



STUDY ON WORKING WOMEN'S INVESTMENT PERCEPTION TOWARDS BANKING SECTOR WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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Abstract

Banks play a major role in building the economic growth of the Indian economy. The Indian banking sector is developing year to year with innovative financial services. As banks play important role in Indian economy were every individual depend on banking services. As far as concerned, the primary population of the economy is women population and thus today's banking industry highly considers on women empowerment. It is observed that there is a positive growth of participation of women in the banking sector has increased over the year. The study aims on Investment perception of working women in banking sector in Coimbatore. Savings is a precursor to investment and hence the study focuses on the savings and investment pattern of working women in Coimbatore District. The study resulted there is significant association between the occupational status, marital status with Investment pattern of the working women investors towards banking industry.

Keywords: *Banking, Financial Services, Investment, Savings, Women population.*

1. Introduction

Investment is a process in which individuals spend their income in order to multiple their income. In India bank deposits play a vital role in mobilising investments. Bank deposits are investments that allow the investors to maintain a major portion of their extra income and they experience a significant growth in future. The investments in bank deposits are commonly preferred by the older generation. Though there are various investment options available in the economy both in domestic and international market, majority of the investor's portfolio on investment is incomplete without the inclusion of bank deposits. In India most of the investors fall in this investment as this investment is not market-linked with low uncertainty than other investments. Moreover, the investors choose various investments schemes provided by banks which meet their financial needs after a certain period.

Bankers meet the needs and requirements of farmers, businessmen, entrepreneurs, governments and other segments of the society. The foremost function of commercial banks is acceptance of deposits from the public. This function is important because banks mainly depend on the funds deposited with them by the public. The banks collect money from those who have surplus to lend to those who require loans. The deposits must be of money and not of other assets. Banks accept deposits by mobilising the savings of the public.

Today, banks are contributing a vital role to speed up the economic growth of country and the sector which have an important role in women empowerment. Recently, participation of women in banking investments has increased over the period. According to World Bank Report, “Women are more likely to save, allocate and invest money in order to be protected against unexpected expenses, and in their children’s education, giving an opportunity for a better livelihood to the next generation”.

2. Role of Banks for upliftment of Women in Indian Economy

The banking industry has a vital role in considering the financial inclusion of women in the Indian economy. The banks on consideration of financial inclusion of women have introduced women-centric schemes which provide an ease banking services to women anywhere. Mahila Banks which is a set up in some parts of India to encourage the rural women by offering more banking benefits.

3. Importance of Investment of Working Women in Banking Sector

To meet the financial obligations of the women the banking investments are considered to be lower risk compared to other investment. The investments in banking industry are designed to assist the investors with fixed rate of return over a period. Accordingly, the investors can meet out the short term and long-term financial goals. Most of women investors consider their investments to be secured as the sector is regulated and governed by the regulatory authorities. The objective of the investors is to keep money safe in case of an emergency rather than to increase the returns. In India most of the women population has taken initial steps to meet out their financial objectives by opening saving accounts and investing in fixed deposits and recurring deposits. Though banking sector has evolved still women population is lack in awareness of investment options provided by banks such as mutual funds, System Investment Plans (SIPs), gold, direct stocks, etc.

4. Scope of the Study

The study aims on Investment perception of working women in banking sector in Coimbatore. The study witnessed the demographic variables and investments made in various deposits and the factor that influence the working women on investment decision making. From the analysis it is identified the investment pattern and attitude of working women towards banking sector. Savings is a precursor to investment and hence the study focuses on the savings and investment pattern of working women in Coimbatore District.

5. Objectives of the Study

- To analyse the perception on investment of working women in banking sector in Coimbatore District.
- To identify the investment pattern of working women based on their personal factors.

- To study the factors that influence the investment of working women in banking sector

6. Research Methodology

The study is based on primary sources with structured questionnaire is used to gather data from the working women in Coimbatore District. The data collected from the regular women savers with a sample size of 150 respondents. Convenience sampling technique is adopted for data collection. Percentage analysis, Mean Score technique and ANOVA is used to test the collected data.

7. Hypothesis of the Study

H₀: There is no significant relationship between personal factors and the investment pattern of working women in banking sector.

H₁: There is significant relationship between personal factors and the investment pattern of working women in banking sector.

8. Data Analysis and Discussions

The data analysis results of the present study are given below:

Table I Personal Factors of the Working Women Investors in Banking Sector

Factors	Particulars	Frequency	Percentage
Age	Below 30 years	55	37
	30 years – 39 years	80	53
	40 years – 49 years	10	7
	50 years – 59 years	5	3
	Total	150	100
Marital Status	Married	89	59
	Unmarried	16	11
	Single	45	30
	Total	150	100
Educational Status	SSLC	6	4
	HSC	28	19
	Bachelor Degree	49	33
	Master Degree	67	45
	Total	150	100
Family Type	Joint Family	14	9
	Nuclear Family	136	91
	Total	150	100
Occupational Status	Own Business	2	1

	Government Employee	27	18
	Private Employee	84	56
	Professional	37	25
	Total	150	100
Average Monthly Income	Below INR. 25,000	17	11
	INR. 25,001 -INR 35,000	21	14
	INR. 35,001 -INR 45,000	46	31
	INR. 45,001 -INR. 50,000	18	12
	Above INR. 50,000	48	32
	Total	150	100

Source: Computed

From the above table I it is observed that 30-39 years (80%) and below 30 years (55%) invest their money in banking sector. Out of the total investors who have been taken for the study, 89 (59%) of them were married. Majority (67%) of the investors have been completed their Master Degree. The occupational status of the investors was 84 (56%) of them were private employee, 37(25%) of them were professionals, 27(18%) of them were Government employee and 2(1%) of them were doing own business.

The Average Monthly Income earned by the investors was 48(32%) of them earn above INR.50000, 46(31%) of them earn INR.35001 – INR 45000. About 21(14%) of the respondents earn INR.25001 – INR 35000 and 18(12%) of them earn INR. 45001 – INR.50000. Below INR. 25000 about 17(11%) of the investors earn as their average annual income. Thus, majority of the investors in banking sector earn average monthly income of INR.40000.

Table II - Investment Avenues Preferred by Working Women in Banking Sector

S.No.	Investment Avenues	Mean Score	Rank
1	Government Schemes	59.38	2
2	Fixed Deposits and Recurring Deposits	70.40	1
3	Public Provident Fund	51.64	3
4	National Savings Certificate	45.09	4
5	Gold	26.30	2

Source: Computed

The above table II results that among the five investment avenues the mean score was ranged from 70.40 to 26.30. The Time Deposits (Fixed and Recurring Deposits) was considered has investment platform by the working women which secure the highest score, followed by the Government Schemes which secured the second higher mean score, the public provident fund secured the third mean score value. Finally, the weavers invest in gold which secure the least score in the above analysis.

Table III Factors Influence the Investment Pattern of Working Women

S. No	Factors		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
1	For my business purpose	No	2	1	13	78	56	150
		%	1	1	9	52	37	100
2	To meet emergency	No	75	56	11	5	3	150
		%	50	37	7	3	2	100
3	For future purpose	No	46	85	19	0	0	150
		%	31	57	13	0	0	100
4	To reduce credits	No	35	46	87	11	6	150
		%	23	31	58	7	4	100
5	To reduce tax liability	No	12	13	19	103	3	150
		%	8	9	13	69	2	100

Source: Computed

The above table III shows that, out of the total Investors' majority (52%and 69%) disagree that they invest their income for their business purpose, to reduce tax liability. Most of them (50%) of the women investors strongly agree to invest in banks to meet their emergency, (57%) of them agree to invest for their future purpose and (58%) of the investors are neutral on investing in banks to reduce their credits.

Association between Personal Factors of the Working Women and their Investment Pattern

H₀: There is no significant relationship between personal factors like age, marital status, educational status and occupational status of the respondents and their investment Pattern.

Table IV Association between Personal Factors of the Working Women and their Investment Pattern

Variable	Source of Variation	Sum of Squares	DF	Mean Square	F-value	p-value	S/NS
Age	Between groups	2603571	1	2603571	1.558	0.26	NS
	Within groups	8352950	9	1670590			
	Total	10956521	10				
Marital Status	Between groups	7426500	1	7426500	8.069	0.01	S
	Within groups	8283053	6	920339.2			
	Total	15709553	7				
Occupational Status	Between groups	7425000	1	7425000	8.05	0.02	S
	Within groups	8299494	9	922166			
	Total	15724494	10				
Educational	Between groups	4218750	1	4218750	2.991	0.13	NS

Status	Within groups	8461360	9	1410227			
	Total	12680110	10				

Source: Computed

The above table reveals that, the significant value of the Marital Status and occupational status is 0.01 and 0.02 which is less than .05, the hypothesis is rejected and results that there is significant relationship between the personal factors Marital Status and occupational status and the investment pattern. Further the significant value of Age and Educational status is 0.26 and 0.13 which is greater than .05, the hypothesis is accepted and results there is no significant relationship between the personal factors age, educational status and the investment behaviour.

9. Conclusion

The study is based on the investment pattern of working women in banking sector and it has been found that many of them are private employees. They prefer in investing fixed and recurring deposits which is concluded that most of the women taken for the study considers on savings to meet out their emergency, for future purpose and to reduce their credits. The study resulted there is significant association between the occupational status, marital status with Investment pattern of the working women investors towards banking industry.

10. References

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