



A STUDY ON FINANCIAL AWARENESS ON INVESTMENT IN SIVAGANGAI DISTRICT

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INTRODUCTION

Financial is the life broad of the business it plays crucial role in the business as like human beings life style. For having smooth life in the family the finance plays vital role. Hence we have to know the ways in which the we can save the money. The savings may be through investment awareness to do investment in the form of gold, silver, LIC, Postal savings, real estate and share market.

The major features of an investment are safety of the principal amount, Liquidity, income stability, appreciation and easy transferability. A variety of investment avenues are available such as stock market, bank, companies, gold and silver, real estate. Life insurance, Postal savings and so on. All the investors invest their surplus money in the above mentioned avenues based on their risk taking attitude. Financial investment is the purchase of a financial security such as a stock, bond or mortgage. Women today have more earning potential and more influence over the financial decisions than over before.

Women represent almost half of the workforce and many businesses are owned or managed by women. Many women influence or control the majority of all consumer purchase decisions and many of the investment decisions. As a result, it is important for women to focus on finance now more than over through out their lives as a women. They will be faced with different financial challenges than their male counter parts if women are going to take control of this financial future, it's important that the recognize those difference and empower themselves.

Earning money is only half the equation for achieving financial independence to help ensure that women will be able to maintain their life style. They should be involved in investment decisions and consider planning for the unexpected early on. Women are more likely to have dependents to care for with a growing divorce rate and the number of single mothers is on the rise.

Providing for and raising a family while also saving for retirement can be a daunting task. Women are less likely to take the investment risks for whatever reason many women are less willing than men to take risks. Yet a certain degree of risk is necessary to build a well diversified portfolio.

By learning all about investing women can become more comfortable making investment decisions that involve different levels of risk financial planning process for this purpose a thorough understanding.

AWARENESS OF INVESTMENT:

There is a meaning full sentence in the famous forbs magazine money is not every thing in life. But make sure that you have earn it a lot before start thinking like some.

The above quote is revealing management, the importance of the money in our life. Financial management and investment awareness become the success mantra for every one in current era, investment or financial awareness is not above earning a lot of money, saving or investing it for future. Today not only the India but the whole world is facing the problems of saving prices and inflation has become a matter of great concern for all.

It is rare to find out a person who has enough money to fulfil every need or wish. The study shows that even multi-millionaires believe that they need about twice what they have to feel worry free. As all of us know the basic rule of economy that resources are scare and wants are unlimited, many times our financial ability proves inadequate to live up to our expectation. At this point, we realize the importance of financial awareness for our day to day life.

Investment awareness is a part of financial literacy, finance literacy or awareness means the set of skills and knowledge that allows an individual to make informed and effective decisions through their understanding of financial investment and financial literacy is important to help individual meet their life goals and objectives.

Even our government is paying much attention in the field of investment and common persons through the way of small saving groups.

The apex financial institution in our country SEBI that is Securities and Exchange Board of India, is also contributing in the programme of financial awareness among the common citizens. It has published a series of books in collaboration with National Stock Exchange (NSE) under the guidance of Advisory Committee for the Investor Protection and Education (IPEF) such initiation by SEBI, aims to provide financial education to the common individual.

SIGNIFICANCE OF THE STUDY:

This study attempts to focus on investment preferences on salaried women employees. The salaried women employees have fixed flow of income and their investment patterns are also different. In connection with this research will try to find out investment preferences of salaried women employees in Sivagangai District. It will helpful to understand the investment preferences of salaried women investors.

STATEMENT OF THE PROBLEM:

Savings or investments are acknowledged as power full tools in the alleviation of poverty. Investing even a small amount can produce considerable rewards over the long-term period. But we need to make the decision of how much to invest and where to invest. To choose wisely we need to know the investment options thoroughly. But there will be confusion among the people for the selection of best investment avenues and this is the Major problem of the investors.

While investing money the investors are having a lack of awareness about the investment alternatives. When they take investment decisions they have to play more attention to safely, liquidity, returns, risks, tax benefits and so on in addition to the investment option. The above factors will confuse the investors while investing the money.

The investors should be careful in selecting the investment avenue. She should exercise her skill, knowledge and experience in choosing the investment opportunity.

The study will also throw a light on the awareness of the investment avenues available in India. The research paper will become the helping hand to the research scholars as well as students for their further studies in respective area.

OBJECTIVES OF THE STUDY:

The present study is an attempt to throw a light on investment preferences of salaried women employees working in government in Sivagangai District. The objectives are as follows:

1. To examine the demographic details of the respondents.
2. To study the investment pattern and preferences of salaried women employees in the study area.
3. To know the sources of motivation of salaried women employees.
4. To offer suitable suggestions on the basis of findings of the study.

REVIEW OF LITERATURE:

S. Ayyappan (2009) in his Ph.D. thesis entitled, “Mutual Fund Investors Awareness: A Study with Special Reference to Coimbatore District” has made an attempt to analyze investors satisfaction and their awareness. On the basis of the result of the study, he has made some definite suggestions like taking good decision while investment, carefully selecting of proper avenue, to compare the performance of return and investors could easily receive up dated information for the further development of investment. It hopes that, the awareness of investors will be raised to a considerable extent if all the suggestions are implemented.

A. Kaboor² (2010) in his Ph.D. this titled, “Determinants of Investor’s Financial Literacy” has examined the individual investor’s financial literacy of the investment options. The result of the study have brought out the investors attributes that determine investors financial literacy. The expanding and examining investors financial literacy among investors of different cities. Inter regional disparities in financial literacy could be discerned and method could be suggested to attain equal distribution of financial literacy among investor further grievance redressal mechanism operating at different levels maybe studied for it efficiency

Lakshmana Rao³(2011) in his research article with the caption, “Analysis of Investors Perception towards Mutual Fund Schemes with Reference to awareness and Adoption of Personal and Family Consideration” has stated that the investors between 31 to 40 years of age have highest awareness and adoption of different Mutual fund schemes. It is also concluded that there is an association between respondent’s residential status and awareness of balanced fund and dept fund schemes.

Ranjani Komal Srinivasan and Anjali Vivek Chopra⁴(2011) in their research article entitled, “An Empirical Study on Financial Awareness of Working Women in India” have concluded that the

respondents should significant awareness in matters concerning investment and personal financial planning contrary to popular perception the sample population showed awareness about financial planning and willingness to take investment decisions relating to personal finance However, in the area of retirement planning, majority of the respondents felt that they had not adequately planned for their retirement

P.R. Kowsalya and P. Gurusamy⁵ (2012) in their article entitled, “Women Investors Perception towards Investment” have observed in their study on women investors ‘perception towards investment that there is no significant relation shop between age of the women investors and level of awareness on investment. They have also concluded that the educational level of women investors does not influence the level of awareness.

Jothi Baskara Mohan and P.R.Ramjo⁶ (2013) in their article titled, “Women Investors Recital at Rajapalayam City- A Study” have examined that the results of the study shows that 92 per cent of respondents are aware of investment and remaining 8 per cent are unaware of investment avenues.

SCOPE OF THE STUDY

The study is confined to the factors confined to the factors considered by the women investors while making their investment. In different investment avenues. Their level of awareness about the various the study area is considered.

PERIOD OF THE STUDY

The present study covers the period from Nov 2017 to April 2022.

RESEARCH METHODOLOGY

The validity of any research is based on the systematic method of data collection and analysis of the data collected. The data is collected through primary data as well as secondary data. The study is based on the data collected from individual women investors in Sivagangnai District. The sampling technique followed in this study is non-probability convenient sampling techniques are used to select the respondent from the available datga base. Accordingly, the research has selected 100 respondent in the study area.

SAMPLING DESIGN

The convenience sampling technique has been adopted for collecting primary data. A sample of 100 respondents have been selected from study area and much care has been taken to ensure that the sample group respondents, the whole area of Sivagangai.

TOOLS FOR ANALYSIS

The collected data are properly grouped and tabulated. The tabulated data are properly by using the following statistical tools.

- Percentage Analysis
- Chi-square Test

HYPOTHESIS OF THE STUDY

In this study, the following hypothesis has been to analyse the opinion of the respondents purchasing decision of branded laptops.

There is no significant difference between age of the respondents and their ability of the investment decision.

LIMITATIONS OF THE STUDY

The study is mainly based on the primary data collected from 100 respondents in Sivagangai District.

The data has been collected from the respondents of Sivagangai District and there fore the conclusions drawn not be applicable to other district of Tamilnadu.

Few respondents are not willing to express their opinion and views on their investment and have expressed common view on investment practices.

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