

**WOMEN INVESTOR'S AWARENESS and PREFERENCES TOWARDS SELECT INVESTMENT
AVENUES (With Special Reference to Pollachi Taluk, Tamilnadu)**

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Abstract

Nowadays there are various investment avenues or Medias available for an individual for investment, an individual can choose investment avenues according to his own expectation of returns and accepting of risks levels usually higher the risk, higher the returns, vice –versa. The different types of investment are **Traditional Investments** and **Alternative Investments**. Investing in well-known financial products falls into the category of traditional investments. These include bonds, shares, real estate etc. Investments made in order to acquire jewellery, precious metals etc. which are expected to yield returns in future is known as **Alternative Investments**. Hedge funds, some real estate types, venture capital and derivatives also form a part of alternative investment. The present study is carried out to know women investor's awareness and preferences towards select investment avenues in Pollachi taluk. The primary data was collected purely on random sample basis from 50 sample respondents through a structured questionnaire. The study found that majority of the women investors is highly aware of investment avenues like bank deposits, post office deposits, Insurance Policies, Real Estates and Gold & Silver.

Key words – Investment avenues, Traditional Investments, Alternative Investments

I.INTRODUCTION OF THE STUDY

Savings and investment are key requirements for growth and development of an economy. "Saving is a desire to reserve certain portion of income for future needs". In the recent findings it has been found that saving rate for household is affected not only by their ability to save but also their willingness to save. "Investment refers employment of funds at present, in anticipation of some positive rate of return in future" Few years before there were only limited a number of options for investments like bank deposits and post office schemes. Only few percentages of rich and adventurous Indians have knowledge about Stock market and Securities.

Now, the modern investment trend has a different scenario, various options of investment avenues are available and investors has to choose one or portfolio of investment which meets his requirements.

II.WOMEN INVESTORS

In the ancient times, women were not allowed to even get education. Their role was purely to look after home. But then, the people slowly started recognizing the importance of education for women as understanding that .one women educated in family equals to whole family educated. Slowly in almost all sectors we found women working successfully and they know how to manage work and life. Now-a-days, we find more and more women who are financially independent. No doubt, today's women are more successful.

III.OBJECTIVES OF THE STUDY

- To analyse the socio-economic status of the women investors.
- To find out their level of awareness towards select investment avenues.
- To identify the women investors preference towards select investment avenues.

IV.REVIEW OF LITERATURE

Gnana Desigan.C (2006) in his article entitled “Women Investors Perception towards Investment – An Empirical Study” was carried out researcher to identify the women investors’ investment pattern, factors influencing, level of risk preference and problems of women investors in Erode town. The findings of the study reveal that, women investors prefer to invest in bank deposits and jewels and they are highly influenced by safety and liquidity. The concluded that the major problems faced by the respondents are like cumbersome procedure and formalities, commission and brokerage.

S.Hema (2007) in her M.Phil dissertation entitled “A Study on Investment Behavior of Women Investors in Palani” researcher analyzed the various investment avenues available to women investors. Among the various avenues they prefer only Bank Deposits. The major reason for opting this investment is owing to safety measures. Next to bank deposits, life insurance schemes and gold are the other investment avenues. Though some respondents are interested in investing in shares they do not have awareness towards this. Similar is the case as regarding mutual funds.

C.Leeladevi (2013) “A study of women investors awareness and satisfaction towards select investment avenues in erode district” this study aims at assessing the awareness level of women investors and their satisfaction towards investment avenues. A random sampling method has followed for collecting primary data through structured questionnaire from 500 respondents. A collected data has been analyzed through statistical tools like simple percentage analysis, chi-square, t-test, ANOVA, weighted score analysis and Multinomial Logistic Regression (MLR). The test reveals that there is a significant relationship awareness and demographic variables like age, annual income and family size .There is a significant difference between the level of satisfaction of small investors and large investors towards the constant increase in the price of gold and silver.

V.METHODOLOGY

The research design adopted in the study was descriptive in nature. The area of the study is in and around Pollachi. Primary data was collected through structured questionnaire. The secondary data was collected from the articles, journals, and various websites. 50 respondents were taken for the study using convenient sampling method. The statistical tool used for the study is Percentage analysis, chi-square test and Friedman Rank Test.

VI.ANALYSIS AND INTERPRETATION OF DATA**PERCENTAGE ANALYSIS****Table No: 1 Age of the Respondents**

Age	Frequency	Percent
Up to 25	31	62.0
26-35	11	22.0
36-45	8	16.0
Total	50	100.0

Table 1 shows that out of the 50 respondents, 62 % of sample respondents are belonging to the age group of up to 25 years, 22% of sample respondents are belonging to the age group of 26 years to 35 years and 16% respondents are belonging to the age group of 36 years to 45 years.

Table No: 2 Area of Residence of the Respondents

Area of Residence	Frequency	Percent
1	12	24.0
2	38	76.0
Total	50	100.0

Table 2 reveals that 76% of sample respondents are residing in rural area and 24% of respondents are residing in urban area.

Table No: 3 Educational qualification of the Respondents

Educational qualification	Frequency	Percent
No Formal Education	4	8.0
UG	4	8.0
PG	18	36.0
Professional	16	32.0
Others	8	16.0
Total	50	100.0

Table 3 shows that out of the 50 respondents 36% of respondents completed their post graduate. 32 % of the respondents completed their Professional Degree and so on.

Table No: 4 Occupation of the Respondents

Occupation	Frequency	Percent
Employee	10	20.0
Business	5	10.0
Professional	24	48.0
Agriculture	7	14.0
House wife	4	8.0
Total	50	100.0

Table 4 reveals that out of 50 respondents 48% are of professionals and 20% are belonging to employee, 14% are agriculture and so on.

Table No: 5 Marital Status of the Respondents

Marital status	Frequency	Percent
Married	20	40.0
Unmarried	30	60.0
Total	50	100.0

Table 6 shows that 60% of the respondents are unmarried and 40% of them are married

Table No: 6 Type of family of the Respondents

Type of family	Frequency	Percent
Joint	11	22.0
Nuclear	39	78.0
Total	50	100.0

Most (78%) of the respondents are belonging to nuclear family.

Table No: 7 Members in family of the Respondents

Members in family	Frequency	Percent
Below 3	12	24.0
4 members	23	46.0
5 members	11	22.0
Above 4	4	8.0
Total	50	100.0

Table No7 shows that 46% of respondents are belonging to a family of four members in their family, 24% are belonging to a family of below three members in their family, 22% belonging to a family of five members in their family and 8% belonging to a family of above four in their family.

Table No: 8 Children in the family of the Respondents

Children in the family	Frequency	Percent
One child	18	36.0
Two children	32	64.0
Total	50	100.0

Table 8 shows that Majority (64%) of the respondents have two children in their families.

Table No: 9 Personal Income of the Respondents

Personal Income	Frequency	Percent
Below RS.10000	18	36.0
Rs.10001-15000	21	42.0
Rs.15001-20000	2	4.0
Above Rs.20000	5	10.0
No Personal Income	4	8.0
Total	50	100.0

Table 9 reveals that 42% of the respondents personal income is Rs.10001-15000, 36% of the respondents personal income is Below RS.10000, 10% of the respondents personal income is Above Rs.20000 and 8% of the respondents has personal income.

Table No: 10 Family Income of the Respondents

Family Income	Frequency	Percent
Below RS.20000	15	30.0
Rs.20001-30000	25	50.0
Rs.30001-40000	7	14.0
Rs.40001-50000	-	-
Above Rs.50000	3	6.0
Total	50	100.0

Table 10 shows that 50% of respondents had a Family Income of Rs.20001-30000, 30% of respondents had a Family Income of below Rs 20000, 14% of respondents had a Family Income of below Rs 40001-50000 and only 6% of respondents have a family income of above Rs. 50000.

Table No: 11 Type of Residence of the Respondents

Type of Residence	Frequency	Percent
Own house	42	84.0
Rented house	8	16.0
Total	50	100.0

Table no 11 shows that 84% of respondents had own house and only 16% of had rented house.

AWARENESS TOWARDS SELECT INVESTMENT AVENUES

Investment Avenues	Highly Aware		Aware		Not Aware	
	Frequenc y	Percentage	Frequency	Percentage	Frequency	Percentage
Shares	11	22.0	27	54.0	11	22.0
Debentures	5	10.0	24	48.0	20	40.0
Mutual Fund	11	22.0	31	62.0	7	14.0
Bank Deposit(Fixed Deposits)	32	64.0	16	32.0	1	2.0
Post Office Deposits	36	72.0	13	26.0	0	0
Insurance Policies	29	58.0	16	32.0	4	8.0
Government Securities	11	22.0	20	40.0	18	36.0
Chit Funds	14	28.0	17	34.0	18	36.0
Real Estates	18	36.0	16	32.0	15	30.0
Gold & Silver	33	66.0	14	28.0	2	4.0
NSC/ PPF/PF	9	18.0	20	40.0	20	40.0
Indigenous Bankers	8	16.0	21	42.0	20	40.0
Total	50	100.0	50	100.0	50	100.0

From the above table it is clear that Majority of women investors highly aware of investment avenues like bank deposits, post office deposits, Insurance Policies, Real Estates and Gold & Silver and they not aware of Chit Funds National Saving Certificate (N SC) / Public Provident Fund (PPF)/Provident Fund (PF) .

CHI-SQUARE

Association between age and Level of awareness

Age	Level of awareness			Total
	Low	Medium	High	
Upto 25	5	24	2	31
26-35	1	9	1	11
36-45	3	2	3	8
Total	9	35	6	50

Degrees of freedom =4

chi-square value=10.221

Table value=9.488

From the above table it clear that the calculated value is higher than the table value and hence the

null hypothesis rejected. Thus, there exists association between age and level of awareness.

Association between Area of residence and Level of awareness

Area of residence	Level of awareness			Total
	Low	Medium	High	
Urban	3	6	3	12
Rural	6	29	3	38
Total	9	35	6	50

Degrees of freedom =2 chi-square value=3.556 Table value=5.991

From the above table it clear that the calculated value is less than the table value and hence the null hypothesis accepted. Thus, there exists no association between area of residence and level of awareness.

Association between Marital Status of residence and Level of awareness

Marital Status	Level of awareness			Total
	Low	Medium	High	
Married	6	11	3	20
Unmarried	3	24	3	30
Total	9	35	6	50

Degrees of freedom =2 chi-square value=3.988 Table value=5.991

From the above table it clear that the calculated value is less than the table value and hence the null hypothesis accepted. Thus, there exists no association between Martial status of women investors and level of awareness.

Fried Man Rank Test

PREFERENCE AMONG WOMEN INVESTORS

S. No	Investment Avenues	Rank
1.	Shares	5
2.	Debentures	10
3.	Mutual Fund	4
4.	Bank Deposit(Fixed Deposits)	1
5.	Post Office Deposits	2
6.	Insurance Policies	3
7.	Government Securities	11
8.	Chit Funds	8
9.	Real Estates	9
10.	Gold & Silver	6
11.	National Saving Certificate/ Public Provident Fund/Provident Fund	7
12.	Indigenous Bankers	12

From the above table it is clear that among the various investment avenues available women investors prefer Bank Deposits followed by Post Office Deposits, Insurance Policies, Gold and Silver, Mutual Fund, Shares, Chit Fund, Real Estates, Debentures, Government Securities, Indigeneous Bankers.

CONCLUSION

Eventhough in the modern world there are many options available for women investors to invest their money they are only highly aware and mostly preferring bank deposits, post office deposits, insurance policies that indicating that they are avoiding risk in their investment.

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