



**A STUDY ON INVESTMENT BEHAVIOUR AMONG WOMEN
EMPLOYEES WITH SPECIAL REFERENCE TO ERNAKULAM
DISTRICT**

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ABSTRACT

In today's scenario many of the women are educated and employment opportunities are more for women. As more employment opportunities are increasing for women, so that they are able to earn well. Through this they are more financially independent. They can take more financial decisions and they can able to invest in many investment avenues such as bank, mutual funds, gold, chitties etc. So that, in today's world women are earning more than men and their savings is more concentrated on their household sector. So, the savings and investment among working women are also increasing day by day. This study is focused on investment behaviour of working women in Ernakulam district. The study found that most of the women prefer banks for investing and their main savings objective is children's education.

Keywords-Investment avenues, working women ,awareness ,investment behaviour

INTRODUCTION

Nowadays women's role has broadened beyond the basic duties. Women have a very wider scope and they have greater opportunities. In today's scenario many women have started doing savings and involved in investment activities. Through this they have been able to

achieve financial independence. This initiates the women for investing in various investment avenues. Every individual has their own personal as well as family needs. All individual's investments or savings are utilised for fulfilling their needs like educational purposes, marriage purposes, purchasing house, retirement, health care etc. Every investor aims at getting maximum returns from their investments. People choose investment avenues accordingly. The investment behaviour and savings habit of women differ from men.

REVIEW OF LITERATURE

1. **Mrs.R.Harini and Dr.R.Savithri(2021)**in their study titled “A study on the investment behaviour of working women with reference to Chennai city” found that 29.16% made their investments in banks.In India, household sector is the area where women focus to put their savings more. In early years, women's income was just an additional income, but today in many of the family women's income is taken for their household purposes. And women's income is necessary for their contingent requirements. Main purpose of women is to hold low risk and always aim in getting returns from investment. The motive of the study is to find out various investment portfolios opted by working women. The primary data was collected from 120 women respondents. The methodology used is descriptive and analytical. The study concluded that women favour to invest in avenues with low risk. More measures should be taken to increase the awareness about the various investment avenues among working women.
2. **Mrs.M.Banurekha and Ms.N.Sowbarnigaa (2022)** in their study titled “SAVINGS AND INVESTMENT PATTERN OF WORKING WOMEN IN SINGANALLUR” found that majority of the respondents choose government sector for making their investment.The savings of the women equals 23 percent of India's GDP. The motive of the study is to find out the factors influencing the savings and investment pattern of urban women employees in Coimbatore city. The study is an analytical research based on the survey method. The primary data was collected from 140 respondents. Simple percentage analysis and correlation are the tools used. The study concluded that investments with higher returns were being preferred, but, along with it, the risk factor severely affected their decisions.

3. **Mrs.Anitha Mary Alex(2021)**in their study titled “A STUDY ON THE INVESTMENT BEHAVIOUR OF PROFESSIONAL WOMEN WITH SPECIAL REFERENCE TO ERNAKULAM DISTRICT, KERALA” found that professional women are not willing to take risk as they give importance for their hard earned money. Investment is very important in nowadays that is why women and men are more focused on investment. Professional women give more importance to the investment activities while making any investment decision. The primary data is collected through questionnaire using simple convenience sampling. The study concluded that investment behaviour of professional women with the help of factors such as investor’s knowledge, risk tolerance and investment objective.

4. **Mrs.Mercy Silvester and Mr. Vijayakumar Gajenderan(2020)** in their study titled “A STUDY ON INVESTMENT BEHAVIOUR OF WORKING WOMEN IN CHENNAI CITY” establish that the working women are familiar with the investment opportunities. Investment is done basically for good return, children’s education, daughter’s marriage etc. The study examines the relationship between Annual income and investment among the working women in the study area. The research data is collected with the help of primary data and secondary data. Overall, 281 responses are gathered. This study concluded that women employees are more aware about investment avenues and the returns availing from each of them.

5. **Dr.K.Uma and Mr.S.PackiaRaji(2015)** in their study titled “A STUDY ON AWARENESS ABOUT THE INVESTMENT PATTERN AMONG THE WORKING WOMEN IN ,VIRUDHUNAGAR DISTRICT” found that working women required sufficient guidance in this sector as many of them were not well informed in choosing best investment portfolio. Investments are very important in today’s scenario. Some of the factors influencing investment decision includes high taxation rate, high inflation rate, high income etc. The objective of the study is to analyse the risks faced by the working women investors. This is a descriptive research study. The primary data was collected from 50 respondents through questionnaire and secondary data is collected through websites, books and internet customer database.

SIGNIFICANCE OF THE STUDY

Women's economic empowerment is essential for economic growth. Women make up a significant portion of the workforce, and their ability to invest and accumulate wealth contributes to overall economic prosperity. By studying the investment behaviour of women employees, it helps to identify ways to promote their financial wellness and increase their participation in the economy.

Understanding investment behaviour of women employees can also help financial advisors and employers improve financial literacy among women. By providing education and resources that are tailored to women's unique needs and preferences you can help them become more confident investors and achieve their financial goals.

Women tend to live longer than men and are more likely to live in poverty in retirement. Understanding their investment behaviour can help financial advisors and policy makers design retirement savings plan that meet women's unique needs and help them achieve financial security in their later years. Overall, studying the investment behaviour of women employees is crucial for promoting economic growth, financial literacy and retirement security.

SCOPE OF THE RESEARCH

The proposed research topic, "A study on the investment behaviour among women employees with special reference to Ernakulam district" covers the theoretical and conceptual aspects of savings and investment behaviour among women employees. This study focuses on the awareness level on investment avenues among the working women. The study is conducted by collecting primary data from the women employees in Ernakulam district. This study also examines the association between age of the respondents and type of investments among the working women.

In addition, the study emphasizes the role and importance of savings and investments among women employees. This study covers factors they cover before making investment. This study helped working women to increase their awareness on various investment avenues.

OBJECTIVES OF THE STUDY

1. To study the awareness level on investment avenues among the working women in Ernakulam district.

2. To examine the association between age of the respondents and type of investments among the working women in Ernakulam district.
3. To study the investment behaviour of working women in Ernakulam District.

STATEMENT OF THE PROBLEM

In today's scenario most of the women are working but still so many are restricted in their basic rights of working. Even amongst the working women so many have no rights to use their salary for personal use. Either they give it for family requirements or for children's education. So many women are not even aware of the investment avenues available in the market. This study identifies their awareness level, factors considered before investing in avenues, problems and ambiguities faced by them while investing etc.

LIMITATIONS OF THE STUDY

1. This study is limited to Ernakulam district
2. This study is limited to cost, time and geographical area
3. The result of the study depends only on 107 respondents

RESEARCH METHODOLOGY

This is a descriptive study. Simple random sampling method was used to select the respondents. Primary data was collected using a well-structured questionnaire. Secondary data was collected from journals, research papers, websites etc. For analysing the data statistical tools such as Frequency analysis, ANOVA, Rank mean and independent t-test are used.

ANALYSIS AND INTERPRETATION

The results and findings of the study are presented below:

TABLE 1

Demographic Profile of the Respondents

Variables	Attributes	Frequency	Percent
Age	Below 20	6	5.6
	20-30	73	68.2
	30-40	13	12.1

	40-50	13	12.1
	50 and above	2	1.9
	Total	107	100.0
Marital status	Married	37	34.6
	Unmarried	65	60.7
	Divorcee	2	1.9
	Widow	3	2.8
Educational qualification	10th grade	1	.9
	12th grade	3	2.8
	Bachelor's degree	49	45.8
	Post graduate degree	52	48.6
	Others	2	1.9
Occupational details	Government sector	26	24.3
	Semi-government sector	3	2.8
	Private sector	64	59.8
	Others	14	13.1
Monthly Income index(in Rs)	up to 20,000	36	33.6
	20,000-40,000	30	28.0
	40,000-60,000	28	26.2
	Above 60,000	13	12.1
Years of experience	1-5 years	79	73.8
	5-10 years	16	15.0
	10-15 years	6	5.6
	Above 15	6	5.6

Source: Primary data

INTEEPRETATION:

Table 1 shows demographic profile of the respondents. It gives better understanding of the behaviour of the respondents towards the investment behaviour among women employees. It shows 68.2 % of respondents are under the age group between 20-30. It shows that 60.7% of respondents are unmarried. It shows 48.6 % of respondents are post graduate degree. It shows 59.8% of respondents are in private sector. It shows 33.6% of respondents have monthly income upto 20000. It shows 73.8 % of respondents are have work experience from 1-5 years.

RANK MEAN

Table 2 Investment avenues

SR No	Particulars	Mean	SD	Rank
1	Mutual Funds	1.65	0.478	III
2	Bank	1.81	0.392	I

3	Post Office	1.45	0.5	IX
4	Chitties	1.64	0.481	IV
5	Insurance	1.61	0.491	V
6	Gold	1.75	0.436	II
7	Share	1.46	0.501	VIII
8	Bitcoin or Non-Fungible tokens	1.48	0.502	VII
9	Others	1.51	0.502	VI

Source: Primary data

Table 3 Savings objective

SR No	Particulars	Mean	SD	Rank
1	Children Education	1.51	0.502	I
2	Childrens Marriage	1.45	0.5	IV
3	Retirement	1.1	0.305	V
4	Healthcare	1.49	0.502	II
5	Asset purchase	1.47	0.501	III
6	Others	1.51	0.502	I

Source: Primary data

Table 4 Factors considered before investing

SR No	Particulars	Mean	SD	Rank
1	Safety of Principal amount	1.51	0.502	III
2	Low Risk	1.63	0.486	I
3	Surety of return	1.6	0.493	II
4	Period of investments	1.5	0.502	IV
5	Others	1.48	0.502	V

Source: Primary data

INTERPRETATION:

Table 2,3 &4 shows the Rank Mean. Table 2 shows Banks have the highest ranking in investment avenues. Table 3 shows children's education and others have the highest ranking in savings objective of the respondents. Table 4 shows low risk has the highest ranking in the factors considered before investing.

Table 5

ANOVA

H₀₁ There is no significant difference between Demographic variables and awareness of risk.

	F	Sig.
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Age of the respondents	Between Groups	6.899	0.002
	Within Groups		
	Total		
Marital status of the respondents	Between Groups	7.405	0.001
	Within Groups		
	Total		
Educational qualification of the respondents	Between Groups	8.060	0.001
	Within Groups		
	Total		
Occupation details of the respondents	Between Groups	7.862	0.001
	Within Groups		
	Total		

Source: Primary data

INTERPRETATION:

The table 5 shows that there is a significant difference between the demographic variables such as Age, Marriage status, educational qualification and Occupation of the respondents and their awareness of risk related to investments. The P value of the demographic variables is less than 0.05. Hence, the null hypothesis is rejected. The results confirm Post Hoc tests. It concludes that there is a significant difference between the demographic variables and the awareness of risk.

TABLE 6

There is no significant difference between the Age of the respondents and type of the investment

INDEPENDENT T TEST

	Levene's Test for Equality of Variances		t-test for Equality of Means					
	F	Sig.	T	Df	Mean Difference	Std. Error Difference	95% Interval	Confidence of the

								Difference	
								Lower	Upper
Age of the respondents	Equal variances assumed	0.790		0.198	83	0.041	0.206	-0.369	0.451
	Equal variances not assumed		0.377	0.203	54.017	0.041	0.201	-0.362	0.444

Source: Primary data

INTERPRETATION

The above table points out that there is no significant difference between the age of the respondents and type of investments. It is seen that the P value is greater than the accepted level which is 0.05. Hence, the null hypothesis is accepted. The mean value of investment with long term growth 2.45 and investment short term growth 2.41. So it can be concluded that there is no relationship between age of the respondents and type of investments.

FINDINGS

1. Majority of the respondents are under the age group between 20-30.
2. Most of the respondents are unmarried.
3. Most of the respondents are post graduate degree.
4. Majority of the respondents are employed in private sector.
5. Majority of the respondents have monthly income up to 20000.
6. Majority of respondents have work experience from 1-5 years.
7. Banks have the highest ranking in investment avenues. It shows that women prefer low risk investment avenues more.
8. Children's education has the highest ranking in savings objective of the respondents.
9. The most important factor considering before investment avenues is low risk
10. There is a significant difference between the demographic variables and the awareness of risk.
11. There is no significant difference between age of respondents and type of investments

SUGGESTIONS

1. In today's world, there are so many investment avenues available in the market so investors are advised to diversify their portfolios towards profitable avenues.
2. Investors have to develop a habit of reading newspapers, magazines and other books related to investments to get higher returns
3. Continuous tracking or reviewing of investment will help the investors to get more idea about the current performance of their investments.
4. More measures should be taken to create awareness among women regarding various investment opportunities.
5. Proper steps should be taken to communicate information regarding updates on existing investment avenues to women properly and timely.
6. Investors should take advises regarding investment avenues from professionals such as tax consultants, chartered accountants and financial advisors before investing.

CONCLUSION

The motive of the research was to study about the investment behaviour among women employees with special reference to Ernakulam district. This study found that even though more women investors are upcoming nowadays, they don't have sufficient awareness regarding various investments opportunities. So, government need to conduct more awareness classes and sessions regarding investment avenues to the women investors. It was found that most of the women prefer banks for investing and their main savings objective is children's education. They prefer investments with low risk and higher returns. Encouraging women to invest early and regularly in a diversified portfolio can help them to achieve their long term financial goals.

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