

A STUDY ON WORKING WOMEN INVESTMENT PATTERN WITH SOCIO-DEMOGRAPHIC FACTORS IN THANJAVUR DISTRICT

Dr. S.V.SOUNDARAVALLI

Assistant Professor, PG and Research Department of Commerce,
Kunthavai Naacchiyar Govt. Arts College (Women) Autonomous,
Thanjavur District, Tamil Nadu – 613007

E-mail Id: s.v.soundaravalli@gmail.com

Abstract: The quantity of working Women has been quickly expanding since last two decades, because of expanding rate of proficiency among them, consciousness of self element and family needs. Presently Women are utilized in different fields like instruction, insurance agencies, medicinal, IT benefit enterprises, producing ventures, fund, legislative issues, government and semi government associations and so forth. The frame of mind of the general public towards Women has been altogether changed. There is social acknowledgment of the Women at work put. This study concentrate on working Women investment pattern with related to socio demographic factors in Thanjavur district.

Keywords: Working Women, Investment Pattern, Age, Income, Occupation, Residence, Marital Status, etc.

1. INTRODUCTION

Investment is important to advance capital arrangement in the economy, as capital arrangement includes creation of progressively capital merchandise which are utilized for further creation. It expands efficiency of the labourers, which results in higher wages prompting higher expectation for everyday comforts and more funds, which can be utilized for further investment. Capital development likewise incorporates human capital which implies the supply of individuals outfitted with instruction, aptitudes and great wellbeing and so on. It has been understood that human capital arrangement is fundamental for expanding creation and efficiency alongside physical capital development.

Financial specialists might be characterized into three classes. A few financial specialists are hazard unwilling who don't care to go for broke, different speculators are set up to take determined dangers they are called sane financial specialists. Still different financial specialists are hazard searchers as they are prepared to go out on a limb trusting that "higher the dangers, higher will be returns". For the most part financial specialists think about hazard or uncertainly about future result, and take choice, Women being progressively watchful while managing monetary issues, they want to stay away from dangers beyond what many would consider possible.

The quantity of working Women has been quickly expanding since last two decades, because of expanding rate of proficiency among them, consciousness of self element and family needs. Presently Women are utilized in different fields like instruction, insurance agencies, medicinal, IT benefit enterprises, producing ventures, fund, legislative issues, government and semi government associations and so forth. The frame of mind of the general public towards Women has been altogether changed. There is social acknowledgment of the Women at work put.

Associations are presently arranged for giving them adaptable work designs in order to empower them to deal with their household and authority exercises effectively. "In India, Banking and Insurance parts are Organizations where expansive

number of Women compels exists. The focuses which Bank the executives for the most part present to support Women incorporate”

- ❖ Women workers are true and tenacious and fastidiously complete their work.
- ❖ They are time cognizant.
- ❖ They don't avoid duties.
- ❖ They play out a wide range of occupations well.
- ❖ They are less engaged with association exercises.
- ❖ They are less frequently associated with fakes and debasement.

As a result of these extraordinary qualities of Women labourers, current associations will in general utilize them and furthermore treat them as equivalent to men working at a similar level. "Working Women have a more noteworthy penchant to spare and contribute on account of their free winning force. They likewise get inspired by the investment conduct of their associates in their work put. They will in general be chance unfavourable, security arranged and for the most part guided by conviction of profits. Be that as it may by virtue of expanding level of learning and mindfulness, Women are gradually taking an interest in the unsafe investment port folios and they are getting to be logical in their investment conduct" In India, aim later period family sparing records for about 81.9% of the all out sparing in the nation. The level of winning Women has been consistently expanding; who naturally are powerful savers than their male partners.

2. REVIEW OF LITERATURE

1. Sreelatha Reddy K, Lalitha Narayanan Investment pattern of working Women in the twin cities of Hyderabad & Secunderabad – A study

Various individuals watch investment to enthusiasm since they can partake in the essential initiative process and see the delayed consequences of their choices. Not all investments will be advantageous, as monetary masters won't for the most part settle on the right investment decisions over the time of years, regardless; one should get a positive profit for an upgraded portfolio. Investment is one of the significant issues of the cushy class families as their little savings of today are to meet the expenses of tomorrow. Everyone makes investments. This consider takes a gander at the investment model and recognition with the Women money related experts about different investment instruments, for instance, bank stores, little savings, catastrophe insurance plots, bullions, corporate security-bonds, basic resources, and esteem and tendency shares, benefits plan, a home or some other strategy for investment like placing assets into Real Estate (Property) or on the other hand in saving designs of post working environments.

2. Bajtelsmit, V. L. and Bernasek, A, (1996), why do Women invest differently than men? Financial Counselling and Planning.

The distinctive sexes have mental contrast in settling on investment choices, female a re regularly more traditionalist than male and female are not excited about settling on unsafe investment choices. Women regularly settle on safe choices as opposed to run chances notwithstanding when they are given sensible guidance or they imagine that they can get higher return whether they go out on a limb. Also, male regularly exchange significantly more than female. They found that Women dependably settle on a more mindful choice than men do on account of the hazard keeping away from brain science.

3. Meenakshi Chaturvedi and Shruti Khare, (2012), Study of Saving Pattern and Investment Preferences of Individual Household in India. International journal of research in commerce and management, 3(5), pp 115-120.

Suggests that there is an explosion in the growth of middle class families due to double income and increase in number of working Women. Hence effort should be made to attract Women investors by providing right information and knowledge about the market through advertisement• There is a dire need to initiate steps to inculcate saving habit among the growing middle class families The savings are to be pooled and channelized into productive investments. Hence effort should be made to attract Women investors by providing right information and knowledge about the market through advertisement.

4. Veeramani.G. and M.Karthikeyan, (2014), An Analytical Study on Risk Perception and Return for Individual Investment.

Past investigations for the most part focused on contrasts in individual contributing example based on sexual orientation and have been done to decide the example of institutional financial specialists investment however thinks about managing Investment example of individual speculators are not many .Earlier examinations infer that Women contribute more moderately than their male partners. Their ponder focuses on the investment example of the financial specialists in Mutual store and Life protection. To realize what factors impact financial specialists while they pick a specific investment ,a specific organization and in which specific plan they want to contribute and to see if they are happy with their investment choice or not.

5. A study on income and investment pattern of working Women in Kollam City Devi Mohan

Customarily, Women have by and large been increasingly reluctant when it comes to money related investments. They are increasingly careful with regards to money. Even previously, when essentially relied upon their life partner's pay, they used to spare to meet crises just as for future exercises. Back then, Women did not have any mindfulness about different investment outlets. However, as time passed, the situation had completely changed. Presently, the present Women, who is similarly utilized, through their training know about different parts of investment and subsequently they put resources into different investment roads, for example, shares, debentures, common assets, items and bank stores.

6. Neha.S. and ShuklaAssistant A Study of Investment Preference of Working Women of North Gujarat Region

Currently effectively taking part taking all things together by Women in India exercises, for example, instruction, governmental issues, media, science and technology& getting to be monetary autonomous. With an evolving situation, Women has begun effectively taking part in contributing their surplus cash, in spite of the fact that everything relies on the different parameters, for example, level of their hazard taking ability, impact of relatives and companions and the challenge to get presented to current and inventive investment avenues .The look into study is cantered around the investigation of investment inclination of working Women of north Gujarat area. With that the examination decides Women mindfulness about diverse road and the elements influence their investment choice.

7. Croson, R., &Gneezy, U. (2009).Gender Differences in Preferences. Journal of Economic Literature,

A number of concentrates that showed how firmly (and in what bearing) social inclinations show themselves in men and in Women. They included proof on benevolence and disparity repugnance from final offer and dictator diversion thinks about. They moreover included proof on correspondence from studies utilizing trust and related recreations. At long last, they quickly referenced a vast number of more seasoned examinations utilizing the Prisoners' Dilemma amusement and examined in more detail different investigations utilizing social issues as well as open merchandise arrangement amusements.

8. Dr. R. Sellappan , Ms. S. Jamuna& Ms. Tnr. Kavitha (2013) "Investment Attitude of Women towards Different Sources of Securities -A Factor Analysis Approach",

Just as the more youthful are generally prefer to put resources into shares mutual assets, protection and settled stores than the more seasoned Women. The middle age people incline toward to put resources into land wellspring of investment. So the legislature, Investors and Financial establishments can present part of plans of investment dependent on segmentation of the age and conjugal status elements to secure more assets.

9. Pestonjee D M & Balsara Anita H, 2000. "Investment Pattern And Decision Making: The Role of Working Women,

Appreciate opportunity to take investment related choices all alone and the example of investments in the male ruled investment world in India. The inquiries identified with investment example and its chief as for working Women was contemplated by taking, 227 respondents from 3 urban areas: 108 in Ahmedabad, 60 in Solapur, 59 in Gulbarga. Poll strategy was managed and information were gathered on sparing, sorts of investment, influencers, consumption and chiefs. So as to answer the inquiries, ordinary and non-customary measurements were utilized. There is no noteworthy contrast among the respondents over the urban areas as for age, family measure, sort of family, conjugal status, dimension of instruction, occupation and yearly salary. No social and demographical designs are related with basic leadership of working Women.

3. OBJECTIVE OF THE STUDY

1. To know which investments have proved to be more beneficial to the working Women.
2. To understand the types of investments of working Women.
3. To know the investment pattern of working Women as per the different sectors and to make the sectarian comparison of the investments of the working Women.
4. To know the investment regarding to socio demographic factors of working Women
5. Investment example of Women changes according to the monetary status of the family.
6. Working Women want to contribute according to guidance of her significant other.
7. Investment design shifts according to the parts.

4. NEED OF THE STUDY

- ✓ Working Women want to contribute according to counsel of her significant other.
- ✓ Women want to contribute to their kids.
- ✓ Investment design fluctuates according to the segments.
- ✓ Working Women contribute income according to socio demographic factors.

5. STATEMENT OF THE PROBLEM

Funds and investment are fundamental with the end goal of capital development which is considered as a critical component in advancing financial improvement of a creating nation like India. Reserve funds of the working Women is for the most part put resources into gold as a sheltered and secure investment. These days a substantial number of taught Women like to put resources into different roads of investment on an expanding scale with their socio demographic factors. Subsequently the present look into endeavors to ponder the investment example of working Women in Thanjavur districts.

6. RESEARCH DESIGN



7. RESEARCH METHODOLOGY

Source of data collection

The two important external source of data collection method for research are,

- ✓ Primary source of data
- ✓ Secondary source of data

Research design

Research design is a ground breaking strategy the most widely recognized research designs that the researchers dependably utilizes is exploratory, descriptive and causal.

Primary sources

Data collect from the general public through a questionnaire in Thanjavur district.

Secondary sources

- ✓ Government announcement on amendment and laws.
- ✓ News papers views
- ✓ Media views
- ✓ Through internet source

Sampling design and method

Sample size = 200 numbers/people, Sample area = Thanjavur district

Test plan = simple random samplings grasped in this examination.

Simple random sampling

A simple random sample is a subset of a measurable populace in which every individual from the subset has an equivalent likelihood of being picked.

Analytical tools used

The data has been mainly analyzed by using the following methods and tests. The Statistical tools (SPSS.20) like Frequencies tables are used to find the significant of the given data.

Research determinants

The determinants are Investment, gold, slivers, share market, savings, age, marital status, occupation, income, qualification, residence etc.

LIMITATION OF THE STUDY

1. Research was carried in Thanjavur district only.
2. The analysis has been limited to only 200sampling is taken for this study.
3. Respondents are only from customers who answer to the questions some may be bias.
4. The study was conducted in short span of time.
5. The some of the respondents are just like that answer to the questionnaire not listening to that.

8. DATA ANALYSIS AND INTERPERTATION

RELIABILITY AND VALIDITY OF DATA

As the Cronbach's alpha of eleven parameters Investment, gold, slivers, share market, savings, age, marital status, occupation, income, qualification, residence reveal .650 and more than .650 as alpha. So, it is confirmed that the data are highly reliable and valid for analysis. The following table shows that the Cronbach's alpha value for every dimension of the study on working Women investment pattern with socio demo graphic factors in Thanjavur district.

Table – 1: Reliability statistics

Cronbach's Alpha	No. of Items
.842	12

Source: Output generated from SPSS 20

Table – 2: Frequency analysis for socio-demographic profile of the Working Women in Thanjavur district

Socio-Demographic profile of the consumer	Variables	Frequency	Percent
Age	Below 20 yrs	72	36.0
	21-30 yrs	48	24.0
	31-40yrs	60	30.0
	above 40 yrs	20	10.0
	Total	200	100.0
Marital Status	Married	126	63.0
	Unmarried	74	37.0
	Total	200	100.0
Literacy Level	UP TO P.U.C	8	4.0
	DIPLOMA	54	27.0
	DEGREE	26	13.0
	P.G	56	28.0
	Professional Degree	56	28.0
	Total	200	100.0
Occupation	Self employee	24	12.0
	Trader	40	20.0
	private sector	60	30.0
	government sector	76	38.0
	Total	200	100.0
Monthly Income	Below RS.25,000	44	22.0
	Rs.25,001 to Rs.50,000	72	36.0
	Above Rs.50,000	84	42.0
	Total	200	100.0
Area of Residence	Rural	44	22.0
	Semi-Urban	72	36.0
	Town	84	42.0
	Total	200	100.0

Source: Output generated from SPSS 20

The table 2 is the self-explanatory in nature and it shows the facts and figures. However, the following points are noteworthy:

- In respect of the age of the Working Women, 36 percent working Women fall under the age group of Below20. 31-40 is the age group that has 30 percent Working Women, 21-30 is the age group has 24 percent working Women and above 40 is the age group has 10 percent working Women.
- In respect of the marital status, 63 percent working Women are married. Rests of the Working Women (37 percent) are unmarried.
- In the case of literacy level, 28 percent working Women are postgraduates and 28 percent working Women are Professional degree. 27/13percent working Women are. Diploma / degree holders and school final 4 percent working Women.
- In the case of occupation, 38 percent Working Women are Government employees, 30 percent working Women are working in private sector,20 Percent of working Women are working as Traders and 12 percent of working Women are working as self employee.

- In the case of monthly income, the majority working Women are (42 percent) earn above Rs.50, 000. Next, 36 percent consumers earn Rs.25,001 to Rs. 50,000 and 22 percent working Women are have below Rs. 20,000.
- Towards the area of residence, majority working Women of 32 percent belongs to town semi-urban areas of the district. 36 percent in semi-urban in the district. At the same time, rural areas of the district have 22 percent consumers.

Table - 3: Frequency analysis for working Women in investment pattern Thanjavur district

Working Women in investment pattern	Variables	Frequency	Percent
Investment Patterns	Cash	43	21.5
	Gold	68	34.0
	Sliver	32	16.0
	Plots/House	41	20.5
	Share/Debentures	16	8.0
	Total	200	100.0
Cash investment	Hot Cash Saving	52	26.0
	Deposits	76	38.0
	Post Office Savings	46	23.0
	Chits Funds	26	13.0
	Total	200	100.0
Gold/silver investment	Gold Schemes	62	31.0
	Sliver Schemes	54	27.0
	Purchase Gold Directly	42	21.0
	Purchase Sliver Directly	42	21.0
	Total	200	100.0
Share/debentures investment	Purchase Shares	100	50.0
	Purchases Debentures	40	20.0
	Trading Shares	42	21.0
	Trading Debentures	18	9.0
	Total	200	100.0

Source: Output generated from SPSS 20

The table 3 is the self-explanatory in nature and it shows the facts and figures. However, the following points are noteworthy:

- Among the 200 sample working Women investment pattern belongs to major 5 factors. In this they mostly invest in gold (34 percent) , next on cash (21.5 percent) ,on plots/homes (20.5 percent) , on sliver (16 percent) and finely on shares/debentures(8 percent)
- In respect of the Cash investment pattern of the working Women, majorly on deposits (38 percent), on hot cash savings (26 percent) , on post office (23 percent) and on chits fund (13 percent).
- In respect of the Shares and Debentures investment of working Women , majorly on purchase of shares (50 percent) , on purchase of debentures (30 percent), on Trading of shares (21 percent) and. rest of them on Trading of debentures (9 percent) .
- In the case of Gold and Silver investment of working Women, majorly on gold schemes (31 percent), on silver schemes (27 percent), on directly purchase of gold (21 percent) and finally on directly purchase of silver (21 percent).

9. SUGGESTION

In this study concentrate on diversification of investment pattern only to certain things they may have more number of opportunities to diversify the income into investment.

10. CONCLUSION

It tends to be finished up from the examination that a Woman dependably makes an investment as a safeguard to what's to come. The prime intentions of their investments are security, normal pay and tax cuts. Thus most Women resort to investment in gold and settled stores.

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