

SALARIED WOMEN AND THEIR INVESTMENT PATTERN ANALYTICAL OVERVIEW IN COIMBATORE CITY

MAHESWARI V

Assistant Professor in Department of Management

SHIRI KUMARAN COLLEGE OF ARTS AND SCIENCE, KARAMADAI

ABSTRACT

Women plays an very important role in family as well as in society. Women being a Home maker entered a society with a self confidence and faces a challenges equal to a men and started to earn. Hence a present society makes the women employment as a compulsory one. Women started thinking and understanding the importance of money, savings and its investment aspect to avoid critical situations at any stage of their lives. A variety of investment options are available such as bank, Gold, Real estate, post services, mutual funds & so on. Hence, it paves way for the women Investors to Invest their money with the different objectives such as profit, security, appreciation, Income stability and to improve their standard of living. The respondents of research study consists only those people who earns fixed Income as salary, so the study included only salaried group of women employees. The Investment pattern of the salaried women employees is different due to safety, regular flow of income, tax saving benefits, security, retirement benefits rather than professionals and businessman. The study is based on savings and investment pattern of salaried women in Coimbatore district. The study is based on primary data which are collected by distribution of a close ended questionnaire. The data has been analyzed using percentage analysis, Mean score, Chi-Square.

KEYWORDS: INVESTMENT, SAVINGS, WOMEN EMPLOYEES

1.1. INTRODUCTION

Women play a dominant role in our society. In this modern society, every woman has her own job or duty in which men are still the 'strongest gender'. Women's role which was confined to domestic areas has now switched over to the other areas where she is competing with her male counterpart. This is due to the education she is getting, and the women centered policies, programmes of the government and the job opportunities available to her in the wake of modernization, urbanization, industrialization, liberalization, globalization etc. Today's women is a hard taskmaster, managing between a homely wife, a shrewd boss, a genuine companion, with such ease and grace that is remarkably appreciable. Now, the spread of education, especially with that of a women and that of changing social attitudes has gained equal Importance to that of a Men. The modern women has started to take care of their Health, Cultural needs and Interests, Religious activities and Recreational needs. Women are highly confident in their ability to save and majority of the women have their good saving habit. Generally women tend to keep cash idle rather than investing it. They tend to think that this "idle cash" can be easily used to meet personal expenses. Now when we study about employed women they balance their life equally towards their short term and long term investments.

1.2. REVIEW OF LITERATURE

1. **Dr. V.G.Jisha, V. Gomathi(2017)** “working women in the city Coimbatore. The objective of the study was to determine the relationship between the income and investment pattern among women employee. The study was conducted on women across both government and private sectors in the city of Coimbatore. The data was collected by distributing a structured questionnaire to 50 respondents. The major impact on savings is due to the level of income which has considerably increased in the last decade. This research has analyzed the salaried women employees consider the safety as well as high return on investment on regular basis”.

2. **Dr. R. Sellappan , Ms. S. Jamuna& Ms. Tnr. Kavitha (2013)** find out that married women are more curious in making investment than the unmarried. As well as the younger are mostly like to invest in shares mutual funds, insurance and fixed deposits than the older women. The middle age persons prefer to invest in real estate source of investment. So the government,Bankers and Financial institutions can introduce lot of schemes of investment based on segmentation of the age and marital status factors to acquire more funds.

3. **Rajeshwari Jain (2014)** finds that women prefer fixed deposit in bank a safe investment option & for tax saving purpose. Women also select gold as good investment

4. **Dr.G.Shanthi, R. Murugesan(2016)**“The investors have a lot of investment avenues to park their savings. The risk and returns available from each of these investment avenues differ from one avenue to another. The investors expect more returns with relatively lesser risks. In this regard, the financial advisors and consultants offer various suggestions to the investors. Investment is an activity that is engaged in by people who have savings i.e. investments are made from savings, or in other words people invest their savings. The researcher has analyzed that salaried women employees consider the safety as well as high return on investment on regular basis.

2. RESEARCH METHODOLOGY

2.1. STATEMENT OF PROBLEM

Women constitute roughly half of the population of the world and thus potentially half of its work force. As a group they do as much work as men, if not more.. Women were often degraded compared to men in access to employment chances and conditions of work The removal of obstacles and inequalities that women face with respect to employment is a step towards realizing women’s potential in the economy and enhancing their contribution to economic and social development. Thankfully, of late things are changing and women are playing a vital role in the economy.

Nowadays, more women are entering into higher education at a wider scope. It made them to be more confident and as a result, they started looking at the world on par with men. In this modern world the importance and need for the women has been increased. This makes them to lead a comfort and a luxurious life. This makes them to earn more and also to invest more. This makes them to overcome many problems in the family which helps them to increase the standard of living. This also paves way for the growth and development of a nation.

2.2.OBJECTIVES OF THE STUDY

The following objectives are framed to make analyses for the study

- 1) To analyze the perception of women employees on investment.
- 2) To examine the challenges faced by women employees while making investment.
- 3) To determine the factors that influence women in the selection of Investment avenues

HYPOTHESIS

H₀: The personal factors of the respondent have no significant influence in the selection of investment avenues.

2.3.METHODOLOGY

The research investigate and qualitative in nature and the methodology adopted for the study is presented below:

SOURCE OF DATA

The research work is mainly based on primary data collected from the sample respondent through a structured questionnaire. Other information relevant for the study's analysis and others was collected from secondary sources such as journals, magazines, published and unpublished research works and websites.

SAMPLE DESIGN

The population targeted for this study consisted of samples from the city of Coimbatore who are making investment out of their salary. The sampling techniques adopted for the study was convenient sampling where the sampling respondents of 50 were selected on the basis of the accessibilities.

PERIOD OF STUDY

Data collection was taken by the researcher during the period Dec 2018 to April 2019.

STATISTICAL TOOLS FOR ANALYSIS

1. Simple percentage
2. Mean score
3. Chi-square test
4. Garrett ranking test

2.4.LIMITATIONS OF STUDY

1. This research was location specific and was confined to the city of Coimbatore in the state of Tamilnadu in India. Hence the results of this research may not be application to other parts of globe.
2. The study adopted convenient sampling which was one of the methods of non-probabilities sampling and hence the limitations of this techniques are applicable.

3.ANALYSIS AND DISCUSSION

3.1.TABLE-1

DEMOGRAPHIC PROFILE OF RESPONDENTS

S.NO	INVESTORS PARTICULAR		NO OF RESPONENTS	PERCENTAGE (%)
1	Marital status	Married	30	60
		Unmarried	20	40
2	Age	Up to 30 years	15	30
		31-40	16	33
		41-50	9	17
		Above 50 years	10	20
3	Occupation	Public sector	22	44
		Private sector	28	56
4	Qualification	SSLC	9	17
		HSC	12	23
		Graduate	14	30
		Post graduate	10	20
		others	05	10

Source: primary data

The above table shows that 60% of the respondents are married and the of them 40% of the respondents are unmarried. When it comes to age, it is found that 30% belong to the age group of up to 30 years. Investors in the age group of 31-40 years are 33%. Investors in the age group of 41 to 50 years are 17%. Investors in the age group of above 50 years are 20%. Among the respondents 17% are with a high school or matriculation level, 23% with higher secondary, 30% are graduates, where as the majority of the investors are graduates. post graduates constituting 20% and 10% belong to others. As regards to occupation, 44% of the investors are working in public sectors and 56% of the investors are working in private sectors.

3.2.TABLE 2

INVESTMENT PERCEPTION OF SALARIED WOMEN EMPLOYEES

S.NO	ATTRIBUTES	SA	A	N	DA	SD	WAS
1	I Take decision on saving after getting salary	14	17	05	08	06	1.96
2	My family members played vital role in any investment decisions	12	18	08	05	07	2.85
3	I decided myself about my investment decision	10	20	09	09	03	2.81
4	Often I review my investment decision	08	13	05	14	10	0.24
5	I feel that I am good at choosing right investment decision	18	13	08	06	05	3.12
6	Investment decision will affect my standard of living	09	21	08	09	03	1.11
7	Publicity helps us to take right investment decision	13	14	12	05	06	1.26
8	Some agents are pushing me to investment	03	05	11	21	10	0.29
9	When I get some extra income I prefer to save	13	07	13	12	05	2.98
10	Good investment opportunities induce to invest more	26	14	05	03	02	3.19
11	I withdraw my investment after maturity	20	10	11	06	03	3.05
12	I invest in a single investment option	14	11	08	12	05	2.97
13	While making investment decision the feel of thrill is essential	08	10	05	11	08	1.64
14	I am not interested in any speculate transaction	10	08	10	13	09	2.25

SOURCE: Primary data

SA=Strongly agree, A= Agree, N= Neutral, DA= Disagree, SDA= strongly Disagree.

Five point rating scale was used to find the opinion of the opinion of the women investors in respect investment. The attribute good investment opportunities induce to invest more has the highest weighted average score of 3.19 and the attribute often I review my investment decision has the lowest weighted average score of 0.24

3.3.TABLE 3**EFFECT OF PARTICULAR FACTORS IN THE SELECTION OF INVESTMENT AVENUES BY WOMEN INVESTORS**

Chi square test was applied to study the guidance of particular factors of women investors in their collection of ideal investment avenues. The outcomes are presented in table.

HYPOTHESIS

H₀₁: The individual factors of the respondents have insignificant influence in the selection of investment possibilities.

S.NO	Dependent	Independent variable	Hypothesis
1	Investment Avenues	Age	Accepted
2	Investment Avenues	Marital status	Rejected
3	Investment Avenues	Occupation	Rejected
4	Investment Avenues	Educational Qualification	Accepted
5	Investment Avenues	Type of organization	Rejected
6	Investment Avenues	Years of employment	Rejected
7	Investment Avenues	Type of family	Rejected
8	Investment Avenues	Number of dependents	Rejected
9	Investment Avenues	Annual income	Rejected

source : primary data

The table 3 represented the influences of personal factors in the selection of investment avenues by women investors. The hypotheses being insignificant hypotheses have seen recognized for particular factors namely age and educational qualification and the hypotheses excluded for the remaining of all the individual factors.

3.4.TABLE 4

CHALLENGES FACED BY WOMEN EMPLOYEES ON INVESTMENT

S.No	SHOPPING MOTIVES	MEAN RANK
1	Irregular dividend	7.22
2	Lack of liquidity	8.67
3	Information unavailability	8.28
4	Scarcity of capital appreciation	6.96
5	Less protection	8.21
6	High risk	6.19
7	Hedging problem	6.85
8	Queries and responses	9.28
9	Increasing regulatory barriers	7.22
10	Tight profit margins	9.46
11	More options to choose	8.30
12	Transparency	8.88
13	Management shifts	10.20

SOURCE: primary data

Table 4 shows the mean rank of problems faced by respondent in investment. It shows that the lowermost mean of 6.19 are given in high risk, henceforward it is measured to be high rank difficulties faced by people of areas. The minimum of mean rank has been management shifts at 10.20, which is least of all the difficulties face by women employees in making investment .

4. CONCLUSION

Women investors seem to quite risk averse, and prefer to invest in assets that are safe and often security to their principal amount. As women play a key role in building and rebuilding economies around the world, it is important to inspire their contribution in financial markets so that the applied money will arise to the financial market that subsequently change the low-cost of the nation. The investment methods empowers women to be confident, to be forward looking and sequences them to take autonomous financial decision in their long term interest of their family.

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