

# INVESTMENT PREFERENCES OF SALARIED WOMEN EMPLOYEES

Ms.K.Susmitha, Ms.A.Asha

Asst.Professor, Asst.Professor

Department of Business and Management studies, Department of Business and Management studies  
Gudlalleru Engineering college, Gudlalleru Engineering college,  
Gudlalleru, Gudlalleru.

**Abstract:** *This study aims focus on awareness and preferences of working women. Women in India are now actively participating in all activities such as education, politics, media, science and technology & becoming financial independent. With a changing scenario, women has started actively participating in investing their surplus money, though it all depends upon the various parameters such as degree of their risk taking capability, influence of family members and friends and the dare to get exposed to modern and innovative investment avenues. This study focuses on different avenues of investments as well as the factors while selecting the investment with the sample size of 70 respondents by conducting the survey through questionnaire in Krishna District, Andhra Pradesh. The study is based on personal interviews with salaried women employees using a structured questionnaire. The data has been analyzed using percentage analysis and chi-square test. The researcher has analyzed that salaried women employees consider the safety as well as high return on investment on regular basis.*

**Key Words:** *Investments, profit, savings, Investment avenues.*

## I. INTRODUCTION

Financial investment is the purchase of a financial security such as stock, bond or mortgage. As a woman & an investor, shaping of financial future is as the many other roles they play in life. Women today, have more earning potential & more influence over financial decisions than ever before. Women represent almost half of the workforce & many businesses are owned or managed by women. It becomes important for women to focus on finances now more than ever. General profile of women investors is changing in tune with time. But they lag in various spheres of investment such as awareness and preference of investment. So, an attempt has been made by the researcher to identify the factors influencing women investor's behavior to evaluate the level of awareness among women investors and to analyze the preference of women investor towards various investment outlets. Employed women have a greater propensity to save and invest because of their independent earning power. They are also motivated by the investment behavior of their colleagues in their work place. They are supposed to be risk adverse, safety oriented and guided by certainty of returns. With increasing level of knowledge and awareness, Women are slowly participating in the risk investment portfolios and they are becoming analytic in their investment behavior.

Women in India now participate in all activities such as education, politics, media, science and technology, etc. With a changing scenario, women has started actively participating in investing their surplus money, though it all depends upon the various parameters such as degree of their risk taking capability, influence of family members and friends and the dare to get exposed to modern and innovative investment avenues. The present research study is focused on the working women's attitude towards investment and the marital status and age factors responsible for investment behavior of women. While investing, the family related matters such as child education, child marriage, life protection and medical expenses have a much more impact on the minds of married working women than on unmarried ones.

## LITERATURE REVIEW

Shanthi and Murugeasan (2016) done that there is no relationship between education with investment and there is a significant relationship between age and income.

Priya Vasagadekar (2014) concluded that women are low in financial literacy, it becomes hardly possible for them to manage their investment activities on their own. Also the risk taking level of working women in India is low. This is due to shortage of sound financial knowledge.

Rajeshwari Jain (2014) finds that women mostly prefer fixed deposit in bank a safe investment option & for tax saving purpose. Women also select gold as good investment Kanagaraj et al. (2014) concludes, occupation and educational level does not influence awareness of women investors in Coimbatore city.

Puneet Bhushan & Yajulu Medury (2013) indicated that women are more traditional and take less risk and significant gender differences occur in investment preferences for insurance, fixed deposits and market investments among employees.

Dr. Sarita Bahl (2012) concluded that there are younger women have already developed the plan for investment. Women working in private sector are more faith in investing their money. Women invest their money when they start earning and become independent. Majority of working women have invested their money. Working women invest their money in insurance plans as they are not willing to take risk to attain gain and want to have a safe future.

### Statement of the problem

This research is carried out primarily to find out the various options available to the women investors while doing their financial planning and to find their attitude towards risk and return. To find out the type of investment option which are desirable to different kinds of women investors.

### Objectives of the study

The present study is an attempt to throw a light on Investment preferences of salaried women employees in Krishna 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.

### Limitations of the study

1. The study is mainly based on the primary data collected from 70 respondents in Krishna district.
2. The data has been collected from the respondents of Krishna District and therefore the conclusions drawn may not be applicable to other Districts.
3. Few respondents are not willing to express their opinion and views on their investment and have expressed common view on investment practices.

### Hypotheses of the study

- There is no significant relationship between educational qualification and awareness of the investors.
- There is no significant relationship between the income level and awareness of the investors.

### Statistical tools

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

Data Representation: Table and Percentage

The data analyzed by using under mentioned Techniques: Chi- square test

**Table: 1 Analysis of Demographic Factors of Investors**

Sno	Investors Particulars	No. of Respondents	Percentage
1	Marital Status	Married	50 71.43
		Unmarried	20 28.57
2	Age	Up to 30 years	33 47.14
		31-40 years	20 28.57
		41-50 years	17 24.29
3	Occupation	Public sector	24 34.29
		Private Sector	46 65.71
4	Educational Qualification	Under Graduation	22 31.43
		Post Graduation	35 50.00
		Others	13 18.57

Source: Primary Data

The above table shows that 71.43% of the respondents are married and the rest of them are unmarried. When it comes to age, 33 investors belong to the age group of up to 30 years. Hence it can be inferred that the younger generation think of savings and investments in their early phase of employment. Investors in the age group of 31-40 years are 20 in numbers constituting 28.57%. Investors in the age group of 41 to 50 years are 17 in numbers constituting 24.29%. Coming to the occupation, 46 members of respondents are working in Private sector. While in educational qualification 50.00 % of respondents are post Graduates.

**Table: 2 Awareness About The Investment Avenues**

Particulars	No. of Respondents	Percentage
Yes	44	63
No	26	37
Total	70	100

With financial independence most of the women have increased their knowledge and increased their awareness levels about various investment avenues and have taken their own investment decision. But still there are a big percentage of women who have not been able to taken independent decision and rely on other for their own investment decision.

### Testing Hypothesis

Ho: "There is no significant relationship between educational qualification and awareness of the investors".

To test the above hypothesis the researcher has used the chi- square test.

Education	Awareness	Not awareness	Total
Under Graduation	14	8	22
Post Graduation	24	11	35
Others	5	8	13
Total	43	27	70

$$\chi^2 = 3.693, \quad df = 2, \quad \text{Table Value} = 0.103$$

Calculated value is greater than table value

Hence it is concluded that, "There is significant relationship between educational qualification and awareness of the investors".

### Testing Hypothesis

Ho: "There is no significant relationship between income level and awareness of the investors".

To test the above hypothesis the researcher has used the chi- square test.

Particulars	Awareness	Not awareness	No. of Respondents
Less than Rs. 100000	9	8	17
Between Rs. 100000 and Rs.250000	15	11	26
Between Rs. 250000 and Rs 500000	8	8	16
Above Rs. 500000	6	5	11
Total	38	32	70

$$\chi^2 = 0.253, \quad df = 3 \quad \text{Table value} = 0.352$$

Calculated value is less than table value.

Hence it is concluded that, "There is no significant relationship between income level and awareness of the investors".

**Findings:**

- In the study the researcher has investigated 70 respondents out of them 63 % of respondents are aware about the investment avenues whereas 37% are unaware about the investment avenues.
- Most of the respondents are in the age group of 30 years
- Among the sample investors, majority (50%) of the respondents are educated up to graduation level.
- The study reveals that most of the investors belong to married women.

**Conclusion**

This report is a reflection of the behavior of various categories women investors.. This report concentrated in identifying the needs of present and future investors, investor's preference towards various investment avenues are identified based on their income. This study gives a conclusion as there is a good relationship between education level and awareness of investors and on the other hand there is no effect of income level on awareness of investors on investment avenues.

**References**

1. Prasanna Chandra "Managing Investments", Tata- McGraw Hill publishing company Limited, New Delhi,1998.
2. Preeti Singh, "Investment Management" Himalaya Publishing House, New Delhi, 2006.
3. L. Bajtelsmit and A. Bernasek "Why do women invest differently than men?" Financial Counseling and Planning, vol. 7, 1996.
4. R.S.N. Pillai, Bhagavathy, "Statistics" S. Chand and company Ltd, New Delhi, 2008.
5. C.R. Kothari, "Research Methodology", New Age International Limited, New Delhi, 2005.

