

INVESTMENT BEHAVIOUR OF WOMEN TOWARDS SELECT AVENUES WITH REFERENCE TO BACKWARD DISTRICTS OF ANDHRA PRADESH

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Abstract

As investment is not a new aspect to the humane, because it has kick-started soon with the evolution of the earth. The very attitude of the human being is after earning, preserving something of hard-earned for the future. The material they are saving for the future has gradually taken a turn as, from grains to gold (bullion) to sovereign gold bonds (SGBs), currency to securities to the portfolio. But this is not similar with women in terms of making financial planning, choosing a portfolio and diversifying investment among various avenues. 80 per cent of women don't have proper financial awareness and also not inclusively covered by the various components of the economy. The present research has been done to know the financial awareness and investment preferences among women in backwards districts of Andhra Pradesh. The natural inherent qualities such as thinking it is not her cup of tea, risk aversion, fear of losing the principle and holding the investments for a longer period of time makes them to be bad at financial planning.

Keywords: Risk aversion, financial planning, and diversifying, financial awareness.

INTRODUCTION

Investment is an activity, infusing surplus funds in the most efficient way i.e., in the form of some maturity period, rate of return on the investment, or else it's the liquidity of funds. Anyway, the intention of them is to earn some return on their principle instead of keeping their funds as idle. In our country like India patriarchal based society is very prevalent where the management of household finances is part and parcel of man's activities and looking after culinary, cookery, and raising children is a whole-time activity for women.

Financial activities are generally bothered by men because they are the bread-earner for the family, even with the changing societal dimensions, and the requirement of matching for a high standard of living encouraged women to confront the workforce.

In the generation of millennia's double income group (DIGs) families are growing on day-to-day, even when they are participating in earning but, they lie far behind in management of their funds. Due to lack of knowledge, thinking that it is not their cup of tea by thyself, fear of losing, and strong determination that they are bad at numbers and figures.

Being aware of financial aspects is necessary for every individual but for women it is considered as disdain. One should possess basic financial information for making their financial planning and managing their hard earnings into some doubles and triples. In this context we came out with two buzz words i.e., financial literacy and financial inclusion respectively. Financial Literacy in common terms is expressed as having basic knowledge on financial aspects, products and concepts of financial and economic environment of their nation. Educating women financially generates multiplier effect in having a sizable propagating of financial literacy to future generations. Constructive monitoring regime, novel women centric products/schemes, enhanced flexibility, robust customer fortification structure and transformation attitudes towards women will increasingly motivate women to be well equipped with financial skills. In India a survey conducted by S&P where it gave eye opening facts that 80% of women are financially illiterate. Financial Inclusion, broadly defined as 'Universal access to a wide range of financial services at a reasonable cost. In narrow sense financial inclusion is defined as providing banking services in unbanked areas. Financial inclusion initiatives by Government of India are Pradhan Mantri Jan Dhan Yojana, Pradhan Mantri Jeevan Jyothi Yojana, Swarnabharath and financial literacy are part of financial inclusion programmes.

LITERATURE REVIEW:

R P Subrmany and R G Manasa (2015) have studied the investment behaviour of women and asserted that investors generally give more preference for their principle of investment; however, salaried women think more about the investment returns as well. **Apparao and Babu (2015)** have explored the investor's perception towards investment avenues in Godavari Districts of Andhra Pradesh. The research determined that ample knowledge about investment avenues makes the investors to take superior decisions on investment. The

research explored the saving certificates, mutual funds, provident fund, insurance scheme, equity, bonds and debentures, postal savings, and real estate selection in Godavari Districts of Andhra Pradesh. **P. B. Banudevi and N. Ilangoan (2014)** have analysed “The investment outlook of women towards different sources of securities through factor analysis in Tripura District”. The research identified conjugal status and age as the determinants of the women investment. **S. Vinoth (2013)** has led research on the attitude of working women towards investments in life insurance among the private bank employees in Coimbatore city of Tamil Nadu. The researcher stated that working women of Coimbatore city have preferred the life insurance corporation of India for investment. The objective of investments in life insurance is to save money for the future and availing of tax benefits. **Gargi Pant (2013)** article on “Retirement planning of female faculty members an expense or saving for the future” directed research with a sample of 50 female respondents from Banasthali University, Rajasthan. According to the outcomes of the research, married women plan better for their retirement as compared to unmarried women. **Anus ha shrinkage Meyer (2012)** have explored the savings and investment patterns of women in Bangalore. The researcher exclusively emphasized the role of education in the investment behaviour of women. **Gauger anti, Julie, Sukiya Subunit (2011)** have discovered the difference in gender attitude for an investment decision. As per the research, men have more awareness than female investors, and females are more cautious than male investors. **Dr. Sigh Sidewinder & Ms Harmer Karachi (2011)** research explored the elements of investment decisions of working women. As per the research, investment decisions of working women are under the impact of marital status. Married working women prefer to invest in education, marriage related avenues, etc. The research also proclaims that the investment decision of working women is not influenced by the financial advisor; however, they are influenced by spouse and family members.

SCOPE OF THE STUDY:

The present study's aim is to measure the financial awareness of women residents in backward districts of Andhra Pradesh. Men and women are wheels of a chariot but, unfortunately due to various political, Economic, Social, Cultural and Technological factors made havoc in the sense of being equitable. Studying women's financial awareness and investment preferences will open new facets for future studies of financial awareness among various segments of population of Andhra Pradesh.

OBJECTIVES:

1. To study the socio-economic profile of the sample respondents.
2. To study and understand women's financial awareness, investment preferences and socio-economic profile of sample respondents.

HYPOTHESIS:

H1: *There is no significant association between age and investment preferences of the sample respondents.*

H2: *There is no significant association between advertisement media preference of women investors and socio-economic profile*

RESEARCH METHODOLOGY:

Sampling:

The population of the study includes women investors. As the sample is entire universe of six districts, it is not possible for the researcher to include each and every population. Hence, by using convenience sampling method a modest sample of 85 from each district is taken for the study. A total sample of 510 women investors are selected by covering the backward districts of Andhra Pradesh (Table 1).

Table -1: District wise sample selection

S.No	Name of the District	Sample size
1	Anantapuram	85
3	Chittoor	85
2	Kurnool	85
4	Srikakulam	85
5	Vijayanagaram	85
6	Y.S.R Kadapa	85
	Total	510

Source: Primary data

Data Collection Method:

The Study uses both primary and secondary sources of data. The secondary sources include books on investment behaviour, magazines and research reports of investment behaviour. The primary data were collected through 510 structured questionnaires. For the purpose of the study all women residents in backward districts are taken as sample. The questionnaire furnishes the information relating to the socio-economic profile of women investors, sources of financial awareness, perceptions and preferences of women investors.

Data Analysis:

Age

Financial awareness cultivates through the age of the individual. Sound financial decisions often take place in the wrong side of forty for individuals. Hence, an attempt is made to study the age of the respondent women investors. The research splits the age of the respondent women investors into five groupings: up to 30 years, 31- 40 years, 41-50 years, 51-60 years, and above 60 years. The age-wise details are illustrated in table-2.

Table-2: Age group of women invertors

Age group	No. of respondents	Percentage
Up to 30 years	96	18.8
31 - 40 years	112	22.0
41 – 50 years	237	46.5
51 - 60 years	60	11.8
Above 60 years	5	1.0
Total	510	100.0

Source: Primary data

A check-up from the table shows that, out of 510 respondents, 18.8 per cent of the respondent women investors belong to the age of up to 30 years, 22.0 per cent 31-40 years, 46.5 per cent 41-50 years, 11.8 per cent 51-60 years and 1.0 per cent has the age of above 60 years.

Table -3: Women investors' preference for post office savings along with age

Descriptives									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Up to 30	96	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00	
31 - 40	112	2.1518	.57280	.05412	2.0445	2.2590	1.00	3.00	
41 – 50	237	4.2447	1.94174	.12613	3.9962	4.4932	1.00	7.00	
51 - 60	60	3.8833	1.95796	.25277	3.3775	4.3891	1.00	7.00	
Above 60	5	2.6000	1.14018	.50990	1.1843	4.0157	1.00	4.00	
Total	510	3.1157	1.99714	.08843	2.9419	3.2894	1.00	7.00	
Test of Homogeneity of Variances									
Levene Statistic			df1		df2		Sig.		
105.629			4		505		.000		
ANOVA									
		Sum of Squares		df		Mean Square		F	Sig.
Between Groups		872.566		4		218.141		95.163	.000
Within Groups		1157.609		505		2.292			
Total		2030.175		509					

Source : Primary data

ANOVA's significant value to women investors' preference for post office savings along with age is less than 0.05. Hence the null hypothesis rejected and the alternative hypothesis accepted (Women investors' preference for post office savings differs along with age).

Marital status

Marital status augments the investment because of commitment towards the family welfare. Pre and post marriage situations play a remarkable role in investment behaviour of women. In pre-marriage situations they tend to invest in short-term, high risk and high return projects. Whereas in post-marriage situations it is quite opposite. Hence, an attempt is made to examine the marital status of the women investors, and details are presented in table-3.2.

Table-4: Marital status of women investors

Marital Status	No. of respondents	Percentage
Married	378	74.1
Unmarried	86	16.9
Divorced	30	5.9
Widow	16	3.1
Total	510	100.0

Source: Primary data

The information well-found in table-3 reveals that 74.1 per cent of the women investors are married, nearly married respondents contribute $\frac{3}{4}$ th of the survey and remaining $\frac{1}{4}$ th part comprising of 16.9 per cent are unmarried, 5.9 per cent are divorced and 3.1 per cent are widows.

Educational qualifications

Educational qualifications stimulate the occupation and income capabilities of an individual through their impact on the investments. The educational qualification also influences the cognizance, defiance, and behavior of investors. The researcher rifts the educational qualification of women investors into five classes; post-graduation, graduation, intermediate, SSC (School of Secondary Education), and no formal education, and details are illustrated in table-4.

Table-5:**Educational qualifications of women investors**

Educational qualifications	No. of respondents	Percentage
Post Graduate	294	57.6
Graduate	182	35.7
Intermediate	20	3.9
SSC (School of secondary education)	8	1.6
No formal education	6	1.2
Total	510	100.0

Source: Primary data

The data presented in table-5 shows that majority i.e., 57.6 per cent are postgraduates, 35.7 per cent are graduates, 3.9 per cent are intermediates, 1.6 per cent are SSC and 1.2 per cent have no formal education.

Table- 6:**Women investors' preference for bank deposits along with educational qualification**

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Post Graduate	294	2.0068	1.31672	.07679	1.8557	2.1579	1.00	7.00
Graduate	182	3.9505	1.97576	.14645	3.6616	4.2395	1.00	7.00
Intermediate	20	4.3500	2.27746	.50926	3.2841	5.4159	1.00	7.00
SSC	8	4.5000	1.85164	.65465	2.9520	6.0480	2.00	6.00
No formal education	6	4.3333	1.36626	.55777	2.8995	5.7671	3.00	7.00
Total	510	2.8588	1.90946	.08455	2.6927	3.0249	1.00	7.00
Test of Homogeneity of Variances								
Levene Statistic			df1		df2		Sig.	

22.213	4	505	.000		
ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	509.411	4	127.353	47.766	.000
Within Groups	1346.425	505	2.666		
Total	1855.835	509			

Source: Primary data

ANOVA significant value for women investors' preference for bank deposits along with educational qualification is less than 0.05. Hence, the null hypothesis rejected and the alternative hypothesis accepted (women investors' preference for bank deposits differs along with an educational qualification).

Table 7

RANKING OF INVESTMENT AVENUES BASED ON LEVEL OF AWARENESS OF WOMEN INVESTORS

S.No:	Investment Avenue	Know very well	Know well	Know somewhat	Rank
1.	Insurance	402	39	69	3
2.	Bank Deposits	432	43	35	1
3.	Post-office savings	397	67	46	4
4.	Shares	232	76	202	6
5.	Real Estate	299	40	171	7
6.	Mutual Funds	212	79	219	5
7.	Gold & Silver	498	9	3	2

Source: Primary data

A glance at the table shows that out of 510 women investors, the majority have preferred bank deposits (weighted average 2.8588) followed by gold and silver (weighted average 2.9686), insurance (weighted average 2.9843), post office saving schemes (weighted average 3.1157), mutual funds (weighted average 3.9961), shares (weighted average 4.0039) and real estate (weighted average 5.0373).

TABLE 8

SAVINGS PATTERNS OF WOMEN INVESTORS

Percentage of Savings	Savings of Percentage of Annual income	No. of Respondents Percentage of total
0 – 15%	16.9	86
16 – 30%	19.0	97
31 – 50%	46.7	238
51% & above	17.5	89
Total	100	510

Source: Primary data

From the evaluation of the information in table - 6 shows that 16.9 per cent are invested in 0-10 % of their income, 19.0 per cent invested 11-15 % of their income, 46.7 per cent are invested 16-20 %, 17.5 per cent are 21% and above of their income

Table-9: Source of investment awareness

Sources of awareness	No. of respondents	Per cent
Friends	117	22.9
Relatives & neighbours	97	19.0
Print & Electronic Media	201	39.4
Consultants	95	18.6
Total	510	100.0

Source: Primary data.

A scrutiny of the table illustrates that the maximum, 39.4 per cent are aware of the investment avenue through print and electronic media followed by 22.9 per cent through friends, 19.0 per cent through relatives and neighbours, and least 18.6 per cent are aware through consultants.

Sources of awareness about the investments

Source of awareness and its credibility influence the attitudes and behaviours of investors. Hence, an attempt is made to explore the sources of awareness for investment avenues and the details are furnished in table- 10.

Table- 10: Source of investment awareness

Sources of awareness	No. of respondents	Per cent
Friends	117	22.9
Relatives & neighbours	97	19.0
Print & Electronic Media	201	39.4
Consultants	95	18.6
Total	510	100.0

Source: Primary data.

An enquiry into the table shows that the highest, 39.4 per cent are aware of the investment avenue through print and electronic media followed by 22.9 per cent through friends, 19.0 per cent through relatives and neighbours, and least 18.6 per cent are aware through consultants.

Table- 11: Women investors' preference for insurance along with age

Descriptives								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Up to 30	96	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
31 - 40	112	2.0536	.75742	.07157	1.9118	2.1954	1.00	6.00
41 - 50	237	3.9241	1.90298	.12361	3.6805	4.1676	1.00	7.00
51 - 60	60	4.1000	2.12890	.27484	3.5500	4.6500	1.00	7.00
Above 60	5	4.0000	2.82843	1.26491	.4880	7.5120	1.00	7.00
Total	510	2.9843	1.97324	.08738	2.8127	3.1560	1.00	7.00
Test of Homogeneity of Variances								
Insurance								
Levene Statistic				df1	df2		Sig.	

89.945		4		505		.000	
ANOVA							
Insurance							
	Sum of Squares	df	Mean Square	F	Sig.		
Between Groups	764.163	4	191.041	79.227	.000		
Within Groups	1217.711	505	2.411				
Total	1981.875	509					

Source: Primary data.

ANOVA's significant value for women investors' preference for insurance along with age is less than 0.05. Hence the null hypothesis rejected and the alternative hypothesis accepted (Women investors' preference for insurance differs along with age).

Findings

Women get paid but men for identical work. 80 per cent of men die married, whereas eighty per cent of ladies die single. Emotional barriers keep ladies from wise cash management. Lack of investment information early from childhood, in comparison to their male counterparts. Lack of voice in one's own community. Gender gaps in pay cheques, promotions and possession of collateral security for ladies are forced to balled over from their monetary coming up with and execution. One out of seven girls is suffering financially.

Suggestions

Generally ladies outlived to men, this forces them to manage and take up their own finances. Career breaks are fairly often for ladies because of kid care responsibilities. Government of Republic of India needs to incorporate monetary education as a section of course of study and to require forward the projects like, monetary attainment and guidance Centres.

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