

A STUDY ON SAVING AND INVESTMENT BEHAVIOR OF WORKING WOMEN IN COIMBATORE DISTRICT

Dr. C. Kandasamy

Associate Professor, Department of Commerce Finance,

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

Ms. K. Yuvarani

III. B. Com Finance, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore,

Tamil Nadu, India.

Mr. G. Elango

III. B. Com Finance, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore,

Tamil Nadu, India.

Mr. K. Vishnu prabhu

III. B. Com Finance, Dr. N.G.P. Arts and Science College (Autonomous), Coimbatore,

Tamil Nadu, India.

ABSTRACT

The study aims at understanding the current savings and investment pattern of women. Most of the working women nowadays were adults but still some of them have no rights in using their own salary for their personal use. And they are not making any investment for future. This may be due to their inadequate awareness about different investment avenues, available in our society. This study aims to know the working women's investment pattern, factors considered while taking investment decisions and to know how the investment satisfies the women in the society.

1. INTRODUCTION

"If you do not know how to care for money, money will stay away from you" says Robert Kiyosaki. The above quote highlights the significance of money in one's life. In the present scenario, the task of earning money is more difficult than that of spending the same. Everyone works hard to earn money. The present outlook towards life among individuals is to enjoy their life to the maximum, for which they don't have any hesitation to part with their hard-earned money. That's great but spending all your money is not a wise thing to do in one's life. We are going to see about the savings and investment behavior of working women in coimbatore district.

2. RESEARCH OBJECTIVES

- To study the level of awareness among women in investment pattern
- To analyze the factors influencing the saving and investment pattern of women
- To determine the portion of earnings saved or invested by the working women

3. HYPOTHESIS

Hypotheses means the researcher must select from the intricacy of observed events and the facts that would most effectively elucidate the problem under study. It grows as an idea about indisputable

associations, which exist between the different fundamentals with in complexity, therefore the hypotheses of the recent study are:

H0: There is no significant relationship between age and the level of satisfaction perceived in saving the money.

H0: There is no significant relationship between salary and the percentage of income willing to save or invest

4.REVIEW OF LITERATURE

Kannadas, 2021 studied "Investment Behavior of Short-Term versus Long-Term Investment Investor of PAN India- An Empirical Study", examined the investor's investment motives and investment strategies opted by both short-term and long-term individual investors. The study revealed significant income level, experience, and risk-return proportion rather than demographic factors. The study also helps to enhance the financial literacy of individual.

Venkatesh G C & Surya Prakash Roa B K (2018), studied to identify the investors perception towards investment portfolio in vijayawada city with an objective to analyse the investors decisions towards investment portfolio among 120 investors. Analysis using various statistical tools revealed the investors choices on investment decision are same among both men and women

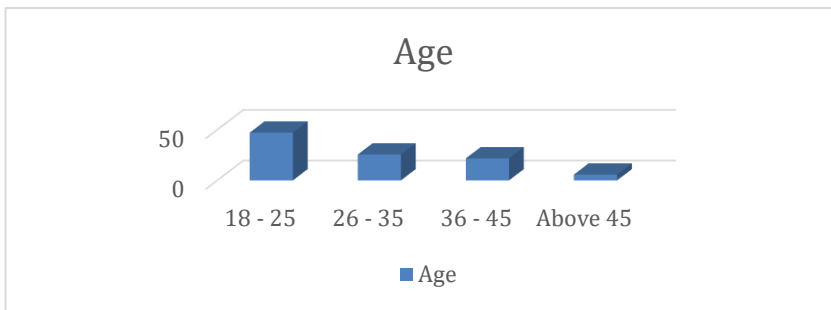
Geethanjali k. el. al (2017) in their paper studied about the investment behavior of different investors based on their age group and the selection of the different investment avenues based on their age group. For the study they collected a sample of 200 respondent from pollachi town coimbatore through a convenient sampling through a structured questionnaire comprising of thirty attributes to assess the importance of each attribute based on Five point likert scale. They found that the small investors with less amount of money at their disposal and also with fewer amount of savings tend to invest in less risky securities. The small investors invest their money mostly in bank deposits and the like avenues where the return is comparatively less and so as the risk

5. DATA ANALYSIS AND INTERPRETATION

5.1 PERCENTAGE ANALYSIS

5.1.1 AGE OF THE RESPONDENTS

S. NO.	AGE	NO. OF RESPONDENTS	PERCENTAGE (%)
1	18 - 25	50	47.2
2	26 - 35	27	25.5
3	36 - 45	23	21.7
4	Above 45	6	5.7
	Total	106	100

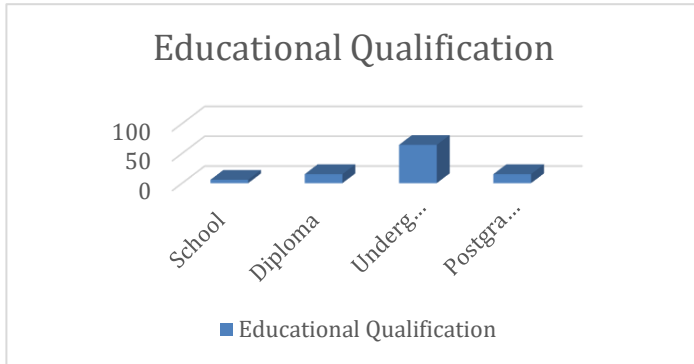


INTERPRETATION

The above table shows that 47.2% of the respondents are belonging to the age 18 – 25, 25.5% of the respondents are belonging to the age 26 – 35 , 21.7% of the respondents are belonging to the age 36 – 45 & 5.7% of the respondents are belonging to the age above 45.

5.1.2 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S. NO.	EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE (%)
1	School	6	5.7
2	Diploma	16	15.1
3	Undergraduate	68	64.2
4	Postgraduate	16	15.1
	Total	106	100

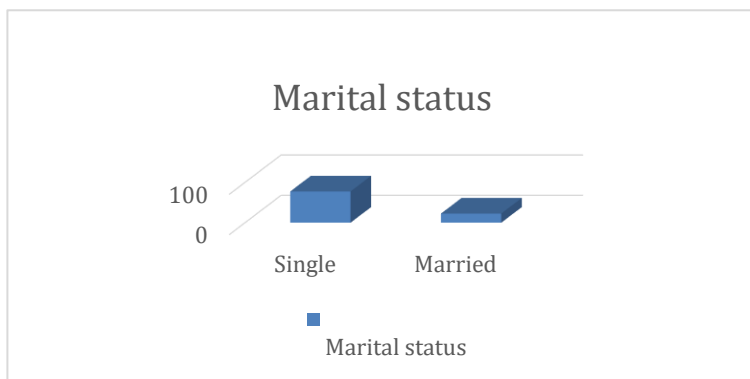


INTERPRETATION

The above table shows that 5.7% of the respondents are at school level, 15.1% of the respondents are diploma, 64.2% of the respondents are , 15.1% of the respondents are diploma as their education qualification.

5.1.3 MARITAL STATUS OF THE RESPONDENTS

S.No	MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE(%)
1	Single	82	77.4
2	Married	24	22.6
	Total	106	100

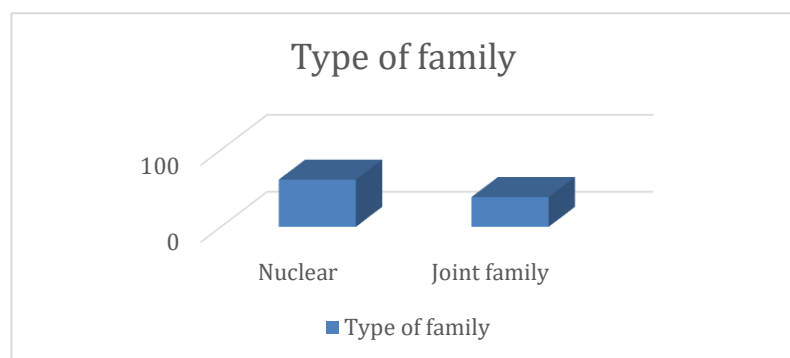


INTERPRETATION

The above table shows that educational qualification of the respondents. 77.4% of the respondents are single, 22.6% of the respondents are married, as their marital status.

5.1.4 TYPE OF FAMILY OF THE RESPONDENTS

S.No	TYPE OF FAMILY	No. of Respondents	Percentage(%)
1	Nuclear	65	61.3
2	Joint family	41	38.7
	Total	106	100

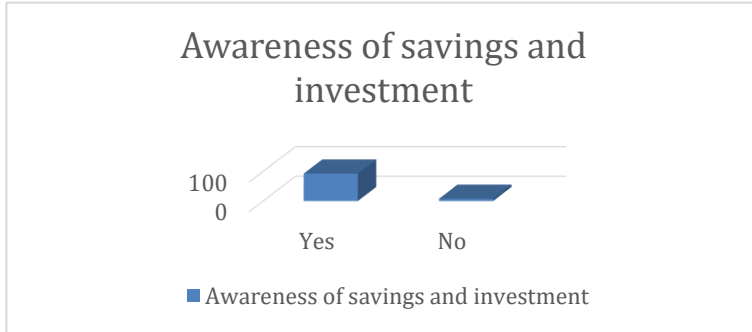


INTERPRETATION

The above table shows that the type of family of the respondents. 61.3% of the respondents are nuclear family, 38.7% of the respondents are joint family.

5.1.5 AWARENESS OF SAVINGS AND INVESTMENTS BY THE RESPONDENTS

S.NO	AWARENESS OF SAVINGS AND INVESTMENT	NO. OF RESPONDENT	PERCENTAGE(%)
1	Yes	98	92.5
2	No	8	7.5
	Total	106	100

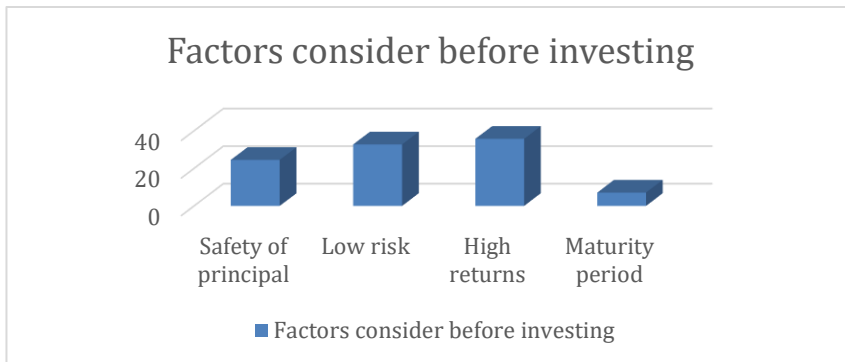


INTERPRETATION

The above table shows the awareness of saving and investment. 92.5% of the respondents are aware of the savings and investment concept, 7.5% of the respondents are not aware of the savings and investment concept.

5.1.6 FACTORS CONSIDERED BEFORE INVESTING BY THE RESPONDENTS

S. No.	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Safety of principal	24	24.5
2	Low risk	32	32.7
3	High returns	35	35.7
4	Maturity period	7	7.1
	Total	98	100

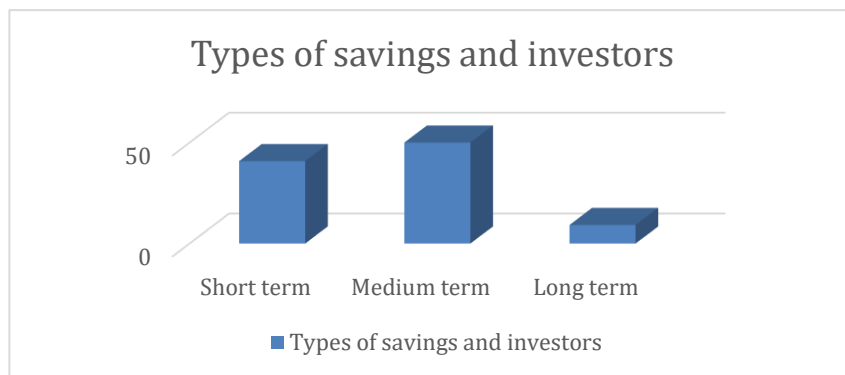


INTERPRETATION

The above table shows that the factors consider before investing. 24.5% of the respondents considering the safety of principal, 32.7% of the respondents considering the factor of low risk, 35.7% of the respondents considers for higher returns, 7.1% of the respondents considers maturity period before investing.

5.1.7 TIME PERIOD PREFERRED TO INVEST BY THE RESPONDENT

S.NO	TIME PERIOD	NO. OF RESPONDENT	PERCENTAGE(%)
1	Daily	28	28.6
2	Monthly	63	64.3
3	Occasionally	7	7.1
	Total	98	100

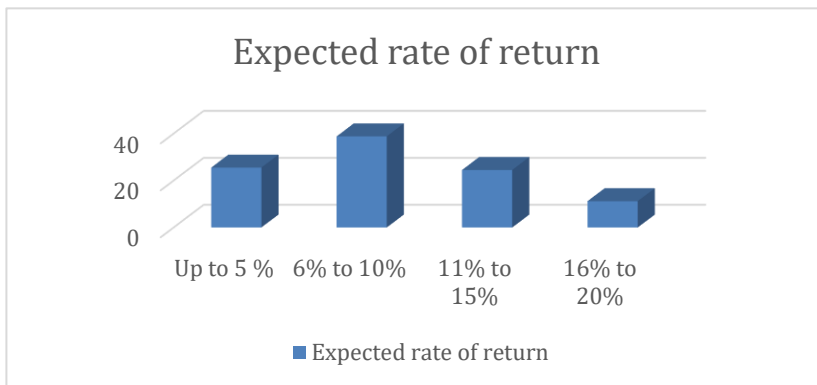


INTERPRETATION

The above table shows the time period to monitor the investment by respondents. 28.6% of the respondents monitor their investment daily, 64.3% of the respondents monitor their investment monthly, 7.1% of the respondents monitor their investment occasionally

5.1.8 EXPECTED RATE OF RETURN OF THE RESPONDENTS

S. NO.	EXPECTED RATE OF RETURN	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Up to 5%	25	25.5
2	6 to 10%	38	38.8
3	11 to 15%	24	24.5
4	16 to 20%	11	11.2
	Total	98	100



INTERPRETATION

The above table shows that the rate of return on investment that the respondents expected to receive. 25.5% of the respondents expects up to 5% return on investment, 38.8% of the respondents expects 6 to 10% return on investment, 24.5% of the respondents expects 11 to 15% return on investment, 11.2% of the respondents expects 16 to 20% on investment

5.2 CHI-SQUARE TEST

The Chi-square test is the hypothesis test which was designed to test for the statistically significant relationship between the nominal variables and the ordinary variables. In other words, Chi-square test is used to determine if two variables are independent of one another.

TABLE 4.3.1
AGE & AWARENESS OF INVESTMENT OF SAVINGS AND INVESTMENT

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Are you aware of the savings and investment concepts	112	100.0%	0	0.0%	112	100.0%

Age * Are you aware of the savings and investment concepts Crosstabulation

		Are you aware of the savings and investment concepts		Total	
		No	Yes		
Age	18 to 25	Count	8	43	51
		Expected Count	6.4	44.6	51.0
		% within Age	15.7%	84.3%	100.0%
		% within Are you aware of the savings and investment concepts	57.1%	43.9%	45.5%
26 to 35	26 to 35	Count	2	27	29
		Expected Count	3.6	25.4	29.0
		% within Age	6.9%	93.1%	100.0%
		% within Are you aware of the savings and investment concepts	14.3%	27.6%	25.9%
36 to 45	36 to 45	Count	2	22	24
		Expected Count	3.0	21.0	24.0
		% within Age	8.3%	91.7%	100.0%
		% within Are you aware of the savings and investment concepts	14.3%	22.4%	21.4%
Above 45	Above 45	Count	2	6	8
		Expected Count	1.0	7.0	8.0
		% within Age	25.0%	75.0%	100.0%
		% within Are you aware of the savings and investment concepts	14.3%	6.1%	7.1%
Total	Total	Count	14	98	112
		Expected Count	14.0	98.0	112.0
		% within Age	12.5%	87.5%	100.0%
		% within Are you aware of the savings and investment concepts	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.830 ^a	3	.419
Likelihood Ratio	2.764	3	.430
N of Valid Cases	112		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.00.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.159	.419
	Cramer's V	.159	.419
N of Valid Cases		112	

INTERPRETATION

HO1: There is no significant relationship between age of the respondents and awareness of savings and investment.

Ha1: There is a significant relationship between age of the respondents and awareness of savings and investment

As per the above table, there is no significant relationship between age of the respondents and awareness of savings and investment as the significant value is 0.419 which is more than 0.05 level of significance. Hence, we accept it as Null hypothesis (HO2).

TABLE 4.4.2

MARITAL STATUS OF THE RESPONDENTS & TIME PERIOD PREFER TO INVEST

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Marital status * What is the time period you prefer to invest	112	100.0%	0	0.0%	112	100.0%

Marital status * What is the time period you prefer to invest Crosstabulation

		What is the time period you prefer to invest					
			Long term (more than 5 years)	Medium (1 to 5 years)	Short term (less than 1 year)	Total	
Marital status	Married	Count	1	3	13	9	26
		Expected Count	1.9	2.1	11.8	10.2	26.0
		% within Marital status	3.8%	11.5%	50.0%	34.6%	100.0%
		% within What is the time period you prefer to invest	12.5%	33.3%	25.5%	20.5%	23.2%
	Single	Count	7	6	38	35	86
		Expected Count	6.1	6.9	39.2	33.8	86.0
		% within Marital status	8.1%	7.0%	44.2%	40.7%	100.0%
		% within What is the time period you prefer to invest	87.5%	66.7%	74.5%	79.5%	76.8%
Total	Count	8	9	51	44	112	
	Expected Count	8.0	9.0	51.0	44.0	112.0	
	% within Marital status	7.1%	8.0%	45.5%	39.3%	100.0%	
	% within What is the time period you prefer to invest	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.368 ^a	3	.713
Likelihood Ratio	1.404	3	.705
N of Valid Cases	112		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.86.

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Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.111	.713
	Cramer's V	.111	.713
N of Valid Cases		112	

INTERPRETATION

HO2: There is no significant relationship between marital status of the respondents and time period preferred to invest money

Ha2: There is a significant relationship between marital status of the respondents and time period preferred to invest money

As per the above table, there is no significant relationship bMajority 35.7% of the respondents considering the high returns that they get during the investment between marital status of the respondents and time period to invest money as the significant value is 0.713 which is greater than 0.05 level of significance. Hence, we accept it as the Null hypothesis (HO2).

6.FINDINGS**6.1 SIMPLE PERCENTAGE ANALYSIS**

1. Majority 47.2% of the respondents are between the age of 18 – 25.
2. Majority 64.2% of the respondents are Undergraduate.
3. Majority 77.4% of the respondents are Single.
4. Majority 61.3% of the respondents are Nuclear family.
5. Majority 92.5% of the respondents are aware of the savings and investment concepts.
6. Majority 35.7% of the respondents considering the high returns that they get during the investment
7. Majority 50% of the respondents are medium term investors.
8. Majority 38.8% of the respondents expects 6 to 10% return on investment

6.2 CHI-SQUARE TEST

1. **HO1:** There is no significant relationship between Age and Awareness of savings and investment.

2. **HO2:** There is no significant relationship between Marital status and Time period preferred to invest money.

7. SUGGESTIONS

- A study found that working women prefer short and medium term investment ; therefore proper guidance is required to select investment avenues for their investment duration and expectation of return.
- The majority of working women expect 6-10% of return with a moderate risk level, therefore it is suggested that they invest in the best Mutual fund or Systematic Investment plan.
- The study proves that working womens are giving less importance to Investors awareness programmes therefore working women must attend such programs to get more benefits
- Government and financial institutions have to introduce new investment avenues suitable for salaried employees especially for working women.
- Systematic investment plans are nowadays introduced to invest in mutual funds , but awareness on these plans is less in most of the respondents.

8.CONCLUSION

This study was conducted in order to understand the savings and investment behavior of working women, and also how aware they are of the different savings and investment avenues that are available, and also the potential and benefits of each of these avenues. Income, investment and savings are all related and connected terms. Savings are being done for future needs especially for buying/constructing houses and children's education. It was observed that investments with higher returns were being preferred, but, along with it, the risk factor severely affected their decisions.

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