INVESTMENT PATTERN AMONG WOMEN INVESTORS IN COIMBATORE DISTRICT

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ABSTRACT

Women’s role which was confined to domestic areas has now switched over to the other areas where she is competing with her male counterpart. This is due to the education she is getting, the women centered policies, programmes of the government and the job opportunities available to her in the wake of modernization, urbanization, industrialization, liberalization, globalization etc. The opportunities available to women paved the way for economic independence and their involvement in political and social sphere has increased to a great extent. Today’s women are a hard taskmaster, managing between a homely wife, a shrewd boss, a genuine companion, with such ease and grace that is remarkably appreciable. From that the world has changed and the women started to competing with the male counterpart because she got educated. now, the women are equally employed and educated though they having knowledge about various aspects of investment. As a result, they started to invest in various investment. In this article we going to find various Pattern’s among followed by women investors.

Key words: Investment patterns - Preferences - Attribute influencing Investment - Problem solving and Decision making.


1. INTRODUCTION

Now a day’s investment is common word that everyone knows, it comes in to form at 20th century and the most of them started it as like bank deposits. Investment is not a game but an activity that can help the growth of various sectors of our economy. All the investment will not be profitable it varies by the decisions of the investor over the period. Investment refers to the allocation of money at present, by expecting a positive return in the future. Investment is a good that can purchase to create wealth in the future. Usually people invest where they get maximum
return and at the same time safety of their money. Every investor having different mindset when they choose particular investment avenue such as government securities, bonds, shares etc. In every stage the investor’s desire is to invest their money in most secure and liquid avenue. And the decision of investment is varying for every investor depending upon their ability to bare risk and the purpose of their investment. The pattern of their investment will be revealing how they want to allocate their money in various instruments of investment that are available. The decision of investment will change according to the personal financial goal they want to attain it may for short term period or long-term period. The savings and investment are not only essential to meet the present and future expected requirements but also to meet the unexpected requirements. The employed women have a great opportunity than unemployed because they having independent earning power. They are supposed to be risk adverse, safety oriented but increasing level of knowledge and awareness make them invest in risky investment portfolios. Now a days the women who is in domestic or non-productive work category is also started to invest their family saving in different investment avenues like bank deposits, post office, gold etc.

2. STATEMENT OF THE PROBLEM
A study to assess the investment pattern, preferences, attribute influencing investment decision and the problem faced during investment among women investors receding in Coimbatore district. This study will reveal the saving tendency of women and focus on the factors influencing their investment behaviour.

3. OBJECTIVES OF THE STUDY
- To identify the reason behind mostly preferred investment.
- To assess the level of understanding about the investment pattern and preference.

3.1 Statistical Tools
Percentage Analysis, Likert Scale method and ANOVA are the statistical tools were used in this study.

4. RESULTS AND DISCUSSION
Likert scaling is a bipolar scaling method, measuring either positive or negative response to a statement. The respondents specify their level of agreement or disagreement of a symmetric agree-disagree scale for the series of statements.

Table 1 Forms of Investment Statements

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest in best possible return with risk</td>
<td>47</td>
<td>52</td>
<td>53</td>
<td>23</td>
<td>10</td>
<td>185</td>
</tr>
<tr>
<td>Have a formal financial plan</td>
<td>22</td>
<td>98</td>
<td>52</td>
<td>12</td>
<td>1</td>
<td>185</td>
</tr>
<tr>
<td>Awareness about investment plans</td>
<td>35</td>
<td>78</td>
<td>55</td>
<td>15</td>
<td>2</td>
<td>185</td>
</tr>
<tr>
<td>Satisfaction in invested plans</td>
<td>23</td>
<td>89</td>
<td>61</td>
<td>9</td>
<td>3</td>
<td>185</td>
</tr>
<tr>
<td>Take own investment decision</td>
<td>47</td>
<td>71</td>
<td>55</td>
<td>9</td>
<td>3</td>
<td>185</td>
</tr>
</tbody>
</table>

4.1 Invest in best possible return with risk
The above table showing that 28.6% of the respondents are neutral to this statement, 28.1% of the respondents are agree to the statement, 25.4% of the respondents are strongly agree to the
statement, 12.4% of the respondents are disagree with the statement and 5.4% of the respondents are strongly disagree with the statement.

Majority (28.6%) of the respondents are neutral to this statement.

4.2 Have a Formal Financial Plan
The above table showing that 53% of the respondents are agree to this statement, 28.1% of the respondents are neutral to the statement, 11.9% of the respondents are strongly agree to the statement, 6.5% of the respondents are disagree with the statement and .5% of the respondents are strongly disagree with the statement.

Most (53%) of the respondents are agree to this statement

4.3 Awareness about investment plans:
The above table showing that 42.2% of the respondents are agree to this statement, 29.7% of the respondents are neutral to the statement, 18.9% of the respondents are strongly agree to the statement, 8.1% of the respondents are disagree with the statement and 1.1% of the respondents are strongly disagree with the statement.

Majority (42.2%) of the respondents are agree to this statement.

4.4 Satisfaction in Invested Plans
The above table showing that 48.1% of the respondents are agree to this statement, 33% of the respondents are neutral to the statement, 12.4% of the respondents are strongly agree to the statement, 4.9% of the respondents are disagree with the statement and 1.6% of the respondents are strongly disagree with the statement.

Most (48.1%) of the respondents are agree to this statement.

4.5 Take Own Investment Decision
The above table showing that 38.4% of the respondents are agree to this statement, 29.7% of the respondents are neutral to the statement, 25.4% of the respondents are strongly agree to the statement, 4.9% of the respondents are disagree with the statement and 1.6% of the respondents are strongly disagree with the statement.

Majority (38.4%) of the respondents are agree to this statement.
4.6 Analysis of Variance

Analysis of variance is referred to as ANOVA which is used to determine the existence of a statistically significant difference among several group means. The test actually uses variance to help determine if the mean is equal or not. Here ANOVA is employed to determine whether there is significant difference between ages, influences, income, etc.

H₀: There is no association between the age of the respondents and the investment avenues they choose to invest.

<table>
<thead>
<tr>
<th>Age</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 20</td>
<td>46</td>
<td>3.46</td>
<td>2.46</td>
</tr>
<tr>
<td>21 to 30</td>
<td>93</td>
<td>3.10</td>
<td>2.18</td>
</tr>
<tr>
<td>31 to 40</td>
<td>25</td>
<td>2.64</td>
<td>2.27</td>
</tr>
<tr>
<td>above 40</td>
<td>21</td>
<td>4.86</td>
<td>3.10</td>
</tr>
<tr>
<td>Total</td>
<td>185</td>
<td>3.32</td>
<td>2.44</td>
</tr>
</tbody>
</table>

The above table shows that the highest mean value of 4.86 is found for the above 40 years age categories and those respondents are invested in more investment avenues when compared to other age groups.

<table>
<thead>
<tr>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>66.67</td>
<td>3</td>
<td>22.22</td>
<td>3.92</td>
<td>.010</td>
</tr>
<tr>
<td>Within Groups</td>
<td>1025.87</td>
<td>181</td>
<td>5.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1092.54</td>
<td>184</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The ANOVA table shows that the p-value 0.0091 is less than significant level 0.05. Hence, the null hypothesis is rejected. Therefore, there is association between the age of the respondents and the investment avenues they choose to invest.

5. CONCLUSION

This article discussed about, comparing with start of 21st century now the numbers of women investors are increased because they are educated and the most of them are employed. This helps them to invest money in different investment avenues. The investors above 40 years age people are more invested in different investment avenues when comparing with other age groups, they are more aware and they take decisions on the basis of credit rate, economic scenario, etc., The most of the women investors are invested in bank deposits and insurance when comparing with other investment avenues why because they are more concern about the invested amount and not ready to come out from the secure zone. The most of the women investors are faced frauds while investing this is also drag them back from investing in different investment avenues.

REFERENCES


