



A STUDY ON WOMEN INVESTORS' AWARENESS TOWARDS INVESTMENT

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Abstract

Investments are choices made by individuals to put in their specific amount of money in a specified investment avenue for a specified period of time in anticipation that they will get more at the end in the form of returns. The primary goal of investing is to buy an asset now and sell it at a higher price later. Working women is a significant power who contributes at large for the economic growth. This study is conducted to identify the level of awareness of working women towards various investment avenues of in Chennai city. For this purpose a structured questionnaire were distributed among the working women and the data for the study were collected form 356 women working in different fields. Exploratory factor analysis and chi-square tests were used to analyse the data. It is found that there is significant relationship between financial discernment and the investment awareness. The study concludes stating that majority of working women choose to invest in traditional or conventional investment avenues.

Keywords: Investment awareness, working women, investment avenues, financial discernment, financial risk averse.

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1. Introduction

Investments are choices made by individuals to put in their specific amount of money in a specified investment avenue for a specified period of time in anticipation that they will get more at the end in the form of returns. Such decisions are usually taken by individuals, but the behavioural factors of the individual's awareness a very important role in deciding about the investments. In this paper an attempt has been made to find the level of awareness of women towards various investments avenues. The investment strategy is a plan, which is created to guide an investor to choose the most appropriate investment portfolio that will help them to achieve their financial goals within a particular period of time. Specific types of investments provide other benefits for the investor, corporate as well as the society. The awareness level towards investment avenues and investment procedure differ from one woman to another. This may be due to their demographic factors, social factor and their life style. This study is been undertaken to understand their awareness level towards all the available investment avenues in the financial market.

While an asset is purchased for investment purposes, the investor will not consume it. Rather, the investor will use it to generate wealth. The primary goal of investing is to buy an asset now and sell it at a higher price later. The market offers a wide range of investment options. Stocks or equities, real estate, fixed deposits, gold, and real estate are the most popular. Other well-known investment options include mutual funds, the Public Provident Fund, government bonds, corporate bonds, exchange traded funds, and the National Pension Scheme. Each of these differs in terms of the returns provided, the level of risk, the duration, the taxation, and whether the returns are guaranteed or market-linked.

Working women is a significant power who contributes at large for the economic growth. Women performs an foremost function in international locations economy, like Indian girls are similarly incomes evaluating to guys monetary literacy is a knowledge associated with funding whether or not it is able to be an long time funding or brief term in nature, however nevertheless girls are financially unbiased as they earns however depends on own circle of relatives selection as funding is considered, they should get permission from their own circle of relatives members. On the opposite aspect girls are very curious about destiny plan they store cash and that they make investments understanding or knowingly. By taking a look at this, it has been made to examine the extent of monetary literacy and the maximum desired funding device or source. There are maximum popular funding avenues to be had in India like

provident fund, lifestyles insurance, real estates, country wide saving certificate, gold and valuable stones, equity, fixed deposit, mutual fund, and financial savings schemes in publish workplace etc., This study is mainly conducted to analyse the investment awareness of working women in different fields and to find their relationship with their investment.

Statement of the Problem

Investment is the act of sacrificing the present consumption and joy to reap and experience its benefits in the future. This will be useful to cope up with inflation thus earning considerable profit in the form of return, which will give financial support to face the future. So it is very important for working women investors to invest their funds in right investment at right time and in right source to enjoy its benefits in the future to withstand any financial situation. Unfortunately, many investment opportunities in the financial markets are unknown to women. They must be financially literate in order to convert their savings into investments. The present study is crucial and is conducted to identify and study the awareness of working women investors towards different investment avenues in the financial market.

Scope of the Study

The current study is limited to Chennai city. The investment awareness of working women investors is investigated in order to determine how effectively they manage their hard-earned money. And to discover how far they are aware of different investment avenues available in financial market. The study includes salaried women from the various sectors in different zones of Chennai city.

Reviews of Literature

Gajenan Nerkar and Dr. Rashmi Mate (2021) studied the level of awareness of investors regarding various investment avenues in Pune region. Data was collected from 50 respondents to explore the awareness level of the investors'. It was established that financial literacy rate is low among the majority of the investors' and the investors prefer to invest in conservative investment options like Bank FDs and Gold.

Pradeepa.R and T.G.Manoharan(2020) attempted to analyse the level of financial literacy of working women and their investment pattern. The study reveals that working women are not well versed with financial literacy terms which hinder their decision making on investment pattern. Also study states that, investment is based on demographic characteristics and conventional belief and women are interested to invest in traditional investment products.

Apurva Chandra and Ankit Sharma (2019) explored the investors' awareness, preference and

pattern of investment on various financial assets. Descriptive research method was adopted as one of the goals was to understand the customers' awareness about different financial products. The sample size of the study is 152. The study analysed that 47% and 38% of the respondents are aware of fixed deposit, derivatives and insurance. Investment preference is based on gender. The study concludes that the investment choice is highly influenced by income.

Shanti.S A.V.N.Murty (2019) conducted a quantitative study on the impact of social and demographic factors namely age, education, income, occupation and marital status, over financial literacy of women. Descriptive analysis is used to summarise the characteristics of the variables, exploratory analysis used to represent the trends and pattern in variables and inferential analysis applied to analyse the characteristics of the population. The study found that age, income level and employment have positive impact on financial literacy, whereas education and marital status are less associated with financial literacy.

JhatiyaNaranbhai.V (2018) analysed the awareness of working women on various investment avenues in Kachchh district and found that working women possess sufficient awareness to invest in various investment avenues. They found that there is a significant relationship between age of an investor and selection of Investment avenues.

Gap

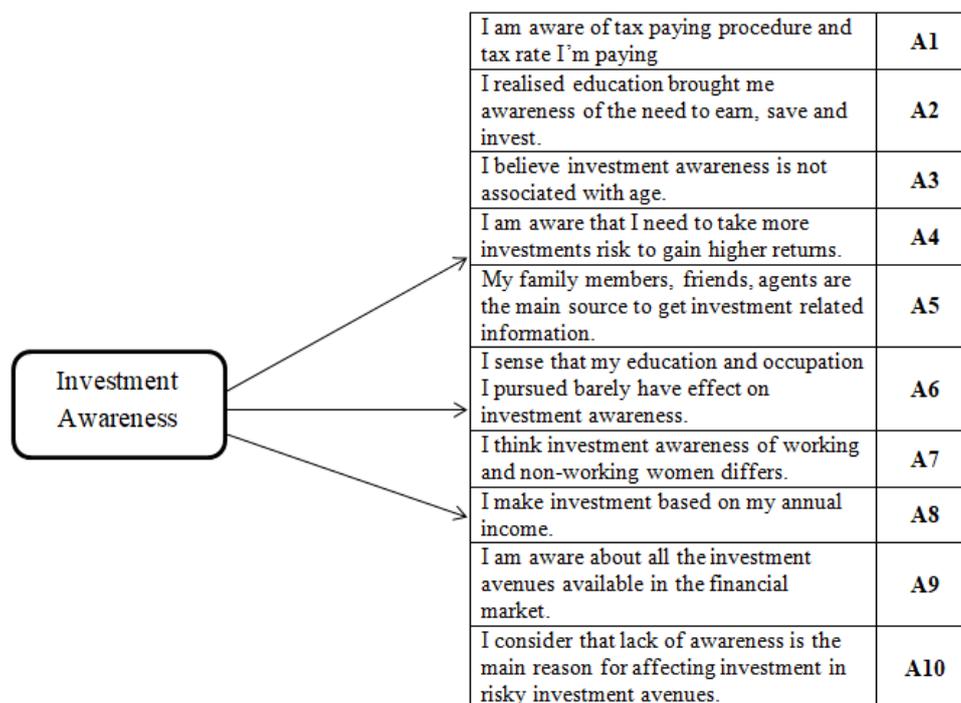
Previous research explored about attitude and perception of investors towards investment avenues, sources of information about investment avenues, investment motives, level of awareness, and financial literacy all influence the investment behaviour of women investors around the world. In this study, we investigate the investment awareness of working women towards different investment avenues in Chennai city.

Objectives:

- To identify and analyse the level of awareness towards various investment avenues of women in Chennai.

Conceptual Work

In investor relations, investor awareness refers to how well investors and the general public understand financial products and the investment market in general. This means that investors have understanding, are aware of, or have a perception of the financial market and its products and services. Its importance stems from the fact that investors are expected to base their investment decisions on awareness and knowledge, and a lack of these may cause investors to lag in their financial and investment journey (i.e. investment opportunities). The conceptual model of investment awareness among female investors in the study area is shown below. The given statements are considered after extensive literature review. These statements are the key variables considered for the further analysis of the study.



2. Research Methodology

The study is based on both primary and secondary data. A questionnaire was framed to collect the data from the respondents in the study area. The questionnaire consists of demographic factors and investment awareness level of respondents' about various investment avenues.

Sample Size

Questionnaires were distributed and received from 356 women respondents in Chennai City. Statistical Tools: Factor Analysis and Chi Square.

Area of the study: Chennai City has been selected as Study area.

Sampling Method: Simple random sampling technique is been used to collect the data.

Data Analysis and Interpretation:

Percentage Analysis:

S.No	Particulars	Respondents	%	
1	Age	Below 30	135	37.9
		31-40	101	28.4
		41-50	89	25.0
		Above 51	31	8.7
		Total	356	100.0
2	Education	HSC	93	26.1
		Under-Graduate	139	39.0
		Post-Graduate	124	34.8
		Total	356	100.0
3	Occupation	Salaried	281	78.9
		Professional	48	13.5
		Business	27	7.6
		Total	356	100.0
4	Income	Below 30,000	165	46.3
		30,000-40,000	105	29.5
		40,000-50,000	54	15.2
		Above 50,000	32	9.0
		Total	356	100.0
5	Amount Invested PA	Less than 100000	173	48.6
		100001 to 200000	98	27.5
		200001 to 300000	47	13.2
		More than 300000	38	10.7
		Total	356	100.0
6	Sources of Investment Information	Relatives/Friends	148	41.6
		Social/Print Media	140	39.3
		Brokers/Intermediaries	68	19.1
		Total	356	100.0
7	Investment Avenues	Bank FDs/Post office savings	141	39.6
		Bullion	123	34.6
		PPF, NPS	32	9.0
		Real estate	13	3.7
		Mutual Funds	31	8.7
		Share, Bonds and Debentures	16	4.5
		Total	356	100.0

The above table depicts the demographic variables of women investors. The sample unit consist of responses from 356 women respondents working in different fields. The women investor respondents have been segregated under four categories on basis of age. It is observed that out of 356 respondents, 37.9% of them are below 30 years, 28.4% are between the age group of 31-40, 25% are found between the age group of 41-50 and 31% belong to the age group of above 51. Further,

women investors have been classified under three categories on the basis of education. It is noticed that out of total sample unit, 26.1% have studied up to HSC, 39% have pursued an under-graduate degree, and 34.8% have secured a post-graduate degree. As shown in the table, occupation of the sample respondents is divided under three categories. Out of total sample unit, 78.9% fall under salaried category, 13.5% are professionals, 7.6% have their own business. The monthly income

of the sample unit is segregated under four group, here 46.3% earn below 30,000 and 29.5% of respondents earn between 30,000-40,000. 15.2% & 9% of the respondents earn between 40,000-50,000 and above 50,000 respectively. The annual investment made by women investor respondent is categorised on four bases. It is observed that 48.6% of respondents invested less than 1,00,000, 27.5% invested between 100001 to 200000, 13.2% have invested between 200001 to 300000 and 10.7% invested more than 3,00,000. The sources through which women investors gather investment

information is divided under three categories. Out of total sample unit, 41.6% gather investment information from relatives/friends, 39.3% gather from social/print media and 19.1% gather from brokers/intermediaries. The investment avenues chosen by working women investors is segregated under six heads. 39.6% have invested in Bank FDs/Post office savings, 34.6% invested in bullion, 9% invested in PPF, NPS, 3.7% invested in real estate, 8.7% of investors invested in Mutual Funds and 4.5% invested in Share, Bonds and Debentures.

Kmo

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.825
Bartlett's Test of Sphericity	Approx. Chi-Square	417.926
	df	45
	Sig.	0.000

The above table shows that the KMO measures of sampling adequacy are 0.825. This shows that the

sample collected from women investors have shown an excellent adequacy.

Rotated Matrix
Rotated Component Matrix^a

	Component	
	1	2
A9	.645	
A6	.621	
A8	.618	
A7	.609	
A1	.570	
A5	.539	
A3	.506	
A4		
A10		.881
A2		

From the above table it can be seen that the investment awareness is segregated in to ten variables. Further these variables are grouped under two heads namely Financial Discernment and financial risk averse. There are 9 variables under the group 1 and is termed as Financial Discernment. Here A2 and A4 have been rejected as they have not contributed to required value of 0.5. So there 7 variables namely A9 (0.645),

A6(0.621), A8(0.618), A7(0.609), A1(0.570), A5(0.539) and A3(0.506) is accepted under the group Financial Discernment. The group 2 is termed as financial risk averse and it consist of one variable A10 (0.881), contributes to the required value.

Hypothesis 1

H0: There is no significant relationship between financial discernment and investment awareness.

Financial Discernment and Investment awareness

		Investment Awareness										Total
		Bank Deposit(B, FD)	Post Office Savings Schemes	Public Provident Fund	National Pension Scheme	Bullion	Gold ETF	Real Estate	Shares	Government bonds, Debentures	Mutual Funds	
Financial Discernment Mean	Highly Not Aware	1(7.7)	0	3(23.08)	0	1(7.7)	1(7.7)	1(7.7)	3(23.08)	1(7.7)	2(15.4)	13(100)

	Not Aware	1(4)	4(16)	5(20)	0	2(8)	3(12)	3(12)	6(24)	1(4)	0	25(100)
	Neither or Nor aware	0	0	4(40)	0	2(20)	1(10)	0	1(10)	2(20)	0	10(100)
	Aware	22(12.9)	13(7.7)	17(10)	16(9.4)	10(5.9)	18(10.6)	15(8.8)	16(9.4)	28(16.5)	15(8.8)	170(100)
	Highly Aware	8(5.8)	23(16.7)	8(5.8)	14(10.1)	15(10.8)	14(10)	8(5.8)	17(12.3)	19(13.8)	12(8.7)	138(100)
Total		32(8.9)	40(11.2)	37(10.4)	30(8.4)	30(8.4)	37(10.4)	27(7.6)	43(12.1)	51(14.3)	29(8.1)	356(100)

From the above table it is noticed that the financial discernment is compared with investment awareness regarding different investment avenues has been segregated as Highly Not Aware, Not Aware, Neither or Nor aware, Aware and Highly Aware. The first row shows respondents highly not aware of different investment avenues. 7.7% of respondents are highly not aware of Bank Deposit (SB, RD, FD), 23.08% of respondents are highly not aware of PPF, 7.7% of women respondents are highly not aware of bullion, gold ETF, real estate and Government bonds/ Debentures. 23.08% and 15.4% of women respondents are highly not aware of shares and mutual funds. Further, it is noticed that 4% of respondents are not aware of Bank Deposit (SB, RD, FD) and Government bonds/ Debentures. 16% are not aware of Post Office Savings Schemes, 20% of the women respondents are not aware of PPF, 8% of the women investors are not aware of bullion, 12% of them are not aware of gold ETF and real estate. 24% of the respondents are not aware of shares. The third row represents women investors neither or nor aware of different investment avenues. Here 40% of the women respondents are not aware of PPF, 20% of them are not aware of bullion and Government bonds/ Debentures. 10% of the respondents are not

aware of gold ETF and shares. Fourth row depicts women respondents are aware of multiple investment options. 12.9% of the respondents are of Bank Deposit (SB, RD, FD), 7.7% of women respondents are aware of post office saving schemes command 10% of the respondents are aware of PPF. 9.4% of respondents are aware of NPS, 5.9% of the women investors are aware of bullion. 10.6% of respondents are aware of gold ETF come on 8.8 % of respondents are aware of real estate and mutual funds. 9.4% and 16.5% of the respondents are aware of share and Government bonds/ Debentures. The last row represents the women investor respondents who are highly aware of different investment options. 5.8% of the respondents are highly aware of bank deposit (SB, RD, FD), PPF and real estate. 16.7% of the women respondents are highly aware of post office saving schemes, 10.1% of them are highly aware of NPS and 10.8% of them are highly aware of bullion. 10% of women respondents are highly aware of gold ETF, 12.3%, 13.8% , 8.7% of the women respondents are highly aware of shares, government bonds slash debentures and mutual funds.

Chi-Square Tests-

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	53.578 ^a	36	.030
Likelihood Ratio	59.733	36	.008
Linear-by-Linear Association	.000	1	.997
N of Valid Cases	356		

The above table shows that Pearson's chi-square value= 53.578 and P= 0.030 are statistically significant at the 5% level. Since the P value is less than 0.5 the null hypothesis is rejected thus

accepting the alternative hypothesis. This shows that there is significant relationship between financial discernment and investment awareness of working women investors.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.788	.030
	Cramer's V	.694	.030
N of Valid Cases		356	

The relationship between financial discernment and Investment awareness shows a strong positive relationship between both variables with Phi value of 0.788.

Hypothesis 2

H0: There is no significant relationship between Financial risk averse and investment awareness.

Financial risk averse and Investment Satisfaction

		Investment Awareness									Total	
		Bank Deposit (SB, RD, FD)	Post Office Savings Schemes	Public Provident Fund	National Pension Scheme	Bullion	Gold ETF	Real Estate	Shares	Government bonds/ Debentures		Mutual Funds
Financial risk averse	Highly Not Aware	7(14)	4(8)	9(18)	0	6(12)	5(10)	3(6)	6(12)	6(12)	4(8)	50(100)
	Not Aware	3(8.1)	6(16.2)	6(16.2)	2(5.4)	3(8.1)	5(13.5)	5(13.5)	4(10.8)	1(2.7)	2(5.4)	37(100)
	Neither or Nor aware	4(9.5)	6(14.3)	6(14.3)	4(9.5)	3(7.1)	3(7.1)	0	4(9.5)	7(16.7)	5(11.9)	42
	Aware	9(7.1)	15(11.9)	8(6.3)	16(12.7)	9(7.1)	16(12.7)	8(6.3)	15(11.9)	20(15.9)	10(7.9)	126
	Highly Aware	9(8.9)	9(8.9)	8(7.9)	8(7.9)	9(8.9)	8(7.9)	11(10.9)	14(13.9)	17(16.8)	8(7.9)	101
Total		32(8.9)	40(11.2)	37(10.4)	30(8.4)	30(8.4)	37(10.4)	27(7.6)	43(12.1)	51(14.3)	29(8.1)	356

From the above cross tabulation, it is noticed that financial risk averse is compared with selection of different investment avenues. The table represents five heads namely Highly Not Aware, Not Aware, Neither or Nor aware, Aware and Highly Aware. The first row represents women respondents highly not aware. 4% Respondents agreeing Highly Not Aware towards Bank Deposit (SB, RD, FD) followed by 8% of women respondents towards Post Office Savings Schemes and mutual funds, 12% of the women investors are highly not aware of bullion, shares and Government bonds and Debentures, 10% , 6% are highly not aware of Gold ETF and real estate. Further, the second Row represents women respondents who are not aware of different investment avenues. 8.1 percentages of the respondents are not aware of Bank Deposit (SB, RD, FD), 16.2% do have awareness towards Post Office Savings Schemes and PPF. 5.4% of the respondents are not aware of NPS and mutual funds. 8.1% of the respondents are not aware of bullion 13.5 % of them are not aware of Gold ETF and real estate. 10.8%, 2.7% and 5.4% are not aware of shares, Government bonds/ Debentures and mutual funds. The third row leads to respondents neither nor aware of different avenues.

9.5% of the respondents are neither nor aware of Bank Deposit (SB, RD, FD), NPS and shares. 14.3% of women investor respondents are neither nor aware of Post Office Savings Schemes and PPF. 7.1% of them are neither nor aware of bullion and Gold ETF. 16.7% and 11.9% of respondents neither nor aware Government bonds/ Debentures and mutual funds. Further, the fourth row depicts the respondents who are aware of different investment avenues. 7.1% of the respondents are aware of Bank Deposit (SB, RD, FD) and bullion. 11.9% are aware of Post Office Savings Schemes and shares. 6.3% women respondents are aware of PPF and real estate. 12.7% of respondents are aware of NPS and Gold ETF. 15.9% and 7.9% of respondents are aware of Government bonds/ Debentures and mutual funds. The last row shows the respondents who are highly aware of different investment avenues. 8.9% of the respondents are highly aware of Bank Deposit (SB, RD, FD), Post Office Savings Schemes and bullion. 7.9% of the women investors are highly aware of PPF, NPS, Gold ETF and mutual funds. 10.9% of the women respondents are highly aware of real estate and 13.9% & 16.8% respondents are highly aware of shares and Government bonds/ Debenture.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.735 ^a	36	.529
Likelihood Ratio	42.443	36	.213

Linear-by-Linear Association	3.332	1	.068
N of Valid Cases	356		

The above table shows that Pearson's chi-square value= 34.735 and P= 0.529 are statistically insignificant at the 5% level. Since the P value is more than 0.5 the null hypothesis is accepted thus rejecting the alternative hypothesis. This shows that there is no significant relationship between financial risk averse and investment awareness of working women investors towards different investment avenues.

Findings:

- Majority of the women investor respondents are found to be below 30 years.
- 34.8% of the respondents hold post graduate degree and majority (78.9%) women respondents belong to salaried category.
- It is observed that maximum women respondents' annual investment is less than 1L and 41.6% of the respondents chose relatives and friends as their key source of investment information.
- It is revealed that women investor respondents choose to invest in bank FDs, Post office, bullion, PPF, NPS and mutual funds.
- The results revealed that there is a strong positive relationship between financial discernment and investment awareness.
- It is found that there is no significant relationship between financial risk averse and investment awareness of working women investors towards different investment avenues.

Suggestions

- Awareness programs, training sessions and workshop should be conducted by SEBI and various financial institutions/organizations to induce knowledge about various investment

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options and instruments among the women investors with the aim that they can reap benefit of acquiring more significant yields.

- Mandatory saving schemes can be introduced in every organization for women employees which will encourage them to contribute and provide support to nation building indirectly
- The government should take appropriate action to promote the financial instruments amongst the women investors.
- Abundant information about modern investment Instruments should be published in advertisements, magazines, news channels etc.,
- Financial literacy campaigns in regional languages can be initiated and arranged by the government and non-governmental organizations. It is suggested that literacy programs emphasize the importance of budgeting, portfolio management, inflation, and so on.

3. Conclusion

Women Investors are the major supporters of the economy for a country. A small investment from a single investor helps in economic growth like India. Women Investors select investment alternatives based on their specific needs, risk tolerance, and expected return. From study it is clear that financial discernment have significant relationship with the investment awareness of working women. Further the study shows that majority of working women choose to invest in traditional or conventional investment avenues. So awareness on different investment products is mandatory for the investment participation. This will benefit both the individual and the society.

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