



Changing Investment Attitude of Working Women

Dr.J.J.JEYAKUMARI

Research Advisor & Asst. Professor, PG & Research Dept. of Commerce, K.N.Govt. Arts College (W), Autonomous

Mrs.S.V.SOUNDARA-VALLI

Research Scholar & Asst. Professor, PG & Research Dept. of Commerce, K.N.Govt. Arts College (W), Autonomous, Thanjavur – 613 007.

ABSTRACT

Working women is consistently increasing in India and they are a growing segment of the overall population. Employment not only makes the women economically independent but also facilitates to be a sound decision maker regarding investment. The women in the cities are becoming more independent and responsible. They want to secure their future and want to make more returns on their investment. Their thinking and perception are changing and they are more likely to take risk and adapt to the features of various financial service products. The current market volatility and uncertainty, risky and unsafe investment in the securities market make women hesitate to channelize their savings into mutual fund products. But now this mindset is gradually changing, women investors realize that mutual funds are a way to meet their long term financial goals. Present mutual fund industry paves way to women's economic empowerment.

KEYWORDS

Working women, Changing Investment attitude, Mutual fund

INTRODUCTION

Investment is one of the foremost concerns of every individual investor as their small savings of today are to meet the expenses of tomorrow. Investing is a serious subject that can have major impact on investor's future well-being. Investment is the commitment of funds which have been saved from current consumption with the hope that some benefits will be received in future. Thus, it is a reward for waiting for money. Savings of the people are invested in assets depending on their risk and return demands, safety of money, liquidity, the available avenues for investment, various financial institutions, etc.

This is critical nowadays, where single incomes are no match for blotting inflation. A well planned double income often becomes essential to plan investment goals effectively for a secure and comfortable future. Hence the number of working women is consistently increasing in India. The general perception that women are shopaholics who love to spend and very bad investors could very well be a thing of the past with more and more women taking responsibility for their earnings and investment. It is seen that working women, as a growing segment of the total population. Now they are more aware of financial services and the various investment options that are available in the market. Their thinking and perception is changing and they are more likely to take risk and adapt to the features of various services products. They want to secure their future and want to make more returns on their investment.

Lot of investment avenues are available to park their savings. The risk and returns available from each of these investment avenues differ from one avenue to another. The present scenario is that the working women investors have positive approach towards investing in mutual funds. Investments generally involve real assets. Real assets are tangible, material thing such as buildings, automobiles, and gold etc. financial assets are pieces of paper representing an indirect claim to real assets held by someone else. The investors opt mutual fund for safety and investors collect the information from expert advisors then only invest the money. The mutual fund is a type of professionally managed collective investment scheme which pool

money from many investors. The profit gained from investment is shared to unit holders in proportion to the number of units owned by them. Thus, a mutual fund is the most suitable investment for the common man as it offers an opportunity to invest in a diversifies, professionally managed basket of securities at a relatively low cost.

GROWING IMPORTANCE OF WORKING WOMEN

In olden days people led a simple life. Due to technological and civilization development, people's responsibilities and their needs are multiplied. They go after money, name, fame etc., in a family. Women are also expected to shoulder the responsibilities of their spouses. To help the family by adding some meager resources women are working, which facilitate to meet the financial needs and reduces the financial stress. They are educated and they work and earn money for the sake of their family. Earlier, women used to seek permission from their male counterparts before investing, now they simply take them into confidence. Hence there is every reason that women should plan an equal role in economic decision making.

With the increasing role of women in the economic activities and by nature, women are being identified as a better saver, the decision making process by women for investment purpose gains its importance. The rapid industrialization, the undue importance to material wealth and the economic necessity attracted women to take employment which in turn has given rise to changes in their roles and status in India.

The growing importance of income earned by women raises many interesting issues worth serious consideration. First, it is related to the share in the total household income, second is related to their control over the expenditure of the total household income and third is, after spending a considerable amount of earnings, what are the investment tools opted by women to save their earnings. As more and more women enter the workforce, however, this mind-set seems to be changing, albeit gradually.

CHANGING ATTITUDE IN INVESTMENT

Women have generally been more hesitant when it comes to financial investments. They are more cautious when it comes

to money. The new women investment clubs take the fear out of investing for women. The hand that rocks the cradle rules the world is popular saying about women. Even in the past, when mainly depended on their spouse's income, they used to save to meet emergencies as well as for future activities. In those days, women did not have any awareness about various investment outlets. But as time passed, the scenario had totally changed. Now, the present women, who is equally employed, through their education have knowledge about various aspects of investment and as a result they invest in various investment avenues such as shares, debentures, mutual funds, commodities and bank deposits.

Though a variety of investment options are available, majority of them still depend on the banking system, banks have steadily reduced the interest payable on deposits now a days. There is a steady decline in interest rates offered by banks, even in the current year budget also declare decline in interest rates. Hence it would be more useful to study the various other options available for getting better returns on one's hard-earned savings. Their thinking and perception are changing and they are more likely to take risk and adapt to the features of various financial services products. Investors generally think of long term and short term goals in life. For example retirement planning, your child's higher studies, a dream home, world tour etc.. could be your long term goals and your short term goals can be doing a part time course, closing your educational loan, marriage etc.. Inflation is one of the main factor should be consider while making your investment plan. Because inflation is always going to reduce the value of your money.

The current market volatility and uncertainty, the women investor perceives investment in the securities market to be risky and unsafe, and hesitate to channelize his savings into mutual fund products. But now this mindset is gradually changing, women investors realize that mutual funds are a way to meet their long term financial goals. Diversification, low transaction cost and liquidity are some of the benefits of mutual funds. Investors should be aware of the key features of mutual funds before choosing this vehicle to build wealth.

BUILD YOUR WEALTH BY MUTUAL FUND

The wealth you build is thus directly a function of the quantum you save. And in order to accumulate this kind of wealth over the very long term, the best tool is Mutual Fund. Mutual funds are vehicles to invest in the securities markets. There are two primary ways to channel savings into productive investments. The first is a transactional arrangement, primarily structured as a loan transaction, and banks dominate this segment. A depositor gives a loan to a bank, which in turn lends to other borrowers. The second is a market arrangements, where the entity that needs money issues a marketable security, such as an equity share or a bond, and the investor buys these securities in the market place at the market is more flexible, but is subject to fluctuations in value, based on the market factors.

Choosing mutual funds requires the conscious choice and comfort in dealing with the opportunities and risks in the securities markets. Investing in securities market offers two unique propositions to the investor. The upside potential of the investment is not limited to a pre-specified rate. If an investment is made in the equity shares of a company, whose performance exceeds expectations since the shares were first issued, the appreciation in value is available to the investors. The returns from securities are not amenable to pre-definition or accurate forecast, and include both upside and downside.

MUTUAL FUNDS

A mutual fund is an investment vehicle that pools in the monies of several investors, and collectively invests this amount in either the equity market or the debt market or both depending upon the fund's objective. This means you can access either the equity or the debt market or both, without investing

directly in equity or debt.

FACTORS RESPONSIBLE FOR MUTUAL FUND INVESTMENT

Diversification is a major advantage of investment through mutual funds, as investors get the benefit of various instruments through a single avenue. The investors generally invest in mutual funds due to the following reasons:

1. Professional Fund Management
2. Diversification
3. Cost effectiveness
4. Liquidity
5. Tax benefits
6. Transparency
7. Return potential
8. Flexibility and Affordability
9. Mutual Fund industry is very well regulated by SEBI.

CONCLUSION

There has been growing importance of mutual fund investment in India. When compared with other financial instruments, investments in mutual funds are safer and also yields more returns on the portfolio investment. In early days, mutual fund was a far reaching field of investment for Indian women investors. With the advent of technology, the physical presence of investors, especially women investors, have been spared along with other factors and other areas of investment opportunities. Investments in mutual fund have become an easy way for the women investors. Without the culture getting affected in the least, women investors can access the mutual fund industry easily on par with their counterparts. Women's economic empowerment is the social target of the Indian social architects. Present mutual fund industry paves way to women's economic empowerment.

REFERENCES:

1. Agarwal, N and Gupta, M (2007) "Performance of Mutual Funds in India: An Empirical Study", The Icfai Journal of Applied Finance, Vol.13, No.9, pp.5-16.
2. Avadhani V.A, "Security Analysis and Portfolio Management", 1997 edition, Himalaya publishing house.
3. B.B.S.Parihar, Rajeev Sharma and Deepika Singh Parihar "Analyzing Investors' Attitude Towards Mutual Funds as an Investment Option", The Icfai Journal of Management
4. Rajeshwari Jain, "An analysis of Income and Investment Pattern of Working Women in the City of Ahmadabad", IRACST- International Journal of Research in Management & Technology (URMT),ISSN:2249-9563, Vol.4,No. 6, December 2014.
5. Dr. Bharti Wadhwa, Dr. Anubha Vashisht, Ms. Davinder Kaur "Investors Attitude towards Mutual Funds Investments: A Study of Delhi-NCR Region", IRC'S International Journal Of Multidisciplinary Research in Social & Management Sciences, Vol.3 Issue 2320-8236 January-March 2015, pp.29-32.
6. <http://timesofindia.indiatimes.com/business/personal-finance/Features-of-a-mutual-fund/articleshow/17551768.cms>
7. <http://www.rediff.com/business/report/how-working-how-working-women-are-taking-charge-of-their-money/20150917.htm>