

**A STUDY ON BEHAVIOR OF WORKING WOMEN TOWARD'S INVESTMENT
IN GOLD WITH SPECIAL REFERENCE TO COIMBATORE CITY**

Mr. S. VINOTHKUMAR M.Com (CA). MBA. MPhil. (Ph.D.)

Assistant professor, Department of Commerce Finance

Dr. N.G.P Arts and Science College (Autonomous), Coimbatore Tamil Nadu, India.

Ms. J R JEVINI

III. B.Com Finance, DR. N.G.P Arts and Science College Coimbatore,

Tamil Nadu, India.

Ms. M MADHUMITHA

III. B.Com Finance, DR. N.G.P Arts and Science College Coimbatore,

Tamil Nadu, India.

Mr. MARISWARAN

III. B.Com Finance, DR. N.G.P Arts and Science College Coimbatore,

Tamil Nadu, India.

Mr. S. SRIDHARAN

III. B.Com Finance, DR. N.G.P Arts and Science College Coimbatore,

Tamil Nadu, India.

ABSTRACT

Now-a-days, women are financially independent and they are aware of converting their savings into investment. Gold is one of the important investment avenues in India. Variety of gold investment avenues are available in the market. Investors especially women investors are highly interested to invest in gold. In the present study, it is mainly focused to identify the most preferable gold investment option, awareness and satisfaction level of women investors. For the present study, primary data have been collected by using well-structured questionnaire from 112 randomly selected women respondents in Coimbatore city. The collected data have been analyzed by one way Anova and Chi-square test. The present study concluded that the women investors are always prefer to invest in gold jewellery than other gold investment options.

Keywords: Gold investment options, women gold investors, preference, awareness level and satisfaction level.

1. INTRODUCTION

Investment in fiscal view is buying or making an asset with a certain anticipation of earning of rents, interest, dividends, or some combination of these returns. Similarly as an investment in gold, the buildings, land, shares, debentures, bonds, etc., in this composition focus only on investment in gold. Since prehistoric times, man continues to use gold in the trade as an asset. Gold was used earlier in 4000B.C as a fashion decorative project. Gold is of precious essence known by humans for centuries. It's valued in global currency. So people give more importance to gold. Among all the precious metals, gold is the most popular investment.

2. RESEARCH OBJECTIVES

- To study the purchase behavior and perception of working women towards investment in gold.
- To identify the influencing factors that make working women invest in gold
- To measure the level of satisfaction of working women's investment in gold.

3. STATEMENT OF THE PROBLEM

This study aims to know the reason working women buy gold even though many available sorts of way to invest money exists. The investment decision depends upon the availability of money, awareness of diversified investments, and the influence of the family member. In this, the study has been made to know working women's investment behavior in gold.

4. TOOLS FOR ANALYSIS

The following statistical tool have been used to analyze and interpret the data collected from the respondents

- Chi-square test
- One way Anova test

5. REVIEW OF LITERATURE

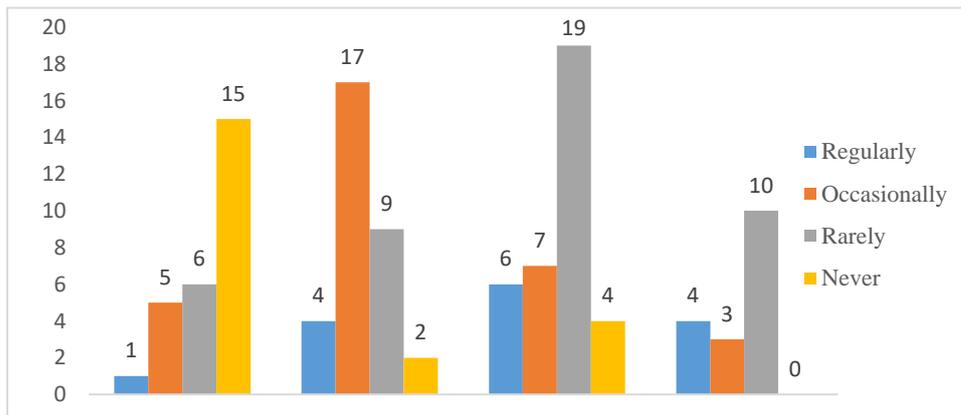
Bajtelmit and van Derhei August (2017) International magazine Of Business Management Found that the one-of-a-kind gender has a one-of-a-kind opinion concerning funding decisions. Women aren't inquisitive about volatile funding and are extra conservative than men. Women don't choose volatile funding until it has an excessive go-back rate. Women continually take caution and much less volatile decisions.

Vanitha S and Saravanakumar K (2019) of their take a look at with INSTITUTE OF ADVANCED ENGINEERING AND SCIENCE concluded that Gold is one of the various maximum commodities anyplace the customers make investments in their coins fairly with a financial institution for better interest. The funding in gold is a fine fit for easy conversion into coins with the quickest capability time from the financial institution and gold merchants. The appreciation or depreciation of gold supported one-of-a-kind funding selections like fixed deposit, provident fund, securities market, funding business enterprise, etc.

6. DATA ANALYSIS AND INTERPRETATION

6.1 CHI – SQUARE TEST

6.1.1 AGE OF THE RESPONDENTS & HOW OFTEN DO YOU INVEST IN GOLD



	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	45.788 ^a	9	.000
Likelihood Ratio	42.927	9	.000
Linear-by-Linear Association	8.470	1	.004
N of Valid Cases	112		

A. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 2.28.

INTERPRETATION

H01: There is no relationship between age of the respondents and how often do you Invest in gold

HA1: There is a relationship between age of the respondents and how often do you Invest in gold.

As per the above table, there is a significant relationship between age of the respondents and how often do you Invest in gold in significant value is 0.000 which is less than 0.05 level of significant. Hence, we accept it as Alternative Hypothesis (Ha1).

6.1.2. MARTIAL STATUS & HAVE YOU EVER INVESTED IN GOLD BEFORE

CHI – SQUARE TEST

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	16.303 ^a	1	.000		
Continuity Correction	14.311	1	.000		
Likelihood Ratio	15.348	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	16.157	1	.000		
N of Valid Cases	112				
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.07.					
b. Computed only for a 2x2 table					

INTERPRETATION

HO2: There is no relationship between Martial status and have you ever invested in gold Before

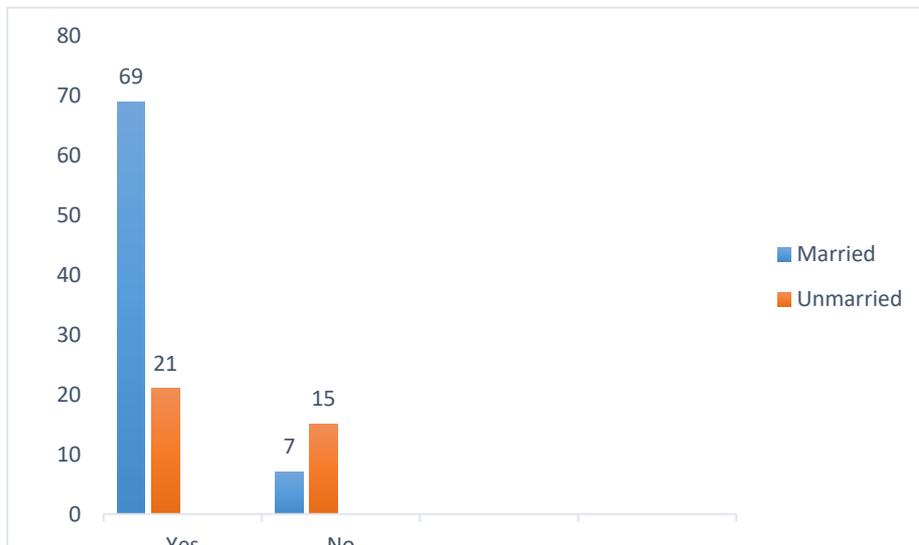
HA2: There is a relationship between Martial status and have you ever invested in gold Before

As per the above table, there is a significant relationship between Martial status and have you ever invested in gold before in significant value is 0.000 which is less than 0.05 level of significant. Hence, we accept it as Alternative Hypothesis (HO2).

7. ONE WAY ANOVA

7.1 OCCUPATION & LED YOU TO DECIDE TO INVEST IN GOLD

BAYESIAN ESTIMATES OF COEFFICIENTS



Parameter	Posterior			95% Credible Interval	
	Mode	Mean	Variance	Lower Bound	Upper Bound
What led you to decide to invest in gold = Long term investment	2.920	2.920	.036	2.548	3.292
What led you to decide to invest in gold = Personal Preference	3.639	3.639	.025	3.329	3.948
What led you to decide to invest in gold = Social Security	3.286	3.286	.043	2.880	3.691
What led you to decide to invest in gold = Others	3.222	3.222	.099	2.603	3.841

- A. Dependent Variable: Occupation
- B. Model: What led you to decide to invest in gold
- C. Assume standard reference priors.

BAYESIAN ESTIMATES OF ERROR VARIANCE^A

Parameter	Posterior			95% Credible Interval	
	Mode	Mean	Variance	Lower Bound	Upper Bound
Error variance	.854	.894	.019	.663	1.204

A. Assume standard reference priors.

INTERPRETATION

The above table shows Bayesian Anova analysis with 95 % Credible Interval. Occupation and led you to decide to invest in gold has made as comparison. As the lower bound is 0.663 & Upper bound is 1.204.

7.2 AGE OF THE RESPONDENT & YEARS HAVE YOU BEEN INVESTED IN GOLD

BAYESIAN ESTIMATES OF COEFFICIENTS

Parameter	Posterior			95% Credible Interval	
	Mode	Mean	Variance	Lower Bound	Upper Bound
How many years have you been investing in gold = Less than 3 years	2.355	2.355	.026	2.039	2.671
How many years have you been investing in gold = 3 - 4 years	2.250	2.250	.040	1.857	2.643
How many years have you been investing in gold = 4 - 5 years	2.684	2.684	.042	2.281	3.088
How many years have you been investing in gold = Above 5 years	3.190	3.190	.038	2.806	3.574

- A. Dependent Variable: Age
- B. Model: How many years have you been investing in gold
- C. Assume standard reference priors.

BAYESIAN ESTIMATES OF ERROR VARIANCE^A

Parameter	Posterior			95% Credible Interval	
	Mode	Mean	Variance	Lower Bound	Upper Bound
Error variance	.766	.802	.016	.595	1.081
A. Assume standard reference priors.					

INTERPRETATION

The above table shows Bayesian Anova analysis with 95 % Credible Interval. Age of the respondents & how many years have you been investing in gold has made as comparison. As the lower bound is 0.595 & Upper bound is 1.081.

8. FINDINGS

8.1 CHI – SQUARE

- **HA1:** There is a relationship between age of the respondents and how often do you Invest in gold.
- **HO2:** There is no relationship between Martial status and have you ever invested in Gold Before.

9. SUGGESSTION

- Majority of the investment were done by the married women's. Unmarried women's also utilize the gold investment. Gold is a long term investment it is valued for the long period it will help them to get a source and support for their family
- Gold can be considered the ultimate store of value. Buy gold futures contracts as an anti-inflation hedge may be their primary use
- Starting early investment women's before the age of 25 the gold investment is a good choice for make a future plans of investment.

10. CONCLUSION

A study on the behavior of working women towards gold investment was undertaken with a view of identifying how it affects the investment decisions of the working women investors and to know their interest in gold investment and its terms. Through the interpretation, we would conclude that working women aren't aware about how the gold investments are being made. The government should take necessary steps to provide them with the former in order to improve the rate of investment and tax saving products. It shows that women mostly prefer investing in physical gold there are also other efficient methods to invest in gold which are generally the easiest and safest way to invest. Inflation must be taken into control which occurs at uncertainty.

REFERENCE

- **Bajtelmit and van Derhei August (2017)** "Found that the one-of-a-kind gender has a one-of-a-kind opinion concerning funding decisions", *International magazine Of Business Management*.
- **Hemalatha, T.M., & Pavithra, S. March (2019)** "concludes that Working ladies need to be financially independent & secure. They need to make investments in their money & financial savings to deal with vital conditions to any degree in their lives", *Academy of accounting and economic research magazine*
- **Vanitha S and Saravanakumar K(2019)** "concluded that Gold is one of the various maximum commodities anyplace the customers make investments in their coins fairly with a financial institution for better interest", *Institute of advanced engineering and science*

- **Samuel Anbu Selvan S C B(2021)** “compiled that Money plays a significant role in everyone's lives during this trendy time—each person saved from current consumption for the advantage of future wants “,

- **Ajay SHAH (2020)** “ concluded that the paper aims to judge the assorted factors influencing investment choices in gold” - *in his study on Factors Influencing Investment Decisions in Gold*

- www.google.com

- www.investopedia.com