

# A STUDY ON THE INVESTMENT BEHAVIOUR OF WORKING WOMEN

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## **Abstract**

Any action that is performed today in order to yield project at a later stage is described as investment. It is also described as the link between having savings and harvesting returns. For economic development, it is necessary to invest all the savings in a meaningful way. How much money is invested by people out of total savings, frequency of their investments, financial instruments in which they invest and risk aversion shows their investment behavior? To make financial decision, people should be aware about all the investment alternatives. Investments are made indirectly through intermediaries, e.g. banks, brokers, credit unions, insurance companies and lenders. Money invested in the right instrument at the right time for the right tenure will mean financial success. Investment is an art and science, key to successful investment is focused and effective investment planning.

Key words: Investment behaviour, working women

## **INTRODUCTION**

The prosperity and growth of nation is measured by the states and development of its women as they not only constitute half of its population, but also influence the growth of the remaining half of the population, but also influence the growth of the remaining half of the population. Since time immemorial women are known for juggling and balancing many roles at a time. The rural sector is of utmost importance to the Indian economy, not only because of the income generated and the employment potential of this sector to the growth of other sectors. The limit set by this sector to the growth of other sectors. The upliftment of the rural economy depends on the modernization of savings and their transfer to the enterprising investors

## OBJECTIVES OF THE STUDY

1. To understand the investment habits of working women.
2. To study the investment avenues preferred by working women

To find priority factors for investment like returns, risk, safety, liquidity, maturity of investment.

## REVIEW OF LITERATURE

1. Henning and Jardins(2005) in their book stated that the women managers have achieved their position through progressive career advancement and their current positions were ones not regarded as feminity. The question being addressed was how they had managed to depart from traditional female roles to active success in a man's world.
2. Mehta(2004) according to his assessment, 57.3% of working women of Delhi are working due to economic reasons and others due to non-economic reasons. The rising cost of living along with new trends of modern living resulting in ever widening necessities of life are compelling more and more women to seek employment outside home.
3. Smith (2003) According to him never married and childless women have higher participation rate than women who are married and who have children. Smith lists real income, educational attainment, attitude of men and women about women's roles as factors influencing labour force participation of women.

## METHODOLOGY

It is the important part of every research. This study is based on Primary data and Secondary data. The primary data is collected from the working women in Kollam district by administering the questionnaire and in depth interview. The secondary data is collected from Articles ,Investment Magazines, Business Magazines, Financial Chronicle, websites etc.

The population of the present study is working women in Kollam district. It includes professionals, Government Employee, Private Employee, Business Women, Self-

employed etc. The sample size of the present study will be restricted to only 100, which comprised of mainly the working women from different areas of kollam district. Method of sampling used for this study was judgement sampling. The Statistical Techniques used in the present study is percentage analysis. Questionnaire was the main tool used for collecting data.

## FINDINGS

- ❖ 67% of the respondents were in the age group of 30-40, were graduate, were married and managing their family expenditure share with her husband's income.
- ❖ 73% of the respondents belongs to the monthly income of 20,000-40,000.
- ❖ Percentage of the income that they invest depend on their annual income, the more the income more percentage of income they invest.
- ❖ 40% of the respondents save their income aiming healthcare, children education(25%), retirement(20%), and so on.
- ❖ 60% of the respondents invest 30-50% of their savings. Minimum investment level of the respondents were upto 50,000/-.
- ❖ The most important reason why a woman invests is because of 'precautionary' motive, rather than regular return, tax savings and wealth creation.
- ❖ Majority of the investors were regular investors. Bank Deposits, Provident Fund, Chit Funds etc, are considered as the main avenues of investment.
- ❖ Majority of the respondents considered safety and high return while selecting an investment avenue.
- ❖ 58% of the respondents preferred investment period was between 1-5 years. They get adequate support from their family for their savings and investment.
- ❖ 52% of respondents decision regarding investment depends upon stability in return and lower risk.
- ❖ 54% of respondents expected return on investment was 10-20%. They are monitoring there investments monthly.

- ❖ 70% of the respondents were risk averse, so they are willing to take only lower risk.
- ❖ 40% of the respondents are presently just satisfied with their investments, 25% of respondents are not satisfied and dissatisfied, only 5% is highly satisfied and others are dissatisfied and highly dissatisfied.

## SUGGESTIONS

- i. Investment in shares and debentures are preferred by only few women investors. SEBI may take steps to encourage women investors to invest in corporate securities by creating greater awareness.
- ii. Most of the women investors invest in low risk investments such as bank deposits, gold etc. New financial products must be developed to attract this category of investors.
- iii. The government may think of framing taxation policies to attract women investors.
- iv. From the findings it is inferred that the investors are monitoring their investments on a monthly basis. It is recommended that the investors should monitor their investments within regular intervals.
- v. It is recommended that the Government should take some efforts to increase the financial awareness and investment awareness among the working women through organizing campaigns.
- vi. Government should come up with more innovative investment schemes and new policies for utilizing the women's investment for the betterment of the economy.
- vii. The companies should organize investment and financial awareness programmes through their experts in the office premises especially for their women employees.
- viii. Investors should continuously monitor the recent trends and developments in the market before making their investments.

- ix. Investors should diversify their investment in different instruments in order to reap maximum benefits with minimum risk.

## CONCLUSION

Liberalization of Indian economy opened up several new investment opportunities and the growing disposable income made Indian less averse to risk. India has a high national savings rate compared with other countries. Indians are among the highest savers in the world but do not save wisely. Anybody with a job earns money, but investing wisely to make earnings grow is a very different game. Most of the investors are aware of various investment avenues available in the market but they park their disposable income in less risky avenues.

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 differ such as savings, safety, interest and capital appreciation. The present study is conducted in Kollam district. The objectives of the study was to understand the investment habits of working women, to study the avenues preferred by working women, and to find the priority factor for investment like returns, risk, safety, liquidity, maturity of investment etc. Most of them are risk averse, and give first preference to the bank deposit because it is safe and low risky investment avenue. Majority of the working women give importance to the safety and return factors while investing rather than others.

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