

Women Investors Recital At Rajapalayam City - A Study

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Abstract: This paper divulge with women investor behavior (Recital) of investment and the various investment available for the purpose of women, especially in Rajapalayam. There is a detailed discussion on women source of awareness and knowledge of investment. Also, how and why a woman has become a means of investment is briefly touched. Finally, why a woman should make an investment and should not make such an investment is also dealt with. An advisory note about women investors is added in the end.

Keywords: Women, Investment, Awareness, Knowledge.

I. Introduction

Savings form an important part of economy of any nation. Moreover, a woman plays a vital role at this state of affairs in our nation. With the savings invested in various options available to the women, money acts as the driver for growth of our country. The first step was acquiring the knowledge about investment that would help women breach the barricades of the male-dominated budgets.

1.2 INVESTMENT

History

The Code of Hammurabi 1700 B.C. provided a legal framework for investment establishing a means for the pledge of collateral by codifying debtor and creditor rights in regard to pledged land. Punishments for breaking financial obligations were not as severe as those for crimes involving injury or death. In the early 1900s purchasers of stocks, bonds, and other securities were described in media, academia, and commerce as speculators. By the 1950s the term investment had been co-opted by financial brokers and their advertising agencies to promote speculation. By the late 1900s the terms speculation and speculator were somewhat down played by the media, likely due to turmoil.

Meaning

1. Money committed or property acquired for future income.
2. Two main classes of investment are
 - a. Fixed income investment such as bonds, fixed deposits, preference shares, and
 - b. Variable income investment such as business ownership (equities), or property ownership.
3. Expenditure on education and health is recognized as an investment in human capital, and research and development in intellectual capital.
4. Return on investment (ROI) is a key measure of an organization's performance.
5. In economics, investment means creation of capital or goods capable of producing other goods or services.

1.3 PROBLEM STATEMENT

The statement of problem under this study is to analyze the attitude of women investors in various investments and their preference. This problem tries to indentify the women investors insight and their ability why investing.

1.4 OBJECTIVES OF THE STUDY

1. To know women awareness towards investment.
2. To study investment knowledge of women.
3. To analyze the investment pattern of women investors with regards to various Age group, Occupation, Income, investment goals & Objectives of Investment

1.5 SCOPE OF THE STUDY

The survey gathered data from the women gender unit. Data gathered were especially relating to women investors. Related information such as demographic and economic characteristics of the population and

characteristics were also included. The survey involved the interview of a sample of 50 women spread across the rajapalayam town.

1.6 REVIEW OF LITERATURE

A review of literature was added to this study by referring to different journal and studies conducted by different individuals to show relevance to the study.

Armstrong (1979) revealed that higher level employees care more for self actualizing values like advancement, recognition and independence whereas lower level employees care more for salary, fringe benefits and happiness.

Vanita (1988) according to men enjoy superior status in the households and they only take most of the important decision concerning family matters. Women's participation in gainful employment is bound to bring changes in their position in the family. Working women jointly or independently manage the family budget.

1.7 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

➤ **Research Design**

Initially, a rough draft will be prepared keeping in mind the objectives of the research. The final questionnaire will be arrived at only after certain important changes are incorporated. The study is intended to find women investor towards various investments.

➤ **Type of Research**

This is descriptive research where survey method is adopted to collect primary data from the women investors and secondary for analysis. Descriptive study is a fact-finding investigation with adequate interpretation. It is the simplest type of research and is more specific. Mainly designed to gather descriptive information and provides information for formulating more sophisticated studies.

➤ **Sample Method**

The sampling method followed in this study is convenience sample method. A convenience sample is a matter of taking what you can get. It is an accidental sample. Although selection may be unguided, it probably is not random, using the correct definition of everyone in the population having an equal chance of being selected. Volunteers would constitute a convenience sample.

➤ **Sample Unit**

The respondent who will be asked to fill out the questionnaires are the sample unit. These comprises of Women in Households, Women Employees, Women Entrepreneur and others.

➤ **Sample Size**

The population being large the survey was carried among 50 respondents, most of them are household.

➤ **Data Collection**

The data is collected by means of both primary and secondary data collection method.

- **Primary:** The Questionnaire schedule was prepared and the primary data was collected through survey method. The time period for the collection of data is about 3 weeks.

- **Secondary:** Data used in a secondary data analysis may have been collected in a previous research, Books, journals, Website, but may also include data collected outside of research. The time period for the collection of data is about 4 weeks.

➤ **Tools for Analysis**

A simple percentage tool is used for analysis.

➤ **Technical Tools for the Survey**

The analysis of data collection is completed and presented systematically with the use of MS. Word and Excel. It consists of Charts, Tables etc.

1.8 LIMITATION OF THE STUDY

- The investment attitude analysis has been limited to only 50 women investors
- It is conducted in Rajapalayam city
- This study is conducted to analyze the behavioral pattern not all those factors that really matter while investing.
- Besides the study has the limitation of time, place and resource.

1.9 DATA ANALYSIS

Table 1.1 AGE CLASSIFICATION

Age	No. of Respondents	Percentage
20-30	23	46.0
31-40	13	26.0
41-50	10	20.0
Above 60	04	8.0
Total	50	100.0

Source: Primary Data

Table 1.2 OCCUPATIONS

Occupation	No. of Respondents	Percentage
High school	10	20.0
U G	20	40.0
P G	16	32.0
Professionals	10	20.0
others	04	8.0
Total	50	100.0

Source: Primary Data

Table 1.3 FAMILY INCOMES / MONTH

Income	No. of Respondents	Percentage
Below 20000	24	48.0
20000-40000	12	24.0
40000-60000	10	20.0
Above 60000	04	8.0
Total	50	100.0

Source: Primary Data

Table 1.4 SOURCE OF AWARENESS

Awareness	No. of Respondents	Percentage
Family	10	20.0
Friends & Relatives	20	40.0
Brokers / Agents	16	32.0
Media	04	8.0
Total	50	100.0

Source: Primary Data

Table 1.5 INVESTMENT KNOWLEDGE

Investment	No. of Respondents	Percentage
Capital market	02	4.0
Banking	05	10.0
Jewels	20	40.0
Insurance	12	24.0
Post Office	01	2.0
Real Estate	10	20.0
Total	50	100.0

Source: Primary Data

Table 1.6 INVESTMENTS PREFERRED

Preference	No.of Respondents	Percentage
Capital market	02	4.0
Banking	10	20.0
Jewels	18	36.0
Insurance	10	20.0
Post Office	02	4.0
Real Estate	08	16.0
Total	50	100.0

Source: Primary Data

Table 1.7 ATTAINMENTS OF INVESTMENT GOALS

Amount Invested	No.of Respondents	Percentage
Below 5 years	18	36.0
6 – 10 years	16	32.0
11 – 15 years	10	20.0
Above 15 years	06	12.0
Total	50	100.0

Source: Primary Data

Table 1.8 AMOUNTS INVESTED PER MONTH

Amount Invested	No.of Respondents	Percentage
Below 2000	10	20.0
2001-4000	35	70.0
4001-6000	6	12.0
Above 6000	1	2.0
Total	50	100.0

Source: Primary Data

Table 1.9 OBJECTIVES OF INVESTMENT

Objectives	House Purchase	Education	Retirement	Child Marriage	Others	Percent age
Strongly Agree	31.0	33.0	4.0	32.0	-	100.0
Agree	30.0	30.0	2.0	30.0	8.0	100.0
Fair	10.0	10.0	15.0	26.0	49.0	100.0
Disagree	10.0	17.0	43.0	10.0	20.0	100.0
Strongly Disagree	19.0	10.0	36.0	2.0	33.0	100.0

Source: Primary Data

1.10 SUMMARY OF FINDINGS

- 1) Most of the respondents (46%) are of the age group 20-30.
- 2) Most of the respondents (40%) are graduates.
- 3) Most of the respondents (26%) are Private employees.
- 4) Most of the respondents (76%) are married women.
- 5) Most of the respondents are having an Income level of Below 20000 (48%) ,24 % are of 20000-40000 and 20 % of 40000-60000.
- 6) 92 % of respondents are aware of Investment and remaining 8% are unaware.
- 7) 40% are influenced by friends and relatives and 20% are by Family members.
- 8) Most of the respondents 40% are very good understood towards investment in Jewels.
- 9) 24% of the respondents are very good understood towards investment in Insurance.
- 10) 20% of the respondents are very good understood towards investment in Land.
- 11) 10% of the respondents are very good understood towards investment in Banking.
- 12) Only 4% of the respondents are very good understood towards investment in Capital Market.

- 13) Only 2% of the respondents are very good understood towards investment in Post Office.
- 14) 36% of respondents preferred Investment in jewels, equal respondents of 20% each preferred investment in both banking and insurance.
- 15) 36% of respondents are in the time period of below 5 years to attain investment goals and 32% are in the time period of 6-10 years.
- 16) 70% are about 2001 -4000 of income per month on investment, 20% are below 2000, 12% are invested about 4001-6000 and only 2% are above 6000.
- 17) 72% of respondents preferred cash mode for payment.
- 18) 40% of respondents invested for child benefits, 30 % for savings, 20% for Regular Income and 10 % for Safety towards reason for investment.
- 19) Majority of the respondents 32 % are strongly agree on child marriage towards the objective of investment.
- 20) Majority of the respondents 33 % are strongly agree on Education towards the objective of investment.
- 21) Majority of the respondents 31 % are strongly agree on house purchase towards the objective of investment.
- 22) Majority of the respondents 4 % are strongly agree on retirement towards the objective of investment.

1.11 SUGGESTIONS

- 1) Women have invested a very less percentage in capital market and post office of their income as they don't have a thorough knowledge.
- 2) A majority of women have not planned for their finance as opportunities have come.
- 3) Most of the women have a basic understanding about investing which is good trend to encourage more participation in investment.
- 4) They invested in bank, jewels, Insurance which has low risk.

II. Conclusion

Women Investors Attitude in 2012, Women represent a significant client opportunity for investment professionals, both because of their expanding economic power and because of their prevalent dissatisfaction with the service they are receiving now in Rajapalayam city. The present study has important implications for investment as it has come out with certain interesting facts of women investors. The women investors prefer to invest in financial product which give risk free returns. This confirms that women investors even if they are high income, well educated, salaried are traditional investor prefer to play safe savings and low risk.

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