

“CHOICES & PREFERENCES OF WORKING WOMEN BASED ON INVESTMENT PATTERNS AVAILABILITY”

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ABSTRACT:-

In ancient times women are not financially literate, they don't take part in investments. Now a day's women are much aware about investments avenues & they also actively participate along with men in investment, it's a good sign for economic growth.

This research is based on working women who were working in government & private sectors of various organizations. For the purpose of this study data was collected through articles, journals, research papers, thesis and their literature reviews. The study conclude that majority of women prefer secured investments, and invest their money in Bank as well as gold,

The research study is focused on "choices and preferences of working women based on investment patterns availability" their awareness level and factors affected in investments.

Key words: - Investment avenues, Choices and Preferences, Investment Pattern & Women Awareness.

INTRODUCTION:-

The decisions of savings and choices and preferences of investments changes individual to individual according to their risk tolerance, and investment pattern availability. Everyone wants that their savings is most safe and secured. Women are relatively conservative in taking risk and they have different perception about investments. The importance of understanding the investments preferences and pattern is essential as it form a base for the growth of economy. Therefore for the development of Indian economy, it is important to know the women choices and preferences towards investments avenues.

Problem Identification: - The choice & preferences of working women mostly change time to time because of,

- ✓ Financial literacy & Family restriction.
- ✓ Dependency on their family members and husband as taking investments decisions.
- ✓ Conservative in investment perspective.
- ✓ Demographic profile largely determines their savings & investment options.
- ✓ Mostly prefer liquid, safe and secured investment avenues
- ✓ Each & every working women can be specifically differentiated on various parameters (married & single)

Need of the Study:-

- ✓ To cognize the recent investments trends of working women.
- ✓ To know the investments attitude of working women belonging to various sectors.
- ✓ This study will help to understand the investments choice & preferences of working women.

Scope of the study:-

- ✓ This study will be useful to investments avenues to customize the services that influence working women.
- ✓ This study will be usable to understand the expectations and experiences of working women among investments avenues.
- ✓ This study will become supporting hand for further research to research scholars as well as students for their respective field.

OBJECTIVE OF THE STUDY:-

- ✓ To know the investments choices and preferences of working women.
- ✓ To study the investment patterns of working women.
- ✓ To study the investments awareness of working women.
- ✓ To study the factors that influence investments avenues of working women.

LITERATURE REVIEW:-

Rekha G and Vishnupriya R (2019), in this paper a study on investment pattern among working women. Researchers find out majority of working women's perception that investment in gold is most satisfactory investment, and main purpose of savings is for children's education, majority of women aware about various investment avenues.

Amsaveni M (2018), in his paper investments attitude in working women's in the reference area of Tiruppur district. Researcher examine that majority of the working women's satisfied their investments and profitability in investments was the first attitude among working women.

Hemalatha TM and Pavithra S (2018), in their research study topic savings and investment pattern of salaried women in the area of Coimbatore district. Researchers conclude that working women opinion funds safety is the main preference for selecting an investment plans.

Chaudhery J (2017), in this research paper topic study of income and investment pattern of independent women's in Udaipur city. It has been found that majority of women are aware about the investment options, and 80% are married and they prefer investment in Gold as followed by bank deposits.

Atchyuthan N and yogendrarajah R (2017), in their research paper topic- investment awareness and preference in Jaffna district in Sri Lanka's working women. It has been found that majority of women popular investments are gold and bank fixed deposits & preferred secured investment. Awareness level is not closely related to age, occupation and qualification of working women.

Mohan D (2016), examine in her research paper topic income and investment pattern of salaried women in the city of Kollam. Researcher found that mostly salaried women invest their savings in gold and bank fixed deposits for the safety of uncertain future.

Shukla SN (2016), in her study topic- a study of investment preference of working woman of north Gujarat region. In her study it was found that there is no impact between educations with investment but relation between age and income creates major impact on investment.

Shanthi G and Murugesan R (2016), in their research paper investment preferences of salaried women employees. The researcher has analyzed that salaried woman employees consider that safety as well as return on investments on regular basis.

Reddy SK and Narayanan L (2015), in their research study on two cities Hyderabad and Secunderabad and to know the investment pattern among working women. In their research paper it is observed that respondent prefer to invest in provident fund, as they believe PF (provident fund) is safest then other schemes.

Choudhary Etal- (2015), in his research study on savings and investments pattern among private school teachers in the area of Wardha city Maharashtra, The researcher found that most of the respondents are invested their money in bank for the security of future. The objectives behind to savings or investment are children's education, marriage, and pension plans.

Madhukar PS (2015), in his study topic investment awareness of college teachers a study with reference to Latur distics. Majority of teachers are aware about the savings and investments schemes. Bank F.D is preferred from a majority of teachers, and most of the teachers feel that investment procedure is complicated by nature.

Venkateshraj V (2015), propounded his study on pattern of investments to employed women. It was conclude that the most prefer investments was bank deposits, insurance, provident fund, gold and mutual funds. Employed women avoided investments in commodities and equities as they perceived them to be highly risky and they avoid high risk investments schemes.

Jain R (2014), the research study is based on pattern of income and investment analysis of working women with special reference to Ahmadabad. The study concludes that working women prefer investments are gold and fixed deposits in banks for the purpose of fulfilling future uncertainties. Level of income creates major impact on savings.

Dharani and Inbalakshmi (2014), in their study analyzed the “salaried women pattern of investments in the district of Dindigul” in their study they have analyzed that most of the respondents prefer investment mainly for tax exemption.

Srrepriya and Gurusamy (2013), in their study pattern of Investment among employed persons. The study concluded that salaried person invested their savings for security and to meet future contingencies.

Srinivasan A and Iyer (2012), in their research study on pattern of Savings and Investments of working women. The study revealed that working women prefer investments for future contingencies, but avoided risky investments. Young age investors prefer risky investments.

Rajesh, Etal- (2011), examined in their paper on pattern of savings and investments of teachers working in govt. and private schools. The study concludes that scale of salaries is the major factors that differed the patters of their savings & investments. Govt. teachers prefer savings and investments for future contingencies and private teacher’s main preference of savings and investments is for children marriage and education.

Sangita M. Shirude (2011), in their study to examine the pattern of investments of Pune city working women. Major factors that affected investment decisions of working women are economic, reliability, profitability and income. The motives of investment were children education and marriage, tax saving & pensions.

Shobhana and Jayalakshmi (2006), in their research study on - investment awareness and Preferences among investors, The study conclude that most preferred investment are real state and second is fixed deposit with bank, majority of investors are aware about investments avenues.

FINDINGS:-

- ✓ The motives of working women while investment are, children educations, marriage and old age pension.
- ✓ Women popular investment is Gold, Bank fixed deposit.
- ✓ Majority of working women are aware about various investments avenues
- ✓ The main factors which influence the working women investments are tax exemption, regular income, safety& security and return.
- ✓ Working women perception commodities is highly risky and complicated by procedure
- ✓ Government women employees mostly prefer tax saving schemes, and invest for future needs while private women employees prefer investment for children marriages & future contingencies
- ✓ Income and marital status played vital role in investments choices.

SUGGESTION: - Working women investors mostly invest their surplus amount in Gold and Bank FD, it is suggested that to concern over commodities and equities.

CONCLUSIONS:-

This research is based on the topic choices and preferences of working women based on investment patterns availability, which includes both government and private sectors women employees. Indian working women investment preferences and choices depends on the basis of profile of the investors, Govt. women employees main motive of investment is to avail tax and meet future needs, while private women employees investment objective is to secured future. Demographic factors, women behavior, awareness level and ability of risk tolerance also create major impact on preferences and choices of investments avenues.

LIMITATIONS OF PAPER:-

- ✓ This study takes only working women investments choices and preferences.
- ✓ This research is based on secondary data and very limited resources of data related to topic is available because of time restrictions.

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