

A STUDY ON INVESTMENT BEHAVIOR OF WOMEN IN GOLD AND SILVER AS AN INVESTMENT OPTION

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Abstract: Women are great at setting goals but less consistent in maintaining their personal goals if family needs arise. Accountability can help women retain a clear perspective of the importance of investing and keep them on track to a secure financial future. Women are making more short-term and long-term decisions about money. Women are better investors. Over the past few years there are plenty of studies by academe and investment companies in investment behavior, attitudes, and outcomes between men and women. The findings demonstrate that as a results of their completely different approach to investment, and their temperaments, female investors produce results that are more consistent and persistent. It additional explores sorts of academic processes and materials which will rework investment behaviors among girls. The study provides an insight concerning the investment pattern of ladies. Women are perceived as risk aversers. So, this project aims at understanding the investment behavior of ladies investors by taking their responses on numerous factors like risk, return etc.

Keywords: Gold, silver, investment, returns, risk.

1. INTRODUCTION

Investment is saving cash and interesting them with the expectation of earning profit in future. Investment behavior of associate degree capitalist depends on his/her risk perception and risk perspective. As per fashionable portfolio theory risk taking of associate capitalist depends on his risk attitudes. His/her call to take a position or not can depend upon his risk/return expectations and his/her risk perspective.

Perception is the first step in decision-making followed by considering various avenues and making choice out of them and then taking the action, which is behavior of the investor. There are different motives for investment. The most distinguished among all is to earn a come on investment. However, selecting investments on the basis of return is not enough. The fact is that the majority investors invest their funds in additional than one security recommend that there ar different factors, besides return, and they must be considered. The investors not solely like come back however conjointly dislike risk.

2. WOMEN INVESTORS

Women face greater financial challenges than men in several ways - they generally live longer, often earn less over their lifetime and tend to invest more conventionally. One of the big issues, with women, is that they do not treat Personal Finance as something that's important for them. Women, in general show real eagerness for these activities.

The acquirement issues, this demonstrated lack of overconfidence may prove helpful in financial decision making and in avoiding financial mistakes and this awareness may help women to take action.

Earning power, spending power, business ownership and high net worth are typically key attributes that successful advisors look for when they pursue new clients. When it involves girls, however, these attributes and also the potential

they signal are typically unnoticed. Many advisors view women investors as a niche market, served by a handful of specialists, while others recognize the business opportunity women represent but do not know how best to pursue it.

One reason why many advisors overlook the opportunities represented by women is that they work with women investors. Once, women could not even own any property. All assets were held by a husband or male relative. All that's changed in the modern society, but women still face higher rates of poverty and Social Security.

Women are missing out on opportunities to create income through investing, too – but that is changing as financial experts and lenders begin to recognize the challenges facing women as new investors. Investing has long been a man's world. But with the increasing awareness that women generally live longer than men and take charge not only of their own finances but also those of their families, investment support and information targeted specifically to women is becoming more widespread.

Mortgage lenders may have special support for women borrowers, with programs aimed at supporting women and minorities starting businesses or launching investments that support communities, such as renovating low-cost foreclosures in depressed areas.

3. STATEMENT OF THE PROBLEM

Investments in gold and silver have number of methods. Investor's opinions, hopes, mode of investment are closely related with each other. Commodity market is fully subjective by the attitude and behavior of the investor. Today gold and silver plays an important role in our society.

In the marriage occasion, it plays an inevitable element. In all states concentrate more on investment on gold and silver .No studies has done regarding the investors' perceptions towards investment in gold and silver Hence the study has made an effort to examine an investors manner and behavior towards gold and silver investment and also various investment options available to investor

In this perspective, the following motivating questions arise:

- ✓ Whether the women investors are aware of investment avenues? and
- ✓ What is their level of awareness?
- ✓ What is the present investment status of women investors?
- ✓ How do the women investors perceive about the investment avenues.
- ✓ What are the factors influencing the preference of select investment avenues.
- ✓ What is their level of satisfaction with regard to their investment?

To find out answers to the above mentioned questions, the present study is undertaken with the following specific objectives.

4. SCOPE OF THE STUDY

A study on Gold and silver and silver as an investment alternative is conducted to know the various methods of investment options available and also the factors affecting the investment decision of the investor.

Today gold and silver are becoming attractive opportunity in capital market. The price of the gold and silver is determined by several factors like demand, supply etc .In this context the awareness of investor towards investment in gold and silver is highly important

5. OBJECTIVES OF THE STUDY

The present is aimed at assessing the awareness of women investors and their satisfaction towards investment avenues. In this regard, the following objectives have been framed for the purpose of present study:

1. To examine the level of awareness of women investors towards select investment avenues.
2. To analyze the present investment status of the women investors in the study area.
3. To study the perception of women investors towards the select investment avenues.

4. To identify the factors influencing preference of the select investment avenues.
5. To assess the level of satisfaction of women investors towards the select investment avenues and
6. To offer suggestions towards increasing the level of awareness and satisfaction of women investors.

6. LITERATURE REVIEW

Some of the reviews about investment in gold and silver and silver are review below:

Ratner and Klein (2008) in their study examine the value of holding gold and silver to US investors from 1975 – 2005 and accomplished that there is some material income to investing in gold and silver over the long term.

Dr Jalpa thakkar, sheenamgogia and vatsalia manjunathan “An Empirical study on Gold and silver Investment Range Among Professionals” published in international journal of research and management pointed out that different avenue of gold and silver investment available in the market and also tried to find out the awareness and thoughts towards the alternative methods of gold and silver investment among the selected investors in the pune region.

Perrin (2007) women are more risk averse than men in general and this defines their choice of less risky assets in their portfolios.

Hartog, Ferrer-I-Carbonell and Jonker (2002) complete that males are unit a lot of risk tolerant than females. Women provides a ton of priority and importance to the advices given by monetary Advisors (FA) and depend upon them for steering than men. Female investors are unit additional detail oriented; and need to browse a lot of and perceive monetary matters higher and that they raise a lot of queries than male shoppers (Worley, 1998).

Blau&Kahn (2000), Some studies concluded that since women earn less compare to men, they have lower wealth accumulation and hence lower investment and saving rates.

Dr M Nishad Nawaz (June 2013) “Study on various forms of gold and silver investment” Highlighted the need for encouraging investment in new gold and silver alternatives. Make sure that gold and silver becomes tradable and generates revenue rather than lying idle as a dead investment.

Hillertal (2006), analyzed the roles of gold and silver, silver and platinum in the capital market and also found that portfolio which contain precious metals perform better than standard equity portfolio.

Mohdsaleem and; Matloobullahkhan(2013) Gold and silver ETFs as a strong and attractive investment option for the investor. Gold and silver ETFs gives extra leverage to its users in terms of the profit.

Ms k Sudhai, Ms. R. Buvaneswari, Ms. P. V. Pothigaimalai, Ms. N. Subasri (2014) Observed the investment pattern of investors in jewellery and the investment decisions are driven by number of factors such as income of the family , economic conditions, tax considerations..etc the revise concluded that the investors are ready to invest in the long term and less risky product because they are attentive about cost of short term investment plan.

Rakhi Arora and Rajni Sofat (2008) say risk and return are the two indivisible parts of an investment approach. They have direct association between them higher the risks, higher are the returns and vice versa. The very basic consideration of an investor while investing the money should be how to capitalize on the returns and what are the risks involved in investing in a particular instrument.

Literature review has been shown various investing in gold and silver there are so many options offered to investors for their investment. Investors have the right to decide the pattern of investment whether long term or short term.

7. TOOLS FOR ANALYSIS GOLD AND SILVER

Investment	It is the promise of the funds in the financial assets or real assets
Investor	An investor is a person or entity that purchases assets with the objective of getting a financial return
Gold and silver	A yellow expensive metal used in Jeweler
Financial services	Financial services embrace of a variety of functions and services that are provided.

8. CONCLUSION

According to the study, different demographic factors such as age, marital status and no of dependents don't have important impact on investment behavior of ladies. The most important criteria that's thought-about whereas investment is future growth. For modern women investors risk isn't a really vital thought whereas creating investment choices. However, a really less share of ladies have enough investment expertise. Women investors are optimistic for his or her current and future investments and typically Invest in bank deposits, post office deposits, gold and silver & Silver and Govt. Securities that are considered to be safer investment avenues. Through this review we can understand about the thoughts of the investors towards gold and silver and silver. There are different ways to invest in gold and silver and silver.

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