choose the portfolios on their own. In this case, they had to depend upon someone else like husband's family members. The financial knowledge is low for women comparatively.

SahaAsish and Rama Murthy Y Sree (2016) [2] The preference scheme by investors revealed that returns,

safety, and liquidity are the most significant roles. Another way of direct purchase of stocks in mutual funds. It should be managed effectively and efficiently with sound financial knowledge.

Pestonjee D. M. and Balsara Anita H. (2015) [3] studied the topic "Investment Pattern and Decision Making: The Role of Working Women." They figured out the freedom of working women towards their investments and their decisions in this male-dominated society in India. They prepared a questionnaire and collected the sample data from 227 respondents and studied savings, different types of investment, and influencing factors.

Objectives Of The Study

- ´ To analyze the perception of women employees on investment.
- ´ To investigate various personal and economic factors influencing investment decisions.

Methodology

The research is subjective and investigative and the methodology taken on for the study is mentioned below:

Source Of Data

The source of data is been collected from the primary and the secondary data. This primary data was collected by a good questionnaire, after testing its validity and reliability. The sources of the study were from journals, research studies published in magazines and unpublished thesis of many other types of research.

Sample Design

The Targeted population for this study consisted of samples from Coimbatore city who are investing out of their salary. any women employee irrespective of public or private organization involved in investment has been chosen as a sample. The sampling technique taken on for the study was a convenient sampling in which the respondents were taken for ease of access. 100 respondents' sample design were been chosen for the questionnaires from whom the data was collected.

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Statistical Tools For Analysis

Percentage Analysis, Chi-square test.

Demographic Classification Of Respondents

The classification based on demographics has been made among the sample respondents and the results

are presented as under;

DEMOGRAPHIC CLASSIFICATION OF RESPONDENTS

Demographic	Classification	No. of respondents	%
Age	20-30	32	32
	31-40	46	46
	41-50	15	15
	Above 50	7	7
Marital Status	Married	52	52
	Unmarried	37	37
	Divorced	8	8
	Others	3	3
Occupation	Private employee	57	57
	Public employee	5	5
	Self employed	21	21
	Others	17	17
Education	No formal education	8	8
	Higher secondary level	16	16
	Undergraduate	64	64
	Post graduate	12	12
Type of organisation	Manufacturing/ Retailing	53	53
	IT and allied	27	27
	Professional	16	16
	Others	4	4
	Less than 2	4	4
Number of years of employment	Between 3& 5	23	23
	Between 5 &10	36	36

	More than 10	37	37
Family type	Joint	13	13
	Nuclear	87	87
Number of dependents in the family	1	17	17
	2	19	19
	3	44	44
	More than 3	20	20
Annual Income (INR Lakhs)	1 to 2	6	6
	Above 2 to 3	64	64
	Above 3 to 5	18	18
	Above 5	12	12

Source: Compiled and calculated using primary data

The above table depicts the demographic classification of women employees who are selected for the study. It is evident from the table that the samples are classified on basis of variables namely; age, marital status, education, occupation, type of organization, number of years of employment, type of family, number of members in the family, and annual income.

AGE-WISE INVESTMENT DECISION OF SALARIED WOMEN EMPLOYEES

H01 (i): There is no significant relationship in the overall Investment Decision of Salaried Women Employees between various age groups of respondents.

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Age-Wise Investment Decision Of Salaried Women Employees

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Age-Wise Investment Decision Of Salaried Women Employees

CHI – SQUARE

Personal and Economic Factors	Investment Decision of Salaried Women Employees	
		Chi square

Self opinion	3.456	.765
Advertisement	4.5443	.887
Relatives	5.322	.009**
Friends	6.644	.006**
Husband's opinion	0.876	.001**
Consultant or Agent	1.948	-.532
Colleagues	2.756	.654
Profitability	3.878	.005**
Liquidity	4.784	-.257
Regular Income	4.743	.765
Reliability	2.448	.432
Duration: Long	8.683	-.478
Duration: Short	4.662	.865
Status	5.986	.689

From the above table, it is clear that the sig values for the factors namely relatives, friends, husband's opinion, and profitability is less than

1 percent level and hence it can be inferred that the hypothesis was rejected in these cases. For all other factors, the hypothesis is accepted.

S.No	Dependent Variable	Independent Variable	Hypothesis
1.	Personal and Economic Factors	Self opinion	Accepted
2.	Personal and Economic Factors	Advertisement	Accepted
3.	Personal and Economic Factors	Relatives	Rejected
4.	Personal and Economic Factors	Friends	Rejected
5.	Personal and Economic Factors	Husband's Opinion	Rejected
6.	Personal and Economic Factors	Consultant or agent	Accepted
7.	Personal and Economic Factors	Colleagues	Accepted
8.	Personal and Economic Factors	Profitability	Rejected
9.	Personal and Economic Factors	Liquidity	Accepted
10.	Personal and Economic Factors	Regular Income	Accepted
11.	Personal and Economic Factors	Reliability	Accepted
12.	Personal and Economic Factors	Duration : Long	Accepted
13.	Personal and Economic Factors	Duration : Short	Accepted
14.	Personal and Economic Factors	Status	Accepted

Conclusion

Working Women in today's scenario have started their investments.

Many Women will rely on others for their investment decision. Women investors are quite unwilling to take risks and they invest assets that are safe which even offers security.

Women who are now Playing a major role in building economies in the whole world, it is very important to cheer them up to participate in financial markets where they can utilize their money which as a result it will develop the economy of our country.

Besides everything every investment process will increase the confidence, to be dynamic where they can take their financial decisions by their own

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