



A Study on Investment Awareness among Working Women in Kachchh district

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ABSTRACT

This research paper is emphasis on working women of Kachchh district. In Kachchh women are engaged in various economic activities like banks, ports, free trade zone, art workers, farming etc and so much more activity is there. As we all know that role of women is changing now a days from a house wife to business women or entrepreneurs. Since the last 10 to 15 years, this situation has been changing. Now days working women are working efficiently and sincerely with compared to men or if it we can say that women working more efficiently than male, it wouldn't be an exaggeration. This study aims to focus on investment awareness and preferences available to working women with special reference to Kachchh district, Gujarat, India. The study is based on female employees only who are working in government and private sector organizations. For the purpose of this study the primary data which was collected by questionnaire using convenient sampling technique with the sample size of 100 respondents of Kachchh district, Gujarat, India. The details of their investment habits and awareness will be asked to answer. In it there are questions like, how many years of experience they have in investing activities? What kind of investor they are? To which factor they give more importance while they are investing in some avenues? In which investment avenues they are mostly invest their savings? If they are selected some preferable government investment than what are the reason behind it? And also if they are not investing in shares, debentures etc. than what are the reasons behind it? Which is their most preferable investment? And which is the safest investment they have feeling about is also trying to know in this attempt. The data has been analyzed using percentage analysis, Pearson co-relation test.

Key words: Kachchh working women, investment avenues, preference, safety, Investment awareness.

Introduction

The Kachchh is an industrial district where are lots small and large scale entrepreneurs. They are engaged in their business successfully. They know very well that running a business has a number of risks influencing financial risks. Because in business, finance is considered as the life of blood. They save money to remove the financial requirement of the future. The future requirement of money cannot be predicted very correctly. To enjoy the benefit to safeguard money and to maintain the regular activity everyone should save. So in Kachchh district, there is a large scope for savings and investment due to the large number of businessman, Kandla Port, Mundra Port, Kasez and thousands of shipping companies and real estate, other SEZs, small-scale entrepreneurs and government employees. In Kachchh the circulation of money among the people is higher than that of other near district. This is because most of worker are getting their for very individual and to his dependents. To avoid the idle money to meet their future demand, the staffs workers, businesswomen and government employees can make an attempt to investment. So in this study attempt is made to analyze "A Study on Investment Awareness among Working Women in Kachchh district"

Research methodology

The present study has been taken with an overall objective of highlighting the investment awareness among working women with reference to Kachchh district. The study is basically depends totally on secondary data and primary data. Secondary data are collected from various reports published by various websites, articles, journals and other research papers on investment awareness in working women in recent times. Primary data have been collected by questionnaire from 100 working women respondents of different categories from Kutch district. Sampling technique used is convenient sampling for this study. They are also having a different family type, income, types of jobs. The data has been analyzed using percentage analysis, co-relation test.

Review of literature

Richard A. Duschl, Emmett Wright (1989) Investigated the manner and the degree to which science teachers considered the nature of the subject matter in their decision making addressing the planning and the delivery of

instructional tasks. The goal of the study was the development of grounded hypotheses about science teacher's pedagogical decision making.

Krishnamoorthy, c, (2008) In his study has analyzed the profile and awareness of salaried class investors and their attitude and satisfaction towards investment. In has been concluded that all salaried people were aware of bank deposits, PF schemes, insurance schemes, post office savings schemes, gold and however only few were aware of UTI.

Dr. Katherine phillips(2014) Women are getting empowerment through literacy and employment. The biggest motivation of the working women is need the sheer economic necessary with growing rate of inflation. To help the family by adding some meager resources women are working, which facilitate to meet the financial needs and reduces the financial stress. But it is the best aid only to solve the temporary problems. Women are aware of financial services offered by both government are private financial institutions to Save their hard earned income. This paper is attempted to study the constraints faced toward saving by people especially working women. The primary data needed for the study is collected from 40 respondents by using Interview schedule method. Judgment sampling was adopted to collect primary data.

Objectives of this study

1. To study the socio-economic background of working women in KACHCHH district.
2. To evaluate the investment pattern of working women in KACHCHH district.
3. To study investment preference of working women in KACHCHH district.
4. To evaluate the investment habit of working women in KACHCHH district.
5. To analyze the investing objective of working women in KACHCHH district.
6. To evaluate the safety opinion of working women regarding their investment options.

Data analysis

NO	QUESTIONS	NO.OF.RESPONDENTS	PERCENTAGE
1	AGE		
	BELOW 20	2	2
	20-35	63	63
	35-50	31	31
	50-65	4	4
	65 AND ABOVE	0	0
	TOTAL	100	100
2	MARITAL STATUS		
	SINGLE	32	32
	MARRIED	62	62
	DIVORCED	3	3
	WIDOWED	3	3
	TOTAL	100	100
3.	EDUCATION		
	ILLITERATE	5	5
	BELOW GRADUATION	13	13
	GRADUATION	26	26
	POST GRADUATION	37	37
	PORFESSIONAL DEGREE	19	19
	TOTAL	100	100
4.	FAMILY TYPE		
	JOINT FAMILY	50	50
	NUCLEAR FAMILY	50	50
	TOTAL	100	100
5.	EMPLOYMENT TYPE		
	GOVERNMENT	28	28
	PRIVATE	72	72
6.	ANNUAL INCOME		

	UPTO 50000	25	25.0
	50001 TO 100000	38	38.0
	100001 TO 200000	17	17.0
	200001 TO 500000	11	11.0
	ABOVE 500000	9	9.0
	TOTAL	100	100.0
7.	HAVING BANK ACCOUNT OR NOT?		
	YES	96	96
	NO	04	04
8.	FREEQUENCY OF INVESTMENT ACTIVITY		
	DAILY	2	2
	MONTHLY	55	55
	QUARTERLY	14	14
	BI-ANNUALLY	7	7
	ANNUALLY	22	22
	TOTAL	100	100
9.	DECISION TAKER		
	YOURSELF	47	47
	YOUR HUSBAND	14	14
	YOU AND YOUR HUSBAND	39	39
	TOTAL	100	100
10.	PRIORITY FACTOR		
	SAFETY	74	74
	HIGH RETURN	8	8
	LIQUIDITY	2	2
	LESS RISK	14	14
	MARKETABILITY	2	2
	TOTAL	100	100
11.	RANK OF INVESTMENT AVENUES	RESNPONSE	RANK
	BANK FD	202	1
	POST OFFICE MONTHLY SCHEME	293	2
	GOLD/SILVER	342	3
	INSURANCE	442	4
	REAL ESTATE	545	5
	NSC	633	6
	MUTUAL FUND	639	7
	EQUITY AND STOCK	685	8
	DEBENTURES	719	9
12.	OBJECTIVE WHILE INVESTING	RESNPONSE	RANK
	GROWTH ORIENTED	289	1
	REGULAR INCOME ORIENTED	301	2
	LONG TERM PROFIT SEEKING	344	3
	BALANCED ASPECT	383	4

	TAX SAVING PURPOSE	387	5
	SHORT TERM PROFIT SEEKING	396	6
13.	SAFETY OPINION REGARD VARIOUS AVENUE	RESPONSE	SAFEST OPTION RANK
	SAVING IN POST OFFICE	118	1
	BANK DEPOSITS	119	2
	GOLD/SILVER	183	3
	INSURANCE POLICIES	200	4
	BONDS AND DEBENTURES	233	5
	MUTUAL FUND	250	6
	EQUITY AND SHARES	283	7
	COMMODITY	287	8
14.	SOURCE OF INFORMATION	RESPONSE	RANK
	NEWSPAPER/MAGAZINE	49	1
	FRIENDS/RELATIVES	41	2
	SELF ASSESSMENT	35	3
	WEBSITE	21	4
	ADVERTISEMENT	16	5
	AGENTS/BROKERS	12	6

Testing of Hypothesis

1.Ho: There is no significant relationship between experience of investing activity and taking risk on investment.

	Q9.HOWOLD	Q12.TAKINGRISK
Pearson Correlation	1	.075
Sig. (2-tailed)		.457
N	100	100

Hence calculated table value 0.075 is less than the table value 0.457 for N=100(Rc<Rt) So the null hypothesis is accepted that there is no significant relationship between experience of investing Activity and taking risk on investment.

2.Ho: There is no significant relationship between experience of Investing activity and type of investor.

	Q9.HOWOLD	Q4.KIND OF INVESTOR
Pearson Correlation	1	.078
Sig. (2-tailed)		.440
N	100	100

Hence calculated table value 0.078 is less than the table value 0.440 for N=100 (Rc<Rt) So the null hypothesis is accepted that there is no significant relationship between experience of investing Activity and type of investor.

3.Ho: There is no significant relationship between decision taker and Priority factor.

	Q3.DECISIONTAKER	Q5.PRIORITYFACTOR
Pearson Correlation	1	.260(**)
Sig. (2-tailed)		.009
N	100	100

Hence calculated table value 0.260 is greater than the table value 0.009 for N=100(Rc>Rt) So the null hypothesis is rejected so there is significant relationship between decision taker and Priority factor.

4.Ho: There is no significant relationship between frequency of Saving and frequency of investment.

	Q13.FREEQUENTLY	Q2.FREEQUENCY OF SAVING
Pearson Correlation	1	.496(**)
Sig. (2-tailed)		.000
N	100	100

Hence calculated table value 0.496 is greater than the table value 0.000 for N=100($R_c > R_t$) So the null hypothesis is rejected so there is significant relationship between decision taker and Priority factor.

Conclusion

The findings of the study are as follows:-

- 72% of respondents are employed in private sector. There is big part of private sector to employ women in economic activities.
- 38% of respondent having annual income from 50001-100000 Rs. and only 9% of respondent having annual income above 500000 Rs.
- 96% of respondent having saving bank account and it shows that they better knows that bank give interest on their extra savings.
- 47% taking investment only herself and 39% taking investment decision together with their husband.
- Working women select “GROWTH ORIENTED” as their 1st objective of investing activities. And at last they select “SHORT TERM PROFIT SEEKING” at 6th objective of their investment purpose.
- Working women choose “SAVING IN POST OFFICE” at safest investment instruments and “COMMODITY” as less safe investment option.
- Working women use “NEWSPAPER/MAGAZINE” as main source of information and they give 49 response out of 174 to it.

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