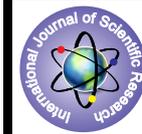


Women Investors' Perception Towards Investments



FINANCE

KEYWORDS : Investor, Perception, Investments

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ABSTRACT

"The hand that rocks the cradle rules the world". Is a popular saying about women. Savings is a habit specially embodied to women. Even in the past, when women mainly depend on their spouse incomes they used to save to meet emergencies as well as for future activities. In those days, women do not have any awareness about various investment outlets. But as time passes the scenario has totally changed. Now the present women who are equally employed, through their education have knowledge about various aspects of investments and as a result they invest in various avenues such as Shares, Debentures, Mutual Funds, Bank Deposit.

INTRODUCTION

Investment is the sacrifice of certain present value of the uncertain future reward. It entails arriving at numerous decisions such as type, mix, amount, timing, grade etc. of the investment and disinvestment. Investment is the employment of funds with the aim as achieving additional income (or) growth in value. It involves the commitment of resources, which have been saved (or) from current consumption in the hope that some benefits will accrue in future. Investment will generally be used in its financial senses and as such investment is the allocation of monetary resources to assets that are expected to yield some gain (or) positive return over a given period of time. Investing has been an activity confined to the risk and business class in the past. This can be attributed to the fact that availability of investable funds in a pre-requisite to deployment of funds. But today, we find that investment has become a household word and is very popular with people from all walks of life.

STATEMENT OF THE PROBLEM

Indian savings market has been expanding over the period and there is a steady increase of household savings. More over general profile of women investors' is changing in tune with time. But they are lag in various spheres of investment such as awareness, preference of investment. So an attempt has been made by the researcher to identify the factors influencing investors' behaviors, evaluate the level of awareness among women investors' and to analysis the preferences of investors towards various investment outlets.

OBJECTIVES OF THE STUDY

- To ascertain the investment pattern of the women investors'.
- To identify the factors influencing the investors in making investment.
- To measure the level of awareness among women investors' about various aspects regarding investment.

RESEARCH METHODOLOGY

The area of survey for this study was confined to Coimbatore. Coimbatore is a textile city comprises of all classes of people. Professionals, businessmen and people with different income group live here providing necessary scope to undertake this survey. This study used both primary and secondary data. Totally 150 samples were collected by using simple random sampling method. The primary data collected from the respondents through questionnaire. The secondary data collected with help of various manuals, internet, journal, books etc

TOOLS FOR ANALYSIS

The following are the statistical tools used for the study.

1. Simple Percentage
2. Chi-square Test

DATA ANALYSIS AND INTERPRETATION

TABLE 1: MONTHLY INCOME OF THE RESPONDENTS

Monthly Income	No. of Respondents	Percentage
Low	101	67

Middle	40	27
High	9	6
Total	150	100

Source: Primary Data

The above table illustrates that 67 % of the sample investors fall under low income group (below Rs. 10,000), 27 % of the sample investors fall under middle income group (Rs.10,001 - 20,000), while 6 % of the respondents fall under high income group (above Rs.20000). From the analysis, it is concluded that most of the respondents fall under the low income group.

TABLE 2: INFLUENCE OF INVESTMENT DECISION

Mode of Influence	No. of Respondents	Percentage
Self - Decision	102	68
Others	48	32
Total	150	100

Source: Primary Data

It is witnessed from the above table that 68 % of the respondent's investment decision is being influenced by them while 32% of the respondent's investment decision is being influenced by others. From the analysis, it is concluded that 68% of the respondents opined they are influenced by them.

TABLE 3: PERIOD OF INVESTMENT

Period	No. of Investments	Percentage
Less than 3 years	60	40
3 to 5 years	39	26
More than 5 years	51	34
Total	150	100

Source: Primary Data

It is limelighted from the above table that 40% of the respondents have been investing for the period less than 3 years, 26% of the respondents have been investing for 3 to 5 years, while 34% of the respondents have been investing for more than 5 years. From the analysis, it was found that 40% of the respondents opined that investing for the period less than 3 years.

AGE AND LEVEL OF AWARENESS ON INVESTMENT

The variation in level of awareness of different age groups have been studied by preparing a two-way table showing the distribution of sample investors by age and level of awareness about various aspects regarding investment. To find out the relationship between age and level of awareness, the researcher formulated the following null hypothesis.

H₀: There is no significant relationship between the respondents age and the level of awareness.

TABLE :4 AGE AND LEVEL OF AWARENESS ON INVESTMENT

Age	Level of Awareness			Total
	Low	Moderate	High	
Young	11(10.73)	38(42.47)	21(16.8)	70
Middle	10(9.81)	40(38.83)	14(15.36)	64
Old	2(2.45)	13(9.71)	1(3.84)	16
Total	23	91	36	150

Factor	Df	Table value	X2 value	Null hypothesis
Age	4	9.488	4.984	Accepted

The above table highlights that out of 150 sample investors, 40% of investors have moderate level of awareness in which most of them are under middle age group. It is also seen from the table that calculated value (4.984) is less than table value (9.488) at 5 percent level. Hence, the null hypothesis is accepted. It is therefore concluded that there is no significant relationship between the respondents' age and level of awareness on investment.

EDUCATION AND LEVEL OF AWARENESS ON INVESTMENT

The variation in level of awareness of different educational level possessed by the respondents have been studied by preparing a two-way table showing the educational level and level of awareness about various aspects regarding investment. In order to understand the relationship between educational level and level of awareness, the following null hypothesis has been formulated and tested.

H₀: There is no significant relationship between the respondents education and level of awareness on investment.

TABLE 5: EDUCATION AND LEVEL OF AWARENESS ON INVESTMENT

Education	Level of Awareness			Total
	Low	Moderate	High	
School	9(5.52)	19(21.84)	8(8.64)	36
Graduation	8(13.34)	55(52.78)	24(20.88)	87
Professional	6(4.14)	17(16.38)	4(6.48)	27
Total	23	91	36	150

Factor	DF	Table value	X2 value	Null Hypothesis
Educational level	4	9.488	7.115	Accepted

It is identified from the above table that out of 150 respondents 24 % of them have high level of awareness in which majority of investors are graduates. Since, the calculated value (7.115) is less than table value (9.488), that null hypothesis holds good. Hence, it is concluded that educational level does not influence the level of awareness.

FINDINGS

- Majority of the sample investors fall under the low income group.
- Majority of the sample investors make self decision regarding their investment.
- Saving form the main sources of investment for large part of the sample investor.
- Most of the sample investor have been investing for a period less than 3 years.
- There is no significant relationship between the age of the investor and the level of awareness on investment.
- Education level of the sample investor does not influence the level of awareness on investment.

CONCLUSION

There are number of investment options are avail for the investors. While making investments the investors must consider such factors as return and safety of funds. In this study the researcher has attempted to study the preference of investors, investment patterns, problem faced by the investors and their level awareness on investment.

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