



# A Study on Perception of Women Investors Towards Investments

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ABSTRACT	Investment is the application of money for earning more money. Investment also means saving or savings made through delayed consumption. Financial sense of 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. A sound investment programme can be constructed if the investor familiarized himself with various alternatives available. Moreover general profile of women investors' is changing in turn with time. But they are lag in various sphere of investment such as awareness, preference of investment. So an attempt has been made by the researcher to identify the factors influencing investors' behavior, evaluation the level of awareness among women investors' and to analyses the preference of investors towards various investments outlets.
KEYWORDS	Investor, behavior, resources, consumption

**INTRODUCTION**

Investment is sacrifice of certain present value for the uncertain future rewards. Investment is the employment of funds with the aim of achieving additional income or growth in value. It involves the commitment of resource which have been saved or put away from current consumption in the hope that some benefits will accrue in future. Investment 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 is a prerequisite to development of funds. But today, we find that investment has become a household word and is very popular with people from all walks of life.

**Increasing popularity of investment can be attributed to the following factors:**

1. Increase in working population, large family income and consequent higher savings.
2. Provision of tax incentives in respect of investments in specified channels.
3. Increase in tendency of people to hedge against inflation.
4. Availability of large and attractive investment alternatives.
5. Ability of investment to provide income and capital gains etc.,

**STATEMENT OF THE PROBLEM**

India savings market has been expanding over the period and there is a steady increase of household savings. Moreover general profile of women investors' is changing in turn with time. But they are lag in various sphere of investment such as awareness, preference of investment. So an attempt has been made by the researcher to identify the factors influencing investors' behavior, evaluation the level of awareness among women investors' and to analyses the preference of investors towards various investments outlets.

**OBJECTIVES OF THE STUDY**

The main objectives of the study are as follows

1. To measure the level of awareness among the women investors' about various aspect regarding investment.
2. To ascertain the investment pattern and factors influencing investment decision of the women investors'.

**LIMITATIONS OF THE STUDY**

The study is subject to the following limitations

1. Only women investors' have been taken in to consideration
2. The study area is confined only to the Coimbatore City.
3. The sample size is restricted to hundred and twenty only.

**RESEARCH DESIGN**

Research design is in the basic framework which provides guidelines for the research process. It is a map or blueprint according to which the research is to be conduct. The research design specifies the methods for Data Collection and analysis. In this customer survey the research adopted descriptive research. The Data were collected by 1.Primary Data and 2. Secondary data

**Processing of data**  
**Tolls for analysis**

1. Percentage Analysis
2. Chi-Square

**Table-1 Classification of respondents based on their Age Group**

Age	No.of Respondents	Percentage
Up to 30 years	64	53.3%
30 to 45 years	37	30.8%
Above45 years	19	15.8%
Total	120	100.0%

**Interpretation**

The above table shows that out of 120 sample investors, 53.3% are up to 30 years,30.8% fall under 30 to 45 years while 15.8% are in above 45 years

**Table-2 Classification of respondents based on their Educational Level**

Educational Level	No.of Respondents	Percentage
School Level	24	20.0%
Graduate	56	46.7%
Professional	40	33.3%
Total	120	100.0%

**Interpretation**

The above table depicts that 20 percent of the investors have completed their Schooling, 46.7% of the respondents are graduate and 33.3 percent of the respondents are professionally qualified.

**Table-3 Classification of respondents based on their Occupation**

Occupation	No.of Respondents	Percentage
Business	18	15.0%
Government / Private Employee	37	30.8%
Professional	39	32.5%
Others	26	21.7%
Total	120	100.0%

**Interpretation**

The above table shows that 15 percent of the respondents are business women, 30.8% of the respondents are working in either Government or Private Sector, 32.5% of the respondents are professional, While 21.7% of the respondents are others like students and housewives.

**CHI-SQUARE**

H0: There is a Relationship between age and investment Avenue

**Table-4 Relationship between age and investment Avenue**

Age	Low	Moderate	High	Total
Up to 30 years	27(58.7)	19(50)	18(50)	64
30 to 45 years	9(19.6)	13(34.2)	15(41.7)	37
Above 45 years	10(21.7)	6(15.8)	3(8.3)	19
Total	46	38	36	120

$$\begin{aligned}\text{Degrees of freedom} &= (R-1)(C-1) \\ &= (3-1)(3-1) \\ &= 4\end{aligned}$$

$$\begin{aligned}\text{Levels of Significant} &= 5\% \\ \text{Table value} &= 9.488 \\ \text{Calculated value} &= 6.100\end{aligned}$$

**Interpretation**

The table value of the  $\chi^2$  at 5% level if significant is 9.488. The calculated value (6.100) is lesser than the table value. So the hypothesis is accepted. Hence it is concluded that there is significant relationship between the age and investment avenue.

H0: There is a Relationship between Educational Qualification and investment Avenue

**Table-5 Relationship between Educational Qualification and investment Avenue**

Educational Level	Low	Moderate	High	Total
School Level	14(30.4)	5(13.2)	5(13.9)	24
Graduate	11(23.9)	20(52.6)	25(69.4)	56
Professional	21(45.7)	13(34.2)	6(16.7)	40
Total	46	38	36	120

$$\begin{aligned}\text{Degrees of freedom} &= (R-1)(C-1) \\ &= (3-1)(3-1) \\ &= 4 \\ \text{Levels of Significant} &= 5\% \\ \text{Table value} &= 9.488 \\ \text{Calculated value} &= 18.564\end{aligned}$$

**Interpretation**

The table value of the  $\chi^2$  at 5% level if significant is 9.488. The calculated value (18.564) is higher than the table value. So the hypothesis is rejected. Hence it is concluded that there is no significant relationship between the educational qualification and Investment Avenue.

H0: There is a Relationship between Occupation and investment Avenue

**Table-6 Relationship between Occupation and investment Avenue**

Occupation	Low	Moderate	High	Total
Business	5(10.9)	2(5.3)	11(30.6)	18
Govt. / Private	19(41.3)	10(26.3)	8(22.2)	37
Professional	14(30.4)	14(36.8)	11(30.6)	39
Others	8(17.4)	12(31.6)	6(16.7)	26
Total	46	38	36	120

$$\begin{aligned}\text{Degrees of freedom} &= (R-1)(C-1) \\ &= (4-1)(3-1) \\ &= 6 \\ \text{Levels of Significant} &= 5\% \\ \text{Table value} &= 12.592 \\ \text{Calculated value} &= 14.335\end{aligned}$$

**Interpretation**

The table value of the  $\chi^2$  at 5% level if significant is 12.592. The calculated value (14.335) is higher than the table value. So the hypothesis is rejected. Hence it is concluded that there is no significant relationship between occupation and Investment Avenue.

**FINDINGS**

- ❖ Majority of the respondents are graduate
- ❖ Majority of the respondents are age up to 30 years
- ❖ Majority of the respondents are professional
- ❖ There is significant relationship between the age and investment avenue.
- ❖ There is no significant relationship between the educational qualification and Investment Avenue.
- ❖ There is no significant relationship between occupation and Investment Avenue.

**SUGGESTION**

The following suggestions are made here based on the findings of the study.

Even though there various investment outlet available, majority of the women investors' only prefer chit fund, insurance and bank deposits. So, wide publicity must be given regarding the feature of the investments.

**CONCLUSION**

The commitment of resource which have been saved or put away from current consumption in the hope that some benefits will accrue in future. Investment 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 is a prerequisite to development of funds. so that the women investors' may enjoy the benefits of capital appreciation. The Government should enact legislation for protecting the investors against illegal speculative dealings.