

A STUDY ON THE PERCEPTION OF INVESTMENT PATTERN AMONG URBAN WORKING WOMEN WITH REFERENCE TO TIRUNELVELI

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ABSTRACT

Women were not even permitted to attend school in antiquity. They were only there to take care of the house. Their families were the extent of their world. But then, over time, people began to see how important education is for women. And there are many educated women in our society now a day. We find women working successfully in practically every field; therefore, they are improving in a true sense. They are capable of managing work-life harmony. Women who are financially independent are becoming increasingly prevalent today. In many ways, women and men are similar, yet there are valid reasons why a woman might need a different strategy for financial planning. As a woman and an investor, they play many other responsibilities in life in addition to determining their financial future. Women today have greater earning potential and financial decisionmaking power than ever before. Nearly half of the workforce is made up of women, and many companies are run or controlled by women. The majority of consumer decisions are influenced or made by a large number of women. The focus of this research is to examine the relationship between the income and investment pattern among women employees in Tirunelveli. Both primary and secondary data are extensively used in this study. The study was conducted on women across both government and private sectors in the city of Tirunelveli. 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.

Keywords: Antiquity, Financial planning, Investor, Consumer Decisions.

INTRODUCTION

Investment is nothing but goods or commodities purchased today to be used in future or at the times of crisis. An individual must plan his future well to ensure happiness for himself as well as his immediate family members. Consuming everything today and saving nothing for the future is foolish. Not every day is a bed of roses, you never know what your future has in store for you. Women are highly confident in their ability to save and the majority of women say they have good savings habits, but one in five they don't save. Women and men report similar attitude and behaviors when it comes to saving but women are more likely to say they save before they spend. The key to successful saving is to start early, no matter how small the savings. Through successful savings, people are more likely to have an improved ability to cope with unexpected expenses or financial emergencies. They can also experience less stress and uncertainty regarding their ability to meet their financial needs, particularly as they progress towards meeting their financial goals. Inequality between women and men tends to be severe and highly visible in power and decision-making arenas. In most societies around the world, women hold only a minority of decision-making positions in public and private institutions. Advances over the past two decades are evident in all regions and in most countries, but progress has been slow. Currently, only one in five members of lower or single houses of parliament worldwide is a woman. A few factors contribute to this blatant underrepresentation. Women are seldom leaders of major political parties, which are instrumental in forming future political leaders and in supporting them throughout the election process. Gender norms and expectations also drastically reduce the pool of female candidates for selection as electoral representatives, and contribute to the multiple obstacles that women face during the electoral process. The use by some countries of gender quotas has improved women's chances of being elected. Yet, once in office, few women reach the higher echelons of parliamentary hierarchies. Women are largely excluded from the executive branches of government. Female Heads of State or Government are still the exception, although the number has increased slightly (from 12 to 19) over the past 20 years. Similarly, only 18 per cent of appointed ministers are women, and are usually assigned to portfolios related to

social issues. Women are also underrepresented among senior-level civil servants, and seldom represent their governments at the international level. Women's representation among corporate managers, legislators and senior officials remains low, with only about half of countries having shares of women in managerial positions of 30 per cent or more, and none reaching or surpassing parity. The gender compositions of executive boards of private companies are nowhere near parity-meaning that the "glass ceiling" remains a reality for the vast majority of the world's women.

STATEMENT OF THE PROBLEM

This study intends to put on some knowledge with a focus to know the investment pattern of working women, factors considered while taking investment decisions and to know how the investment satisfies the women in the society. Even though the majority of women today are working adults, some of them still lack the legal authority to use their wages for private purposes. Additionally, they do not invest in their future. This can be as a result of their lack of knowledge regarding the various investing opportunities offered by our society. To analyze how Indian women invest their money, it is important to carefully consider their level of understanding, risk-taking behavior, recommendations for educating women, amount invested from their own income, and other factors.

REVIEW OF LITERATURE

- **Rekha G & Vishnupriya R, (2019)**, studied the awareness about investment avenues, the investment pattern of working women and factors influencing their investment decision using both primary and secondary data among 148 respondents at Coimbatore city found that investment for 'Children education' was the most influential factor. It was also found that there was significant difference in the factors influencing investment among employees belonging to various occupation.
- **Amsaveni M & Nithyadevi M, (2018)**, studied to identify the investment pattern among working women and to study the level of attitude among them towards investment avenues among 100 working women in Trippur district found that the most influencing factor was profitability and the second factor was safety followed by liquidity, prestige, stability, transferability and speculation.

OBJECTIVES OF STUDY

- ✓ To analyze the source of information about various investment avenues
- ✓ To know the factors influencing the investment decision of working women.

NEED OF THE STUDY

The goals of the study are to understand the level of urban working women investment pattern in Tirunelveli city. Now days many women are come out their home they are earning person in current fast-moving world so that earning are go to their family investment activity. Working women are changing the lifestyle of their entire family. The final accomplishment of the study is to be find the extent of satisfaction level on usage of money.

Most of the study's data comes from primary and secondary sources. The primary sources of collecting data are carried through interviews, surveys, questionnaires etc. the primary sources of collection data are carried through sample questionnaires. Structured questionnaires method is followed. The questionnaires consist of 50 questions connecting to the objective of the research. Secondary data are already existing data i.e. it refers to the data that have already been collected and analyzed. The secondary data are discussed from various journals, publications, and research scholars.

➤ Target Respondents

The target respondents for the study are women across both government and private sectors.

➤ Sample size

The sample size for the study is 50.

➤ Sampling Method & Type

The sampling technique used in this study was Convenience sampling method

➤ Area of the study

The study is based on the respondents in Tirunelveli city.

ANALYSIS AND INTERPRETATION

Source of Information about various investment avenues

The following table shows the distribution of the respondents based on Source of information about various investment avenues.

Table 1.1
Source of information about various investment avenues

Source of information	Number of Respondents	Percentage
Family members	53	35.8
Friends	60	40.5
Agents	14	9.5
Books/Magazines	03	2.0
Colleagues	03	2.0
Media	15	10.1
Total	148	100

Source: primary data

It is revealed that 40.5 percent of 60 respondents got source of information from their friends; 35.8 percent of 53 respondents got source of information from their Family members; 10.1 percent of 15 respondents got source of information from Media; 9.5 percent of 14 respondents got source of information from agents; 2.0 percent of 3 respondents got source of information from both Books/Magazines and Colleagues. Hence, the majority of source of information is retrieved from friends.

Factors Influencing Investment Avenues

Descriptive analysis has been used to find the mean scores for the Investment pattern among Working Women. The summing up of the ratings given by the respondents for 8 factors at five-point scale. The mean rating have been assigned as 1 for 'Strongly Disagree', 2 for 'Disagree', 3 for 'Neutral', 4 for 'Agree', 5 for 'Strongly Agree'.

Table 2.1
Factors influencing investment avenues

Factors influencing investment avenues	Mean score	Rank
Children Education	38.2	VIII
Children Marriage	84.3	I

High Returns	79.6	II
Retirement Plan	45.1	VII
Tax Deduction	64.9	IV
Health Care	60.1	V
Liquidity	72.2	III
Safety	49.3	VI

Source: primary data

The total mean rating of the preferred investment avenues is 31.81. The highest mean score (4.95) has been found in Children Education with the standard deviation of (0.213) and the lowest mean score (2.84) has been for Retirement Plan with the standard deviation of (1.515). The respondents are very least in Retirement Plan.

FINDINGS OF THE STUDY

After the analysis and interpretation of the data these are the following findings were emerged:

- ✓ It is revealed that 40.5 percent of 60 respondents got source of information from their friends and 2.0 percent of 3 respondents got source of information from both Books/Magazines and Colleagues. Hence, the majority of source of information is retrieved from friends.
- ✓ The total mean rating of the preferred investment avenues is 31.81. The highest mean score (4.95) has been found in Children Education with the standard deviation of (0.213) and the lowest mean score (2.84) has been for Retirement Plan with the standard deviation of (1.515). The respondents are very least in Retirement Plan.

SUGGESTIONS

The researchers have given the following suggestions for further improvement in the study area.

- Women investors are more likely to invest in gold, fixed deposit, etc, it is suggested that they can concentrate in post office scheme, provident fund, chit scheme, etc,
- Awareness about various investment avenues must be made with their relative merits and demerits.
- More tax concessions must be introduced by the Government for increasing the investments in various avenues, especially to the salaried class.

- Investor guidelines must be made known to every individual through their organization.

CONCLUSION

The success of every investment decision has become increasingly important in recent times, making sound investment decisions require both knowledge and skill. The working women investors have different expectations from the investment as their needs different such as savings, safety, and interest and capital appreciation. The research identified the relationship between the factors influencing the level of awareness of various investment and factors influencing the benefits. Investors describe safety of funds as their priority for choosing an investment. So, the government should provide more investor protection.

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