



WOMEN INVESTORS' BEHAVIOUR WITH PATTERN OF INVESTMENT IN TIRUNELVELI DISTRICT – A SURVEY REPORT

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ABSTRACT:

The present research focus on the Working Women's behaviour towards Investments in Tirunelveli city. In the past women engaged their self in the maintenance of their family activities. Now they are well educated and having employment opportunity in everywhere. The present women are having much knowledge about various investment alternatives available in the society. So they are invest their money in various investment avenues such as shares, Life Insurance Policy, Gold, Government Saving Scheme, Post Office and Bank Deposits etc,. An interview schedule based survey was conducted in Tirunelveli city, and the sample size of the study was 100 respondents. Judgmental sampling techniques were used by the researcher for collecting the data. The study area covers Palayamkottai, Melapalayam, Junction Area and Tirunelveli Town.

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INTRODUCTION:

The hand that rocks the cradle rules the world is popular saying about women. The status of women in India from the ages is well documented. It is evidenced by the famous Sanskrit saying "Yatranaryastupujyanteramantetatradevata". It means 'Goddesses reside in those places where the women are worshipped'.

In the words of PanditJawaharala Nehru, former Prime Minister of India, "When women move forward, the family moves, the village moves and the nation moves", is the central theme in the socio economic paradigm of the nation as it is an accepted fact that only when women are in the mainstream of progress can any economic and social development be meaningful. Traditionally, women have great propensity to save and invest in shares, bonds,

jewelry, post office, banks and insurance. The perception and tendency is increasing over the decades on account of women's dynamic role in every economic activity. Today, a great number of women are career oriented, are employed in jobs, and are earning their livelihood. Women's attitude towards investment avenues has also been changing, and they are open to make financial investments that have greater risk.¹

Saving is a habit specially embodied to women. Even in the past, when women mainly depended on their spouse's income, they used to save to meet emergencies as well as for future

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activities. In those days, women did not have any awareness about various investment outlets. But as time passed, the scenario has totally changed.

Now, the present women, who is equally employed, through their education. They have knowledge about various aspects of investment available in the society. So they invest in various investment avenues such as shares, Life Insurance Policy, Gold, Government Saving Scheme, Post Office and Bank Deposits etc.,

Investment means a person's commitment of funds towards his future life. It is an economic activity. It refers to acquisition of assets which generate income. It means the diversification of money towards investment and thereby increasing productivity of a nation. Investment means parking of one's idle funds in income generating assets.

The development of the nation mainly depends on the Investment made by country and their people. The individual investors' per capita income contributed to National income of the nation. It indicates the importance of the Investments.

TYPES OF INVESTMENT:

The investment means use of funds for productive purposes. In India there are different types of securities available to the investors. The various avenues for investment ranging from risk less to high risk investment opportunities. All financial instruments which are available in our country from time to time for potential investor are presented below. Two types of investment available in the market, they are security and non-security.

SECURITY:

1. Equity shares (New issue, Rights, Bonus issue)
2. Preference Shares
3. Public Sector Bonds (Taxable, Tax free).
4. Debentures (Convertible, Partly Convertible), Optionally Convertible and Non – Convertible.

NON-SECURITY

1. National Savings Certificates
2. Post Office Saving
3. L.I.C. Policies
4. Provident Funds
5. Corporate Fixed Deposits
6. Unit Schemes of U.T.I
7. Other Schemes

FEATURES OF INVESTMENT:

- Safety of principal.
- Liquidity.
- Income stability.
- Appreciation and purchasing power stability.
- Legality and freedom from care.
- Tangibility.

REVIEW OF LITERATURE

Ranganayaki N (2003) has concluded a study on the title of "Investor's perception towards investment with special Reference to women investors." A sample of 100 respondents in Sullur and adjoining areas was taken. It is concluded that recurring deposit and post office savings are most preferable investment avenues in the banking sector. It may be due to safety, liquidity and also for the benefits. Whenever, one thinks of women and investment the first thing that comes to mind is gold and jewellery.

Syed Azhar and KN Marimuthu (2012) in their research entitled, "An Overview of Foreign Direct Investment in India", disclosed that, FDI in India during the last ten years, determinants and need of FDI in Indian scenario. India has been one of the developing countries and has managed to show a positive GDP growth even during the recession period. It has comparatively performed well, then the average growth rate of world GDP. According to UNCTAD in its World Investment Report 2010 "If the situation continues to improve, India is likely to be among the most promising investor-home countries in 2010-12 as well as the third highest economy for FDI in 2010-12". India has all the variables such as fine infrastructure, potential markets, abundant labour, availability of natural resources, and at last the economic and trades policies which has been favouring FDI. India is now rated as the second-most favoured destination for FDI in the world after China, but it is expected that in future India would out beat china as it has a large proportion of young population with one of the fastest growing economies. Instead of the government should formulate the policies which can attract more foreign investment in manufacturing sector rather than service sector.

Syed Azhar and KN Marimuthu (2020), in their research titled, "A Study on Awareness Level and Factors Influencing Investor's Decision in Commodity Market", they are found that, The

study found that most of the investors are male, fall in the group of 18-25; Income is less than 20000 per month and graduated. The study found that there is a significant association between age, occupation and awareness level of Investors. The age of investors may directly affect the level of awareness in reference to commodity markets. Further, there is no significant association between gender, income, occupation and awareness level of Investors. The factors preferred by investors for investments in commodity market are diversification and liquidity, followed by higher returns, inflation protection and hedge against event risk.

Desigan et al. (2006) conducted a study on "Women investor's perception towards investment". It is found that women investor's basically are indecisive in investing in Mutual funds due to various reasons like lack of knowledge about the investment protection and their various investment procedures, market fluctuations, various risks associated with investment, assessment of investment and redressed of grievances regarding their various investment related problems.

STATEMENT OF THE PROBLEM

Investments are acknowledged as powerful tools in the alleviation of poverty. Investing even a small amount can produce considerable rewards over the long term. But one needs to make the decision of how much to invest and where to invest. To choose wisely, one needs to know the investment alternatives and the options thoroughly. The Present scenario women are started to invest their saving in many avenues, with the objective of securing profits. With this in mind the study has been undertaken among 100 women workers to find out their behaviour towards investment alternatives in Tirunelveli city.

OBJECTIVES OF THE STUDY:

- To know the women investors' attitude towards Patten of investment in Tirunelveli district.
- To find out the behavior of women investors in Tirunelveli district.
- To know their level of Awareness on Investments
- To find out problems faced by the women investors and offer a suitable suggestions.

SCOPE OF THE STUDY

Lot of investment options is available to the investors in the study area, but the searcher selects only 6 investment alternatives only for his research. Moreover study area limited to Tirunelveli city only. Only four areas like Palayamkottai, Melapalayam, Junction Area and Tirunelveli Town were selected for this research. Each area 25 samples were selected.

RESEARCH METHODOLOGY:

- ❖ Present research is descriptive in nature.
- ❖ Research area is Tirunelveli city.
- ❖ Sample size 100 respondents. Palayamkottai – 25, Melapalayam – 25, Junction Area – 25 and Tirunelveli Town – 25.
- ❖ Judgmental sampling techniques were used.
- ❖ Both primary and secondary data were used.
- ❖ Primary data collected through Interview schedule.

LIMITATION OF THE STUDY:

- 📌 Study area conducted in Tirunelveli city.
- 📌 Sample size 100 respondents only selected due to time constrain.
- 📌 The researcher select only 6 investment alternative as a research variables.

TABLE – 1 AGE OF THE RESPONDENTS			
S. No.	Age	No of Respondents	Percentage
1	Below 30	29	29
2	30 to 40	45	45
3	41 – 50	18	18
4	Above 50	8	8
	Total	100	100
TABLE – 2 MARITAL STATUS			



S. No.	Marital status	No of Respondents	Percentage
1	Married	74	74
2	Un-married	26	26
	Total	100	100

TABLE – 3 LEVEL OF AWARENESS

S. No.	Awareness level	No of Respondents	Percentage
1	Much aware	46	46
2	Slightly aware	26	26
3	Not at all aware	28	28
	Total	100	100

Source: Primary data

4. PREFERABLE INVESTMENTS

S.No.	Investments	Rank						Total Score	Mean Score	Garrett Rank
		I	II	III	IV	V	VI			
1.	Gold	30	26	20	16	4	4	5994	59.94	II
2.	Bank	24	34	26	10	2	4	6018	60.18	I
3.		24	24	32				5870	58.70	III
4.	LIC	8	4	4	8	12	0	4130	41.30	IV
5.		6	4	14				3788	37.88	VI
6.		8	8	4				4070	40.70	V
		Real estate							36	24
	Mutual fund				8	28	40			
	Shares				22	30	28			

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5. PURPOSE FOR MAKING INVESTMENT

S.No.	Purpose	Rank				Total Score	Mean Score	Rank
		I	II	III	IV			
1.	Capital Appreciation	54	12	12	22	5734	57.34	I
2.	Tax Relief	6	50	20	24	4756	47.56	III
3.	For Children Education	20	30	44	6	5184	51.84	II
4.	For Marriage of children	20	8	24	48	4246	42.46	IV

Source : Primary data

6. SATISFACTION OF THE RESPONDENTS TOWARDS INVETMENT ATTRIBUTES

S.No	Attributes	HS	S	Neutral	DS	HDS	Total	WM	Rank
1	Safety	46(230)	48(192)	4(12)	-	2(2)	436	4.36	I
2	Return	12(60)	54(216)	30(90)	4(8)	-	374	3.74	III
3	Capital appreciation	22(110)	48(192)	18(54)	10(20)	2(2)	378	3.78	II
4	Mobility	18(90)	28(112)	30(90)	10(20)	14(14)	326	3.26	IV

Source : Primary data

7. PROBLEM FACED BY THE RESPONDENTS



S.No	Problems	Rank				Total Score	Mean Score	Rank
		I	II	III	IV			
1.	Lengthy procedure	16	32	34	18	4908	49.08	III
2.	Longer period to Get back	36	18	18	28	5166	51.66	II
3.	Low safety	24	32	30	14	5212	52.12	I
4.	Low liquidity nature	24	18	18	40	4614	46.14	IV

Source : Primary data

RESULTS:

- * It is found out that, 45% of the respondents are belongs to 30 to 40 years of age.
- * It is discovered that, out of 100 respondents, 74% of the respondents are married persons.
- * It is observed that, 46% of the respondents were had Much aware of investment alternatives available them in the society.
- * Most of the respondents were preferred to invest in bank deposits like fixed deposits/Recurring deposits etc.
- * Most of the respondents mainly invested for Capital Appreciation.
- * The main problem of the investor's is low safety.

RECOMMENDATION:

- ✓ In the above study shows that, majority of the respondents are having much knowledge about investment alternatives available in the society. But 28% of them told they are not at all awarethe investments. In future government and investment companies should educate the investors about Investments.
- ✓ Investors should know the degree of risk associated with the particular investment.
- ✓ SEBI should conduct regular workshop and conference regarding Investments.

CONCLUSION:

Finally the searcher concluded that, in the study area people having positive behaviour about Investments. They are ready to invest their surplus into various investment Alternatives. Most of them are having much knowledge about Investment, but certain percentages are not having much knowledge about investment, but they are made investment. So, in future Government and Investment offering companies should educate

the women towards Investments and its importance. It will develop our nation economics.

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