

RISK ATTITUDE AND PERSONALITY TRAITS AMONG WORKING WOMEN TOWARDS MUTUAL FUND INVESTMENT: AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO TAMIL NADU

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Abstract

The involvement of investment process requires proper decision-making agendas by which the investor can have security to their equity. The increasing financial conditions of women for becoming self-independent are one of the reasons for them to invest in mutual funds. The sociability and personality traits have helped in finding behavioral trends among the women of Tamilnadu. This study has been done based on the empirical study for collection of the data using secondary method.

Key words: Investment, Women, mutual funds, Tamilnadu

Introduction

Rational decisions are required for managing the investment property. The inclusion of the investment policies by the workers is increasing to secure their future appropriately. The capacity to maintain the investment decisions helps in maintaining the probability to maintain the probabilities appropriately. The judgment processes are required to be involved in maintaining the mutual fund investment by the people. Investment in the stock market involves different

risks that create problems in managing financial abilities. This article is based on finding the risk attitude and personality traits among the workers towards mutual funds investment. As suggested by Roopaa and Gopinath (2022), the measurement of risk is important for managing the investment decisions, by women. In Tamilnadu, most of the money is educated and securing a good position to invest in their money for securing their future. Moreover, there is a requirement of maintaining risk preferences by which the income and wealth of the investment by women is required to be managed properly. The psychographic factors help in managing the decisions of investments. The inclusion of proper decisions to invest money is required to be managed appropriately by involving proper investment strategies. This article will help in finding the investment decision taken by the working Women of India. Moreover, the use of the investment process for maintaining the mutual investment process has involved in this article. The factors that are affecting women to manage the decisions for mutual fund investment will be found in this research.

Literature Review

Concept of Mutual fund

The money that is invested in the mutual fund is managed through the professional fund manager by which the investment processes are maintained appropriately. This involves fewer risks by which the market processes are maintained. There is a difference between the stock market and mutual funds. As per the views of Urmee Ghose and Dhar, (2022), this difference is not seen by individuals appropriately for whom the investment procedures are not managed appropriately. The mutual is a pool of money that is gathered from different small-scale investors. These investments are further invested in the portfolio assets. However, the stock is a collection of shares that are owned nu individual investors. On the other hand, investors buy shares in mutual funds. There are different types of mutual funds such as equity funds, fixed-income funds, money market funds and hybrid funds. Equity funds are managed through the inclusion of the company institute. The involvement of volatility in value for the investment is managed through the mutual fund processes. Fixed income funds are included for maintaining the initial investment. These funds are included under mutual funds for maintaining the liquidity asset n the investment processes.

Attributes of quality mutual fund investments

Low expenses are one of the main characteristics of mutual funds. Investing in a mutual fund is easier to manage. The brokerage commissions are less, which helps in maintaining the mutual fund investment appropriately. Moreover, there are no loads in the process of investment in mutual funds. Widyawati (2020) mentioned that the involvement of the fund managers helps in managing the fund records by which the companies of mutual fund runs appropriately. These attributes help in maintaining the high ethical standards by which the proper regulations are managed with the investment in the trading market. . The involvement of the fixed investment on monthly basis is managed through fixed-income funds. Short-term debt that is based on high-quality investment is managed through balanced funds.

Methodology

The involvement of empirical study has helped in collecting quantitative data from the secondary sources appropriately. This help in managing the data collection processes in maintaining the data about the mutual fund investment by the women in Tamilnadu. The use of secondary data is managed from the previously released articles. Moreover, the quantitative data has helped in managing the numerical data for the research work. The involvement of the quantitative analysis has helped in maintaining the data based on the mutual fund investments by the women of India. The data has been collected from secondary sources such as articles, newspapers, websites, and journals.

Discussion

Personality traits that are involved in managing the investments in mutual funds

Media exposure is a trait of investors by which the mutual investments cab be managed properly. The inclusion of the different media exposures such as radio, internet, newspaper, and magazine can help in maintaining the awareness of the investment process for the women in the mutual funds. Moreover, sociability is another trait that is involved in managing the investment behavior of women in the mutual fund process. This trait is managed with the inclusion of the different risks with the money that is being invested. The sociability trait helps in maintaining significant differences by which the variables can e managed properly. Therefore proper risk orientation is important for managing the investment of money appropriately. It has been there a chance of 3.

15% to have risk everywhere (Ramanujam. and Ramkumar, 2012). Moreover, risk also leads to return which has a chance of 3.24%. The risk of bearing the future is 2.68 %. Therefore, the risk-taking capacity is required to be managed appropriately for maintaining the investment process appropriately. This also helps in managing the investment process properly in the social orientation of the women.

S. No	Variables in Risk orientation	Mean score among		't' Statistics
		LE	HE	
1.	Risk is everywhere	2.99	3.73	3.15*
2.	Risk leads to return	2.78	3.80	3.24*
3.	Risk bearing is essential in stock market	2.88	3.66	2.90*
4.	Risk taking is an art	2.95	3.60	2.73*
5.	Risk bearing brings bought future	3.01	3.72	2.68*

Figure 1: Risk orientation among women

(Source: Ramanujam. and Ramkumar, 2012)

S. No	Media Exposure	Mean score among		't' Statistics
		LE	HE	
1.	Radio	2.65	3.45	2.96*
2.	Newspaper	3.26	3.88	2.54*
3.	Television	3.39	4.11	2.67*
4.	Magazine	3.17	3.9	2.90*
5.	Internet	3.02	4.16	3.38*

Figure 2: Source of meda exposure

(Source: Ramanujam. and Ramkumar, 2012)

Conclusion

The issue of risk in the investment process has created complications for the women to invest their money in the appropriate process. In India, most women are integrated towards investing their money on b buying jewelry as their future asset. Moreover, another set of women invests their money in household purposes and buying houses. However, the recent trends are creating problems in managing the decisions of women to invest their money wisely. The involvement of the stock market is increasing the risk of getting money back in a proper manner. Therefore, there is a requirement of maintaining an appropriate approach to managing the investment

process. Analysing the market before the investment is important for maintaining investment patterns appropriately. Proper testing policies are required to be investigated by the investors to manage their investment processes.

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