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## SAVINGS AND INVESTMENT PATTERN OF WORKING WOMEN IN SINGANALLUR

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### ABSTRACT

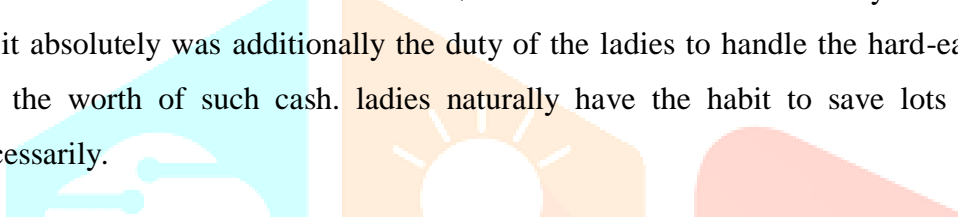
Economic growth of a nation is driven by savings and its transformation into investment. In the last three decades, Indian economy has emerged as one of the fastest growing economies of the world. Households are the biggest contributors to India's savings rate; their savings equal 23 percent of India's GDP. Though the percentage of savings by household sector in financial assets is increasing year on year, what is worrying is that only around half of the household savings in India are invested in financial instruments. Knowledge about savings and investment preferences, gender-wise, will help to design effective investment instruments. Another area that requires further examination is the role that a woman plays in influencing aggregate savings and investment.

**KEYWORDS:** Savings, Investment, working women

### INTRODUCTION

A woman's role has broadened beyond her domestic duties and has now extended to other areas where she is competing with her male counterpart. Due to the education she is getting, the women centered policies and programs of her government, and the opportunities that have been made available to her through modernization, urbanization, industrialization, liberalization, globalization, etc. With greater opportunities available to women, they have been able to achieve economic independence, and their involvement in politics and social spheres has increased significantly. In today's society, women are hard taskmasters, managing a balance between being a wife, a boss, and a friend with such ease and grace that is incredibly admirable.

Investment refers to the use of funds on assets with the most aim of achieving further financial gain, growth in worth or capital appreciation. Time and risk square measure the 2 attributes associated with investment. gift consumption is sacrificed to induce some come within the future. The sacrifice that one needs to tolerate is definite however the come within the future perhaps unsure. Such attribute of tolerating future uncertainty of investment indicates the chance issue. the chance is undertaken with a read to reap come from the investment. Investment pattern indicates numerous set or assortment of assets or investment avenues that a private decides to decide on for investment in. An investment pattern paves method for investment portfolio which suggests combination of assets and securities that a private holds and maintains. the most advantage of Investment portfolio is diversification of assets or securities, taxability, safety of funds, stability of value, liquidity, returns and capital growth within the past days majority of the ladies weren't allowed to induce education and their role was to require care of their family and house, solely a number of ladies went resolute face the \$64000 world. Thus it absolutely was the responsibility of men to earn. it absolutely was additionally the duty of the ladies to handle the hard-earned of her husband as she knew the worth of such cash. ladies naturally have the habit to save lots of, rather than payment it unnecessarily.



## STATEMENT OF PROBLEM

Nowadays most of the women were working adults., but still some of them have no rights in using their own salary for their own personal use. And they are not making any investment for their future. This may be due to their inadequate awareness about different investment avenues available in our society. Their level of awareness, behaviour in risk analysis, suggestions in making awareness in women, portion of investment on their own income, investment criteria, etc. are to be recognized carefully for analyzing our Indian women behaviour over their income investment

## OBJECTIVES

1. To study the level of awareness among women in investment pattern.
2. To analyses the factors influencing the savings and investment pattern of urban women employees in Coimbatore city.
3. To find out the problems faced while making investment.
4. To study the ability of managing power of working women in savings and investment.

## SCOPE OF THE STUDY

The present study has been confined to Coimbatore town. The study is confined to the factors thought-about by the salaried ladies investors whereas their investment in several investment avenues. Their level of preference, satisfaction, awareness and intensity of drawback were concerning the assorted aspects of investment avenues out there within the study space is taken into account.

## RESEARCH METHODOLOGY

The study is an analytical research based on the survey method. The method adopted for data collection and sample design are described in the following paragraphs.

### DATA:

1. Using the survey method primary data was obtained from the respondents by administering the questionnaire and evaluating the feedback. Personal interviews were also conducted with few respondents who provided valuable information inputs.
2. Secondary data included information collected from various internet download, books, publication and various journals.

### SAMPLE DESIGN:

1. By adopting convenient sampling method questionnaires are distributed to 140 customers, who frequently make use of investment pattern.

### STATISTICAL TOOLS:

There are various statistical tools which are used in analyzing data. The following tools are used for analyzing data.

The data analyzed by using mentioned techniques:

1. Simple Percentage Analysis.
2. Correlation.

## LIMITATION OF THE STUDY:

1. The study is mainly based on the primary data collected from 120 respondents in Coimbatore district.
2. This is an academic effort and it is limited to cost, time and geographical area.
3. As the data is collected from 120 respondents only, generalization to other women investors is inevitable.
4. An interpretation of this study is based on the assumption that the respondents have given correct information.
5. Few respondents are not willing to express their opinion and views on their investment pattern.

## REVIEW OF THE LITERATURE

**Rekha G & Vishnupriya R, (2019)<sup>1</sup>**, 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)<sup>2</sup>**, 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 Tripur district found that the most influencing factor was profitability and the second factor was safety followed by liquidity, prestige, stability, transferability and speculation.

**Venkatesh G C & Surya Prakash Rao B K, (2018)<sup>3</sup>**, studied to identify the investor's perception towards investment portfolio in Vijayawada city with an objective to analyse the investors decision towards investment portfolio among 120 investors. Analysis using various statistical tools revealed that the investor's choices on investment decisions are same among both men and women.

**Kaur J & Arora N, (2018)<sup>4</sup>**, analysed 150 investors' responses to identify the investor's perception towards mutual funds as an investment option in Punjab. It was found that investors preferred investment in mutual funds due to higher returns in growth fund schemes. It was also found that each investor had his own goal of mutual fund investment.

**Jisha V G, (2017)<sup>5</sup>**, analysed the perception of investment pattern among urban working women in Coimbatore city and found the factors influencing the savings and investment pattern. Results revealed that factors influencing awareness level and factors influencing benefits were related. Safety of funds were given priority by the investors while making investment.

## ANALYSE

## PREFERRED SECTOR TO INVEST MONEY

SECTORS	NO OF RESPONDENTS	PERCENTAGE
Private	31	22.1
Public	41	29.3
Government	64	45.7
Others	4	2.9
<b>Total</b>	<b>140</b>	<b>100</b>

SOURCE: PRIMARY DATA

## INTERPRETATION

The above table shows that which sectors they are preferred to invest their money. 22.1% of the respondents choose Private sector, 29.3% of the respondents choose Public sector, 45.7% of the respondents choose Government sector and 2.9% of the respondents choose Other sectors.

## CORRELATION OF RESPONDENTS IN THE ANNUAL INCOME AND PERCENTAGE OF INCOME ARE YOU WILLING TO INVEST/SAVE

	1	2
Annual Income	1	
Percentage of income are you willing to Invest/save	0.14248	1

SOURCE: PRIMARY DATA

## INTERPRETATION

The above table 4.2.2 shows that out of 140 respondents Correlation relationship between Annual Income and Percentage of income are you willing to Invest/save highest value of 0.14248 and 1 is secured for Annual Income by respondents and the Correlation relationship between Annual Income and Percentage of income are you willing to Invest/save of 1 secured 1 by the respondents for Percentage of income are you willing to Invest/save.

## CORRELATION OF RESPONDENTS IN THE EDUCATION QUALIFICATION AND EXPERIENCES ON SAVINGS / INVESTMENT

	1	2
Educational Qualification	1	
Experience on savings and investment	0.026	1

SOURCE: PRIMARY DATA

## INTERPRETATION

The above table 4.2.3 shows that out of 140 respondents Correlation relationship between Educational Qualification and Experience on savings and investment highest value of 0.026 and 1 is secured for Educational Qualification by respondents and the Correlation relationship between Educational Qualification and Experience on savings and investment of 1 secured 1 by the respondents for Experience on savings and investment.

## FINDINGS

### SIMPLE PERCENTAGE

Majority 45.7% of the respondents choose Government sector for making their investment.

## CORRELATION

It can be inferred that the relationship between Annual Income and the percentage of Income are positively related to each other.

It can be inferred that the relationship between educational qualification and Experience on Savings and Investment are positively related to each other.

## SUGGESTIONS

1. Most preferred saving avenues were found to be saving fixed deposits, chit funds, post office deposit, etc. There are plenty other avenues, women are unaware of. They must be taught about the potential and benefits of other avenues.

2. The most preferred investment tools were found to be insurance and shares. There are several other avenues like real estate, debentures, bullions etc. women should be educated about these and their potential.

3. It was observed that there was preference towards low risk investments keeping in mind, the safety of capital. They must be encouraged to invest in high risk avenues where there is potential for higher returns.

4. A majority of women prefer self-managed investments. It would be a better choice to manage investments through institutions like banks, stock markets etc. who provide a wide range of services and also gives us advice on where and how to invest.

## CONCLUSION

This study was conducted in order to understand the savings and investment behaviour of working women, and also how aware they are of the different savings and investment avenues that are available, and also the potential and benefits of each of these avenues. Income, investment and savings are all related and connected terms. Savings are being done for future needs especially for buying/ constructing houses and children's education. It was observed that investments with higher returns were being preferred, but, along with it, the risk factor severely affected their decisions. This research provides valuable information to companies about the preferences of women and what they are looking for while making investments, and also advises them on which individuals to target and plan their policies and strategies accordingly.

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