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INVESTING PATTERNS OF WORKING WOMEN: AN EMPIRICAL INVESTIGATION

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The study is conducted to understand the Investing Patterns of Working Women of Ahmedabad city. A survey has been used to collect primary data and 50 questionnaires (respondents) were used in final analysis. SPSS and Microsoft Excel have been used to analyse and interpret the data. Descriptive statistics and inferential statistical techniques have been used to conclude the data. It is found that the As against the general perception of people that women prefer to invest in jewellery over other investments because of the natural fascination of jewellery, it was found that it is contradictory to the perception of people.

Keywords: Behaviour, Investment, Working Women

Paper type Research paper

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INTRODUCTION

With the development in the global market, the interests of the women are also increasing day by day in investment and saving. The basics of the market is now being learnt by the working women and they are taking the responsibilities of the growth of their life, achieving financial stability, and investing into the market to multiple and gain the maximum benefits out of the savings that they are making. This is not just the interests of the women into the market but also the companies that are ruling in the market are now getting inclined towards gender diversification and taking the gender diversity into considerations, and that is why the objective of current research paper is to study the investment patterns of working women.

REVIEW OF LITERATURE

V.R.Palanivelu & K.Chandrakumar (2013) highlights that certain factors of salaried employees like education level, awareness about the current financial system, age of investors etc. make significant impact while deciding the investment avenues.

According to Prof. Priya Vasagadekar's research (2014) on working women she concluded that because of high level education, today's women are getting the best job offers with high take home pay packages. It has become the present day need for working women in India to increase their wealth. As most of the women are low in financial literacy, it becomes hardly possible for them to manage their portfolios on their own. Also the risk bearing capacity of working women in India is low. This is due to lack of sound financial knowledge.

Rajeshwari Jain (2014) conducted her research in city of Ahmedabad and explained in her research that working women saves and invests for 'precautionary motive' and prefer safer and tax savings investment options, they recognize the importance of saving in multiple options but lack in the knowledge of various products.

RESEARCH QUESTION

- Q1: In how many investments tools women tend to invest in? Are they aware about the new emerging options?
- Q2: Does the choice/preference of investment tool affected by age, employment sector, or annual income?
- Q3: Is gold still the most preferred tool of investment for women?

RESEARCH OBJECTIVES

- To study the awareness level of various investing tools.
- To understand whether working women prefer to buy jewelry over other investments.
- To study the preference or trend of working women in relation to investments.
- To understand the relation between the income level and investment tools preferences and patterns.
- To explore the relation between the sector of employment and investment preferences.
- To examine the preferred factors of investment with percentage of income invested.

RESEARCH HYPOTHESIS

1. Women prefer to invest in jewelry over other investments.
2. The factors (i.e. return, risk, long term growth and liquidity) influence differs at different level of investments.
3. Women prefer to invest in safer options (i.e. bank deposits and postal schemes) than riskier options (i.e. shares and debentures).
4. Working women prefer to invest as per advice of their husband.

RESEARCH METHODOLOGY

The present study is mainly descriptive type and with the field study it seeks to find out female investor's preference for various avenues of investment and correlate them with their income, age, qualification, employment sector and understanding the preference for the investment in gold. In the present study a sample of 50 working women who are graduate and earning in Ahmedabad city of Gujarat is selected. Convenience sampling technique was followed for selecting sample of the present study. Researcher has approached the working women and working professionals across the sectors in Ahmedabad city where significant women are employed. Primary data was collected structured questionnaire. The questionnaire was prepared taking into consideration the objectives of the study. In the questionnaire necessary instructions were given in simple, easily comprehensible language. The data thus collected have been tabulated and analysed. The statistical tools and techniques used included SPSS (Statistical Package for Social Sciences), Excel software application, Pivot tables, percentages, Chi square test, p values and weighted averages to arrive at the meaningful conclusions.

CHARACTERISTICS OF SAMPLE

Table:1 characteristics of the sample

Variables	Category	Frequency	Percentage
Age	21-30	31	62.0
	31-40	7	14.0
	41-50	7	14.0
	51 and above	5	10.0
	Total	50	100.0
Annual Income	< 1,00,000	6	12.0
	1,00,000-2,50,000	20	40.0
	2,50,000-5,00,000	14	28.0
	>5,00,000	10	20.0
	Total	50	100.0
Qualification	Graduates	34	68.0
	Post Graduates	15	30.0
	Ph.D.	1	2.0
	Total	50	100.0
Employment Sector	Government	5	10.0
	Private	35	70.0

	Self-Employed	10	20.0
	Total	50	100.0

DESCRIPTIVE STATISTICS

Chart-1: Preference of investment decision taking

Chart-2: Percentage of the income women invest

Chart-3: Experience of women over investments options

Chart-4: Degree of risk taking ability

Chart-5: Percentage of invested income invested in Gold

Chart-6: Frequency of investment

Chart-7: Sources of information for investment options

INFERENCE STATISTICS

ANOVA test

H₀: At all the levels of income the factors of investment remain same.

Anova analysis shows whether is significant difference in factors of investment at different levels of income. We can see that the significance value is 0.443(i.e. $p=0.443$), which is more than 0.05 and therefore, there is **no** statistical difference in the factors of investments at different levels of income, thus we accept the Null hypothesis.

CHI-SQUARE TEST

H0: There is no relation between the level of investments and level of investment in gold

Chi-square test conducted to generate relationship between the level of investment in gold at different levels of investment. The value of the test statistics is 6.621 with corresponding to the p value of the test statistics is $p=0.677$, since the p value is greater than our significance value (level of confidence is 95%) 0.05, we reject null hypothesis. But the expected count assumption i.e. expected count greater than 5 is not met as it is more than 20%, so we can't reject the hull hypothesis rather we conclude that there is no enough evidence to suggest the association between level of investment in gold at different levels of investment.

H0: There is no relation between the level of income and preferences of investment.

chi-square test conducted to generate relationship between the level of income and preference of investment options. The value of the test statistics is 280.493 with corresponding to the p value of the test statistics is $p=0.240$, since the p value is greater than our significance value (level of confidence is 95%) 0.05, we reject null hypothesis. But the expected count assumption i.e. expected count greater than 5 is not met as it is more than 20%, so we can't reject the hull hypothesis rather we conclude that there is no enough evidence to suggest the association between level of income and preferences of investment options.

MAJOR FINDINGS

- Working women have been observed to be qualified enough for taking decisions on their own in order to manage their investment portfolio.
- More than half of the respondents tend to have a basic understanding about the investment avenues available in the market.
- The most important aspect in this research that has been observed is that majority of the respondents invest with a precautionary purpose, such that they prefer more liquid and low risk involving investment avenues.
- Every one women out of 5 has been observed to be a risk taker.
- They also recognize the importance of multiplying savings through investment.

- Gold is found to be the second most preferred investment option, specifically for women, the reasons being:
 - Gold is a gain of admiration and status quo.
 - Easy to pass on through a legacy.
 - Relatively a safer and liquid investment option.
- Mutual funds, stocks and shares, are certainly not new products, but they remain a bit of a mystery to many. Although such products can help women achieve their financial goals, women's lack of knowledge about these products may impact their ability to achieve these goals later on.

LIMITATIONS OF RESEARCH

The research is an academic effort which constraints time, cost and geographical area. The data is collected from 50 respondents only; generalization to other women, investors is inevitable.

CONCLUSION

As against the general perception of people that women prefer to invest in jewellery over other investments because of the natural fascination of jewellery, it was found that it is contradictory to the perception of people. The working women tend to have at least basic knowledge regarding all the investment options available in the market. Also as against the general perception of people that working women prefer to invest as per advice of her husband but that working women rely upon self-opinion then upon the family and relatives for considering the investments preferences.

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