

Investment behaviour of working women: A comparative study in Government and Private Sector.

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Abstract

Women in India have already scaled new heights in every walk of life. They are now contributing their mite towards the development of our country. Financial stability of women is the need of the hour. Working women, now takes better financial decisions and doing many financial activities including investment. In this study, the researcher analyses the investment behaviour reflected by working women in government sector and private sector.

KEYWORDS: Investment, women workers, Investment Avenues, Financial securities, Shares, Real estates.

Investment means commitment of funds today with the expectation of a favourable return in tomorrow. Investment is the back bone of a nation's economic growth. Investment generates employment and wealth. People engaged in different economic activities, so that they can earn their livelihood. They earn money and expend money. Whenever a person postpones his or her current spending opportunity, it leads to savings. If such saved amounts are channelized to an investment avenue, it becomes an investment. Therefore, an investment can be rightly observed as the deferment of present spending opportunity.

In a country like India, most of the people are not able to save from their income because of many reasons. Only a small portion of population invest their money and take part the economic development of our nation. It is also worth noting that investment pattern of Men and Women are also different in our country. As we are in a patriarchal society, all kinds of financial and non-financial decisions are taken by the male member of the family. This reduces the awareness level of women about promising investment avenues. In recent times, women are more educated and employed in Government and Private sector. This is a comparative study conducted among the working women belongs to public sector and private sector.

Significance of the study

The growth of savings and investment are beneficial to every country and it increases the standard of living of its citizens. "Educate Girls" is a well accepted policy of our nation and it leads to more employment opportunities to women. The working class of women are also ready to save from their income and they are ready to invest for future benefits. The main problem is that , they are not properly directed and their awareness level about investment avenues are pathetic. In this context, the researcher would like to analyze the investment behaviour reflected by working women in government and private sector.

Objectives of the study

1. To study the awareness level of working women about investment avenues.
2. To study the expectations of working women from their investment
3. To analyze the challenges faced by working women regarding investment

Scope of the study

Government plans to implement many schemes to empower women and girl children of our country. Government designated special savings bank account for women , Mahila bank concept for women etc. are some of the steps taken by the government in this direction. Women are now showing a positive attitude towards savings and investments and having to play a vital role for the development of our economy. As we know, the heart of India lives in rural villages of our nation. We have to strengthen the citizens of villages, especially the women. This study intends to improve women investors awareness in various investment avenues with a focus on rural areas. The researcher selected respondents from ten Grama panchayath of Kozhikode district.

Research gap

The behavioural pattern of women investors are studied by many researchers. But most of the studies were conducted by compiling data of urban areas. So, there is a scope for studying the investment behaviour reflected by employed women in rural areas.

Research methodology

Method of study

The study is descriptive in nature. Both primary and secondary data was used for this study. Primary data was collected by way of administering a questionnaire and secondary data was collected from published materials and websites.

Sampling technique

The researcher used convenience sampling method for data collection. It is a non -probability sampling technique where samples are selected because of the convenience , accessibility and proximity of the researcher.

Sample size

630 respondents were selected for this study. Out of the total, 315 from government sector and 315 from private sector.

Analysis of data

Collected data was analyzed using appropriate statistical techniques such as charts, tables, percentages and Mean score.

Data Analyses and Interpretations

Socio-demographic profile of respondents

Sl.no.	Demographic Variables	Govt. employee		Private employee	
		Frequency	Percentage	Frequency	Percentage
1	Age				
	20- 30	66	21	195	62
	31-40	110	35	31	10
	41-50	126	40	79	25
	Above 50	13	4	10	2
	TOTAL	315	100	315	100
2	Education				
	Below SSLC	63	20	76	24
	Degree	126	40	126	40
	PG	120	38	88	28
	Professional	6	2	25	8
	TOTAL	315	100	315	100
3	Marital status				
	Married	249	79	189	60
	Unmarried	60	19	113	36
	Widow	6	2	13	4
	TOTAL	315	100	315	100
4	Monthly income				
	Below 15000	82	26	215	68
	15000- 30000	57	18	82	26
	30000- 45000	18	6	6	2
	45000- 60000	95	30	6	2
	Above 60000	63	20	6	2
	TOTAL	315	100	315	100

(Source: Primary data)

Interpretation: The above table shows that 40% of working women from govt. sector and 62% from private sector belongs to the age group of 41-50 and 20-30. Educational qualification of majority of the respondents are Graduation. Most of the respondents belongs to married category. Private sector employees comes mainly under the income group of below 15000 and the income level of government sector ranges between 45000 to 60000.

Awareness level of respondents about different investment avenues

Investment Avenues	Govt. employee		Private employee	
	Frequency	Percentage	Frequency	Percentage
Shares/ stock	31.5	10	37.8	12
Debentures/ bonds	31.5	10	25.2	8
Mutual funds	15.75	5	15.75	5
Insurance policies	47.25	15	50.4	16
NSC	6.3	2	6.3	2
Real estates	12.5	4	15.75	5

Pension schemes	37.8	12	31.5	10
Bank deposits	78.75	25	69.3	22
commodities	3.15	1	6.3	2
Provident funds	50.5	16	56.7	18
TOTAL	315	100	315	100

(Source: Primary data)

Interpretations: From the above table, it is clear that both working women in government sector and private sector much aware about bank deposits(78.75% for govt. sector and 69.3% for private sector). Insurance policies are the second investment opportunities known to the women investors. Generally, the awareness level of both type of women workers are more or less equal.

Distribution of respondents according to their sources of information for investment decisions

Sources of information	Govt. sector		Private sector	
	Frequency	Percentage	Frequency	Percentage
Websites	41	13	46	15
News papers and Magazines	46	15	46	15
Television	95	30	80	25
Consultancy	32	10	26	8
SEBI announcements	6	2	6	2
Relatives, Friends and Colleagues	95	30	111	35
TOTAL	315	100	315	100

(Source: Primary data)

Interpretations: Majority of the respondents got information about investment avenues from relatives, friend and colleagues, in both cases. As far as concerned with women workers of Govt. sector, about 30% depends on television broadcasting for information on investment avenues. 25% of women workers from private sector also collecting information from television. Websites and magazines helped about 15% women workers to get information about different investment avenues.

Distribution of respondents according to years of investment experience

Years of Experience	Working women- Govt. sector	Percentage	Working women- Private sector	Percentage
1 – 5	113	36	202	64
6 - 10	126	40	76	24
11 – 15	6	2	25	8
Above 15	70	22	12	4
TOTAL	315	100	315	100

(Source: Primary data)

Interpretations: The above table describes that among government sector, 40% of women have experience of 6 to 10 years and majority of private sector women (64%) included in one to five years of experience. There is 24% women workers in private sector having 6 to 10 years of experience more than 15 years of experience is 22% for govt. sector and 4% for private sector.

Distribution of respondents according to preferred mode of investment

Mode of Investment	Working women- Govt. sect	percentage	Working women- Private sector	percentage
Liquid Assets	101	32	76	24
Financial Assets	63	20	63	20
Bank Assets	151	48	176	56
TOTAL	315	100	315	100

(Source: Primary data)

Interpretations: The above table indicates that 48% of women workers in Govt. sector prefer to invest on bank assets and 56% of women workers in private sector also prefer bank deposits. Financial assets are least preferred by both of them around 20% preference level.

Expectation of respondents from their investments

Expectation Of investor	Govt. sector			Private sector		
	Mean	SD	Rank	Mean	SD	Rank
High Return	2.76	1.56	4	2.60	1.08	3
Tax Benefits	3.28	1.40	2	1.64	0.70	5
Liquidity	1.72	0.98	5	3.76	1.20	2
Safety	4.12	0.78	1	4.52	0.65	1
Stability of Income	2.76	0.97	3	2.52	1.23	4

(Source: Primary data)

Interpretations: It is clear from the above table that safety is the main concern for both category. Govt. sector employees gives second importance to tax benefits , while private sector women workers expects liquidity position. Stability of income is expected by respondents from both the categories.

Challenging factors in investment decision of working women

Statements	Govt. sector- Mean score	Private sector- Mean score
Confidence Level	3.36	3.80
Knowledge Level	2.56	2.84
Risk Taking Capacity	2.48	2.60
Dependency of others	3.96	4.24
House hold expenses	2.72	3.24
Usage of additional income	3.36	3.84
Review on investment	3.48	3.48

(Source: Primary data)

Interpretations: The above table describes that the low risk bearing capacity is the most challenging factor for working women in their investment. The lack of knowledge about investment instruments are another important challenging factor. The expenses related to house hold items also hinders them for investment. The responsibility bearing capacity of working women in Govt. sector is less than the working women in private sector. Both category of respondents use their additional income for investment purpose.

Findings of the study

1. Majority of women workers in Govt. sector as well as in private sector are aware about bank deposits, PF schemes and Insurance policies as the main investment avenues.
2. The study reveals that safety of capital is the most important factor considered by women investors both in Govt. and private sector.
3. It is found out that low risk bearing capacity, lack of proper knowledge are the main challenges faced by women investors.
4. Innovative investment opportunities are not utilized by women investors of rural areas.

Suggestions

1. Provide proper awareness programmes to women investors of rural areas about the importance of investments and investment avenues.
2. Women investors should be given proper education regarding the terms and conditions of investment , so that they can proceed with wise investment decisions.
3. Women investors are advised to frame an appropriate investment plan for more accurate and scientific investment.

Conclusion

The working women investors in Govt. and private sector reflects more or less similar investment behaviour. Lack of awareness and knowledge about investment opportunities leads poor performance as far as concerned with women investors. They are least bothered about financial securities and their much concern is towards non-financial investment opportunities. The working women always keeps their amounts free from risk and expects a higher return. Proper education given to them can improve the situation and women from rural areas may be encouraged to invest their savings in different investment avenues.

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