

# “INVESTMENT TREND AMONG WORKING WOMEN’S IN TINSUKIA TOWN (ASSAM)”

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## ABSTRACT

An investment is an asset or item acquired with the goal of generating income or appreciation. In an economic sense an investment is the purchase of goods that are not consumed today but are used in the future to create wealth. In finance, an investment is a monetary asset purchased with the idea that the asset will provide income in the future or will later be sold at a higher price for a profit. An attempt is made to study how far working women enjoy freedom to take investment related decision on their own and the pattern of investment in the male dominated investment world in India. As research studies in the field of investment pattern of working women have remained limited, an attempt has been made to study the investment pattern of working women in the present work. To start with only working women with a monthly earning Rs.20000 or more, working in few sectors where there is significant women employment, Tinsukia city is covered in this study. Nowadays a large number of educated women prefer to invest in other avenues of investment on an increasing scale.

Tinsukia is an industrial town. It is situated 480 kilometer north-east of Guwahati and 84 kilometer away from the border with Arunachal Pradesh. Tinsukia city has the high number of educated persons providing required talents and skills for industrial service sectors. Tinsukia town has been selected for the purpose of present study on “Investment trend among working women’s.

Key Words : women, Investment, Financial Management, Risk and Return

## INTRODUCTIONS

An investment is an amount of money that you invest, or the thing that you invest in. Women has numerous investment options to choose from depending on risk profile and expectation of returns. Direct investment options represent a different risk reward trade off. Low risk investment are those that offer assured, but lower returns, while high risk investment provide the potential to earn greater returns. Hence, women choose the most suitable investment scheme.

Investment comes with the risk of the loss of the principal sum. The investment that has not been thoroughly analyzed can be very risky with respect to the investment owner because the possibility of losing money is not within owner’s control.

An investment involves the choice by an individual or an organization such as pension fund, after some analysis or thoughts, to place or lend money in a vehicle, instrument or asset, such as property, commodity, stock, bond financial derivatives (e.g. futures or options), or the foreign asset denominated in foreign currency, that has certain level of risk and provided the possibility of generating returns over a period of time. Investment is defined as an asset that is bought which has the capability of generating wealth or appreciation over time.

Investments are important because in today's world just earning money is not enough. You work hard for the money you earn. But that may not be adequate for you to lead a comfortable life style or fulfill your dreams and goals. To do that, you need to make your money work hard for you as well. This is why you invest. Money lying idle in your bank account is an opportunity cost. You should invest that money smartly to get good returns out of it.

### TYPE OF INVESTMENT

The term "investment" is used differently in economics and in finance. Economists refer to a real investment (such as a machine or a house), while financial economists refer to a financial asset, such as money that is put into a bank or the market, which may then be used to buy a real asset.

An investor has numerous investment options to choose from, depending on her risk profile and expectation of returns. Different investment options represent a different risk-reward trade off. Low risk investment are those that offer assured, but lower returns, while high risk investments provide the potential to earn greater returns. Hence, an investor's risk tolerance plays a key role in choosing the most suitable investment. Today banks provide a range of investment options, including international investing, investing in commodities, stock, bonds, precious metals and investment funds. Other options for investment include certificate of deposit, futures and investment clubs. All investment options have their inherent risk and benefits.

As investment avenues are multifold and have risk and return characteristics. An efficient investor with proper training and experience can reduce the risk and maximize returns. He can avoid pit falls, so as to protect his interest. Investor has to work smart and fast. It is the vision of a person which proves him as the efficient investor. Knowledge of principles of investment and the art of the management of investment are the basic requirements for a successful investor. There are multiple dimensions affecting investment decisions of women. It is the psychology of the investor that decides the pattern of investment. A study of the investor's perceptions and preferences assumes a greater significance in the process of formulation of policies for development and regulation of security markets in general, protection and promotion of small and household investors in particular. The sense of awareness of investors towards investment is created, modified and shaped by various external sources of information such as daily newspapers, weekly publications, electronic media, relatives, friends and brokers advice etc. Awareness is an abstract concept and hence

it is not possible to measure it directly and precisely in quantitative terms, however it can be measured indirectly by obtaining responses from the investors. Investment behavior may be looked as goal oriented behavior which involves factors like motives, strength, need satisfaction, frustration, expectancy, availability etc. Various investment avenues considered in this research are Bank, Real Estate, Gold/ Silver, PPF, Insurance, Mutual Fund, Equity and preference Shares of company, Govt.Bonds. etc.

### OBJECTIVES OF THE STUDY ::

The objective of the study is to find out the pattern of investment among women of Tinsukia town. Investment has become a necessity these days. It has become very important for an individual to invest in order to meet future uncertainties or in other words to secure her future.

Women being one of the individual also make investment. The reasons for which they invest can be value addition, security to meet future contingencies etc and the reasons will differ from one to another investment may be made in different fields like life insurance corporation, mutual funds scheme, share market , savings in bank etc. Thus this project is an approach to know the investment trend followed by the women towards their growth and development through investment. Some important objective of this study are :-

- 1.To understand the preference or trend of working women in relation to investments
- 2.To find their attitude towards risk & return.
3. To know the factors influencing the investment decision of working women.
- 4.To understand whether working women prefer to buy jewelery over other investments.
- 5.To identify the preferred investment avenue by women investors.
- 6.To understand their financial goals.
- 7.To know the investment pattern of working women as per the different sectors and to make the comparison of the investments of the working women.

## RESEARCH METHODOLOGY :::

The main objective of the present study is to understand the preference and trend of working women in relation to investment and to find the factors influencing the investment decisions of working women.

### SOURCES OF DATA ::

Primary Data :- The primary data are those data which are collected afresh and for the first time and thus happen to be original in character. Primary data was collected through observation, interviews and a structured questionnaire.

Advantages of Primary Data :-

1. The primary data are original in form. So the degree of accuracy is high.
2. Targeted issues are addressed.
3. Data interpretation is better.
4. Greater Control.

Disadvantages of Primary Data :-

1. It is time consuming process.
2. It is more costly method.
3. The outcome from audience may not be always feasible.

Primary data collection methods :-

- a) Questionnaire
- b) Interview

#### a) QUESTIONNAIRE ::-

A questionnaire is an instrument for collecting data, and almost always involve asking a given subject to respond to a set of oral or written questions.

Advantages of Questionnaires :-

1. Questionnaires are cost efficient. It is one of the most affordable ways to gather quantitative data.
2. Its quick and easy to collect results with online and mobile tools. This means that you can gain insights in as little as 24 hours or less depending on the scale and reach of your questionnaire.
3. Questionnaire providers are quantitative in nature and allow an easy analysis of results. With built-in tools, its easy to analyze your results without a background in statistics or scientific research.

4. One of the biggest advantages of questionnaire is being able to ask as many questions as you like.

Disadvantages of Questionnaires :-

1. While there are many positives to questionnaires, dishonesty can be an issue. Respondents may not be 100 percent truthful with their answers. This can happen for a variety of reasons, including social desirability, bias and attempting to protect privacy.

2. Lack of conscientious responses is another drawback of questionnaire.

3. Structured interviews create quantitative data and hence a lack of details can be formed.

4. Another main disadvantage of interview is the handling of the personal information of the candidates. They have to make sure the personal information of the candidates are kept safe and have to be ensured that they won't be misused that easily.

b) INTERVIEW:-

The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. This method can be used through personal interview and if possible through telephone interview. P.V. Young defines it as "It may seem as an effective, informal verbal and non-verbal conversation initiated for specific purpose and focused on certain content."

### ADVANTAGE OF INTERVIEW

There are some objectives or advantages of interview which are stated below:

1. Easy correction of speech: Any misunderstanding and mistake can be rectified easily in an interview. Because the interviewer and interviewee are physically present before the interview board.
2. Development of relationship: Relation between the interviewer and the interviewee can be developed through an interview. It increases mutual understanding and co-operation between the parties.
3. Selection of suitable candidate: Suitable candidates can be selected through interview because the interviewer can know a lot about the candidate by this process.
4. Collection of primary information: Interview can help to collect the fresh, new and primary information as needed.
5. Sufficient information: Sufficient information can be collected through the interview process. Because the interviewer can ask any question to the interviewee.
6. Time saving: Interview can help to save time to select the best suitable candidate. Within a very short time communication can be accomplished with the interview.
7. Less costly: It is less costly than other processes of communication. It is very simple, prompt and low cost method of communication.

8. Increasing knowledge: Any interview increases the knowledge of both the interviewer and the interviewee. They can interchange their views and ideas.
9. Explore cause behind the problem: In business, executives need to solve different types of problems. To explore or to find out the actual reasons behind the problem interview method can be used.
10. Solving labor problems: Labor unrest and other disputes are very common in the industries. Sometimes human resource managers use the interview as a means of revealing actual causes behind the labor disputes.
11. Flexible: One of the major advantages of interview is feasible. That depends on the situation it can be framed differently.

## DISADVANTAGES OF INTERVIEW

There are some limitations of the interview process. It is not free from defects. The disadvantages of the interview are discussed below:

- 1) Incomplete process:- Suitable candidate can not be selected by interview only. The written test is more important than the interview.
- 2) No record:- In the case of the interview some confusion may be arisen in the future as, there is no evidence actually that have been discussed as interview.
- 3) Lack of attention:- Much attention is required for a good interview. But sometimes it is observed that both the interviewer and the interviewee are less attentive. That is why real information cannot be collected.
- 4) Disappointed:- Interviewee may be disappointed while she or he faces the interviewer's questions which are not related to the field. That is why suitable candidate may be neglected.
- 5) Time consuming : Time constrain is one of the major limitations of the interview process. Preparation for the interview, taking interviews and interpretation of the responses required much time which makes the interview method time consuming.
- 6) Biases of interviewer : Always there is a possibility that the interview process can be influenced by the biases of the interviewer.
- 7) Costly: Generally interview method is expensive.
- 8) Inefficiency of the interviewer : Interview is a systematic process of data collection. The success of an interview depends on the efficiency of the interviewer. This inefficiency of an interviewer can lead to misleading results.

Secondary Data :

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process.

Advantages of Secondary Data :-

- 1.The collection of secondary data is more cost-effective, especially in the context of collecting very wide-ranging or large scale data.
- 2.Collection of secondary data is quick and enables one to spend more time on analysing and interpreting data.
- 3.The use of secondary data within an organizational context can be more discreet than the use of primary data.

Disadvantages of Secondary Data :-

- 1.It is not possible to access the secondary data without making expenses.
- 2.The secondary data may be old and the information may not be sufficiently current.
- 3.Some time secondary data are not reliable. So the authenticity of the source of the secondary data and the procedures used to collect the data need to be evaluated in order to establish its credibility as a source of information.

### SAMPLING METHOD :::

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made.

Sampling is the process of obtaining information about an entire population by examining only a part of it. In most of the research work and surveys, the usual approach happens to be to make generalizations or to draw inferences based on samples about the parameters of population from which the samples are taken.

### CHARACTERISTIC OF A GOOD SAMPLE DESIGN

- 1.Sample design must result in a truly representative sample.
- 2.Sample design must be such which results in a small sampling error.
- 3.Sample design must be viable in the context of funds available for the research study.
- 4.sample design must be such so that systematic bias can be controlled in a better way.

Sample designs are basically to two types :-

1. Probability sampling
2. Non probability sampling

#### Sample Design:

Sample design was determined before data collection was undertaken. For developing the sampling design following points were taken into consideration as population of universe, element, sample unit and sample size.

#### Sampling Technique:

Convenient and purposive sampling technique was followed for selecting sample of the present study. Researcher has approached the working women and working professionals across the sectors in Tinsukia town where significant women are employed. This study is about the working women in Tinsukia town who are earning Rs. 20000 or more per month .

#### LIMITATION OF STUDY :

This research was conducted only on one hundred working women and all of them were from Tinsukia. If data were collected from more samples and other parts of the country, the research could be more comprehensive and representative indeed.

1. While approaching the respondents for filling up the questionnaire, most of them hesitated.
2. The correctness of this study report is limited to the degree of authenticity of the responses of the respondents and also to be honesty and unbiasedness of respondents.
3. Lack of interest and support of the respondents also limits the study.
4. The authenticity of the data given by the respondents was not guaranteed as the seriousness of the respondents while filling up the questionnaires was not known.
5. The time factor was constraint. The data collection process in my case was time consuming.

#### MAJOR FINDINGS OF THE STUDY :

1. The first five preferences for investment of respondents in descending order are (a) Bank (b) Insurance (c) Real Estate (d) Postal Investment (e) Gold
2. It can be observed that, for investment decisions making some personal factors are important such as Self Opinion, family opinion and Agent Advice.
3. Some economic factors which influence the investment decision of working women are Reliability, Risk & Return and Income Level etc.
4. It is concluded that Real estate/gold are the better investment option for the working women.



6.It is observed that irrespective of the personal income, respondents prefer to invest in Bank FD,Post office RD/FD , Insurance policies , Gold, Real estate children's education.

7. It is observed that Bank fixed deposit a/c, Post office RD/FD a/c Life Insurance policy and Gold are the important avenues of investment by the majority of the respondents irrespective of family income range.

8. It can be observed that irrespective of sectors graduate working women prefer to invest in Bank savings a/c and Fixed deposits, Life Insurance, PPF , Gold, and Real estate.

9.The most important factor is return considered by women in tinsukia town

10.The majority of respondents are from the age group of 35-50 years.

### CONCLUSION :::

Womens are half (49.51%) of the total population in India.The economic progress of country can not be achieved without their active participations.Working environment for women in India has improved over the last several decade with the development of a number of Industries like garments, agriculture bank, education, self help group etc.

From the study it has been found that women also put more interest on investment to fulfill the upcoming need of the environment. Women are risk averse and most of them don't take the risk of investing in other sector which though provide a fluctuating return but the amount of return is much more then those fixed investment schemes. The risk factor has overtaken the class of return.

This is all due to unawareness about the various schemes available. So in order to create awareness various workshop, seminar, programs should be organized in Tinsukia town. As the investors decision is also influenced by their friends, family, relatives etc so their awareness is also necessary. Therefore promotional measures like putting up to large no. of hoardings, giving newspaper and in local newspapers and TV ads about investment its schemes their benefits will help in creating awareness. Most vital problem is ignorance of the people. Ignorance is no longer bliss but they are losing. I would like to conclude that risk as well as return should balance each other.

More dynamic , convenient , flexible and financial attractive investment opportunities could fetch better response from the existing and potential working women.The insatiable quest for savings & growing interest for investment of women may properly be utilized to gear up the economic development of country.

### SUGGESTION :::

1.Various workshops, seminars, programmes should be organized in Tinsukia town to create awareness for investment.

2.Risk as well as return should balance each other.

3.Interest of investment is a important criterion in investment trend which help the women in Tinsukia town.

4.women who are indulged in investing trend should be aware about various saving schemes so that they can save for future.

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