

TO STUDY WOMEN AWARENESS TOWARDS INVESTMENT BANKING

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Abstract - This study aim focuses on awareness and preferences of women towards the investment banking. The survey was conducted through primary and secondary data by using questionnaire and convenient sampling technique with the sample size of 80 respondents from Bandra East to Goregaon East area in Mumbai city, India. The data has been analyzed using percentage analysis test. Our study was not significantly related to only working women it also includes women from non-working occupation. The study does not conclude age, education qualification and occupation restriction. The respondent's preference indicates that females are more secured towards the investment attitude. Gold were popular investment avenues for majority of the female investors. Female mostly save up for big purchase rather than rely on credit. The research has analyzed that working and self-employed women are more active than housewife while doing investment. There is a huge percentage of women who are still not aware about the financial investment avenues or do not know the benefit of making a financial investment.

Keywords: Investment, preference, working women, non- working women, Occupations, awareness, age.

OBJECTIVES OF THE PAPER

1. To find out the investment habit of the women belonging to all occupation.
2. To know the investment preference of the women towards the banking sector, to examine the factors affecting their investment making decision and the problems faced by women in making investment decision.
3. To study the women awareness towards various investment option.

RESEARCH METHODOLOGY

The data was collected through primary data as well as secondary data. Primary data was collected through structured questionnaire. Secondary data included information collected from various internet websites, newspaper articles, publication and various journals. The sample drew represented working and other occupation of women in India with different economic, social and geographical characteristics. Working professionals were from non-banking sector. We took a sample size of 80 respondents from Bandra East to Goregaon East area in Mumbai city, India. Descriptive design was used to collect the data. Simple random techniques were used to select the respondent from the available database. The survey was send to the respondent through google form by circulating questionnaire to the women respondents in which they were required to fill their demographical details and questions pertaining to their financial investment made in mutual funds, different deposit accounts and market investment. We considered various parameters to know the preference, satisfaction, awareness of the respondents towards the savings and investment banking. The data was analyzed by using simple bar diagram and pie chart.

REVIEW OF LITERATURE

Priya Sundar, Director, (2020) PeakAlpha Investment agrees. "It is unfortunate that women don't take a greater interest in financial dealing or are prevented from doing so by men. They are naturally and favorably predisposed to undertake investing and financial planning, which is often better than men "she says.

Anjali Raghuvanshi, Chief People Officer, Randstad India (2020) says “Both corporates and families need to empower her to ask her financial rights”.

Puneet Bhushan & Yajulu Medury (2013) indicates that women are more traditional and take less risk and significant gender differences occur in investment preferences for insurance, fixed deposits and market investment among employees.

Deepali Sen, Certified Financial Planner & Founder (2017) says, Women need to ask questions and keep a track on their own money, rather than relying on their husband and fathers.

Sellappan (2013) further suggest that married women are highly interested in making investment than the unmarried. As well as the younger are significantly interested to invest in stock market, insurance and bank fixed deposits as the elder women. The middle age persons wish to invest in real estate source of investment.

Above mentioned review highlighted that there is a wider opportunities for a women to invest on various financial options so that they are independent and can build healthy and secure professional carrier for them.

INTRODUCTION

In ancient times, the women were considered with respect and dignity, but they were not allowed to get education. Their role was purely to look after home. Their world was limited to their families. If we compare earlier generation women with today’s generations there is a lot differences we can find, many women are now educated in the world. Women are progressing in almost all sectors and their working successfully. Nowadays we find women are more self-sufficient and financially independent. But what about their investment behavior? Are they financially aware enough to make their own decision, when it comes to investment? If yes then what are their investment pattern? In what type of a bank do they deposit their money and which investment deposit account do women prefer mostly? These are certain questions which we have framed while collecting the sampling.

In India savings market has been expanding over the period and there is a smooth increase of household savings. There are various investment options available for women such as mutual funds, shares, insurance, bank, gold, real estate, post service, with the different objectives such as profit, security, appreciation, income stability. Through their investment decision depends upon the various parameters such as risk taking capability, high returns, influences of family members and friends, safety of principal, maturity period, awareness and knowledge about various investment instruments. Hence the investment behavior of each woman is different due to many factors. The study says that housewife and working women depends upon their husband while making investment decision, so if women educate themselves well about investment avenues & the returns which can be availed from them, they can take important and bold decision for making investment and secure their future. The present research study is focused on the working women as well as non-working women from all occupation, their awareness and responsibility towards the investment is considered in this research. Also this study will be useful to the various financial sectors to frame the polices for women based on their requirement. So as to the savings habit of women will be raised which ensure economic development of the country.

DATA ANALYSIS AND INTERPRETATION:

A survey was conducted taking a sample size questionnaire of 80 respondents including all age group of women. Regarding awareness and knowledge about investments tools among women in Bandra East to Goregaon East area in Mumbai city, India

Knowledge level \ Age Group	High	Moderate	Low	Total
Below 14	0	2	3	5
Between 15 and 17	1	2	4	7
Between 18 and 29	20	10	7	37
Between 30 and 39	5	2	2	9
Between 40 and 49	8	5	1	14
Between 50 and 59	1	2	5	8
Above 60	1	2	3	6
Total	36	25	25	

Table 1: Describes age groups and knowledge about financial instruments

This shows that women from Bandra East to Goregoan East area in Mumbai city have basic knowledge of various investment options. There is a negative correlation between the age and knowledge level of women. The younger generation woman has more knowledge about the financial instrument. As the age is increasing, the knowledge level is decreasing. Today younger generation women have more education opportunity and more exposure to practical work which was earlier not possible.

The younger generation women are more upgraded and they have more knowledge related to technology, so they can easily try and apply for different online investment technique and tools.

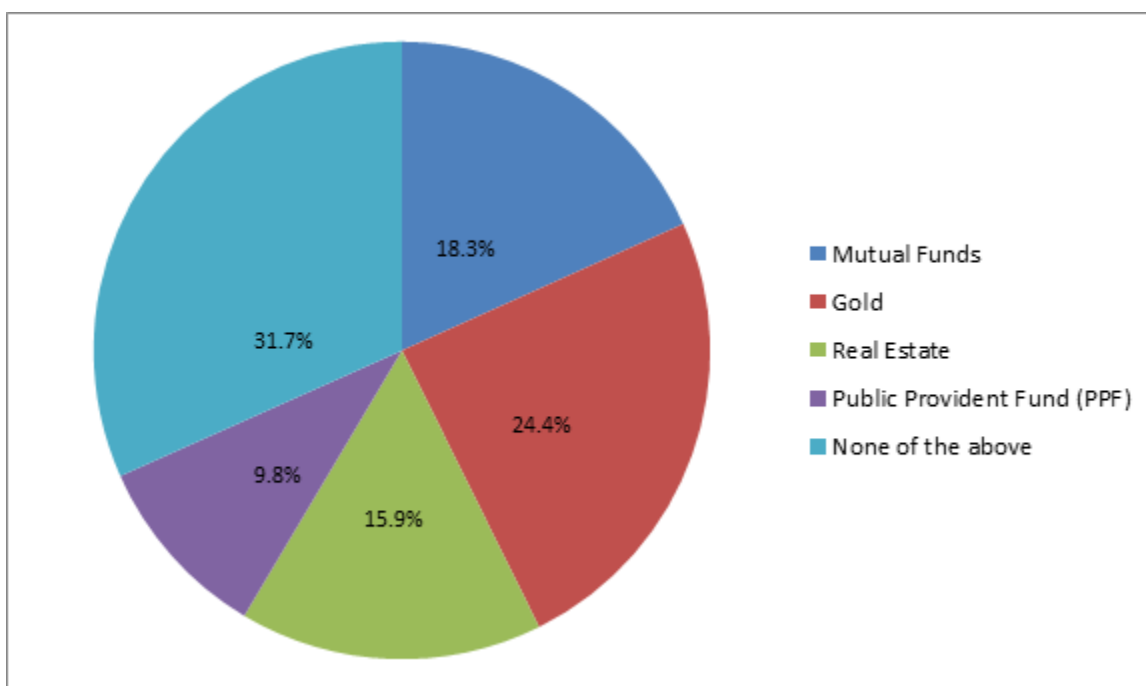


Figure 2: Major Investment avenues

We can say that majority of the women prefer to save their money, but not on financial investment option. We come to know that 31.7% of the women are not interested in any of this investment option and those women who are interested in investment they like to do the savings on gold. This chart also describes that very few of the women take initiative to invest on Mutual funds and PPF. The reason behind this is due to lack of knowledge, awareness, and safety is the reason due to which women are not investing in such investment avenues.

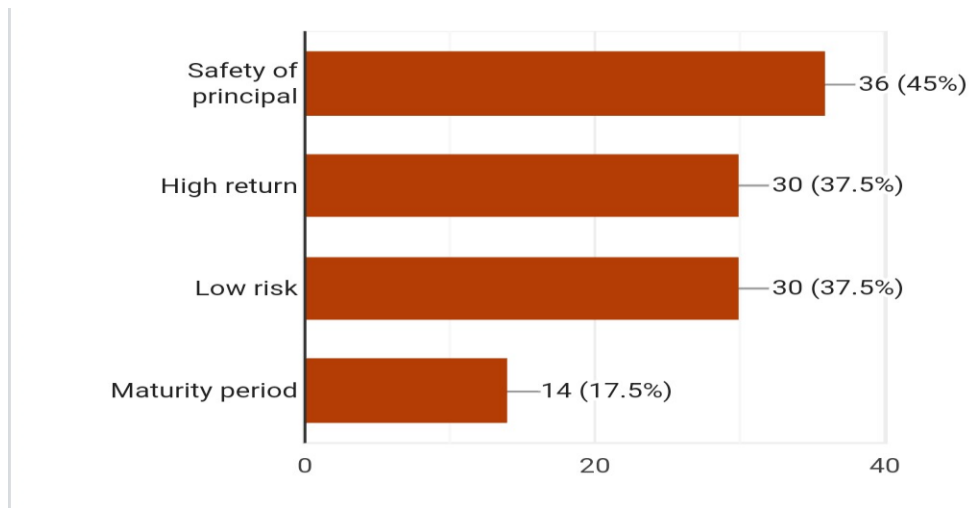


Figure 3: Factors considered while investing in any instrument.

As women are more cautious about their investment, so they are considering safety has their first major priority while investing into any avenues. High return is the major reason because they have responsibility of their family and they want to get returns on their income they invested in different sources. As many respondents also considered that investment consist of low risk as compare to share market. Most of the respondents are not interest in maturity period or they might not aware about this factor.

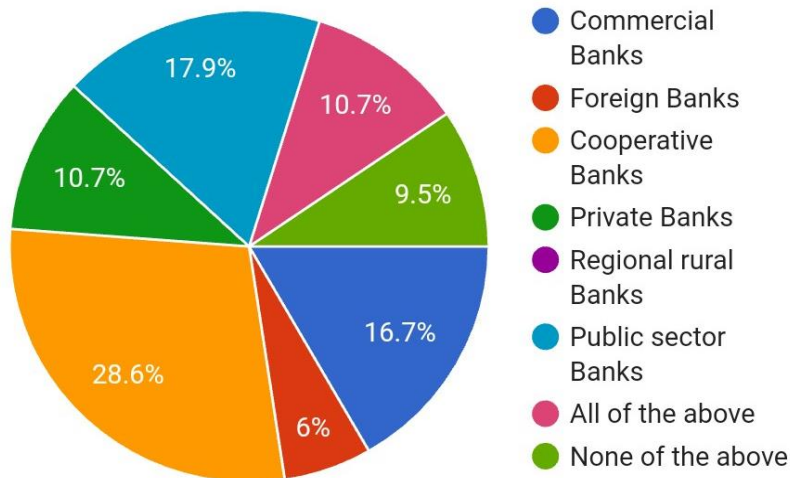


Figure: 4 Different types of Bank

The above pie chart shows that 28.6% of the women are interested in cooperative banks and women also prefer government sector banks for investing their money. The pie chart describes that only 6% of the women invest their money in foreign banks. Most of the working women have invested their money in foreign bank .Regional rural banks are mostly not preferred by the women staying in urban areas. Some women like to invest their money in all banks .Savings account is preferred by all respondents and women do not rely on credit, they rather like to save up for big purchase. Private Bank gives high return on investments so this is the reason due to which 10.7% of the women like to prefer private banks for investment.

The chart also describes that 9.5% of the female do not investment their money in any bank. The study has analyzed that age group below 14 age do not know much about the investment avenues. Every women should think about their future aim and goals while doing investment.

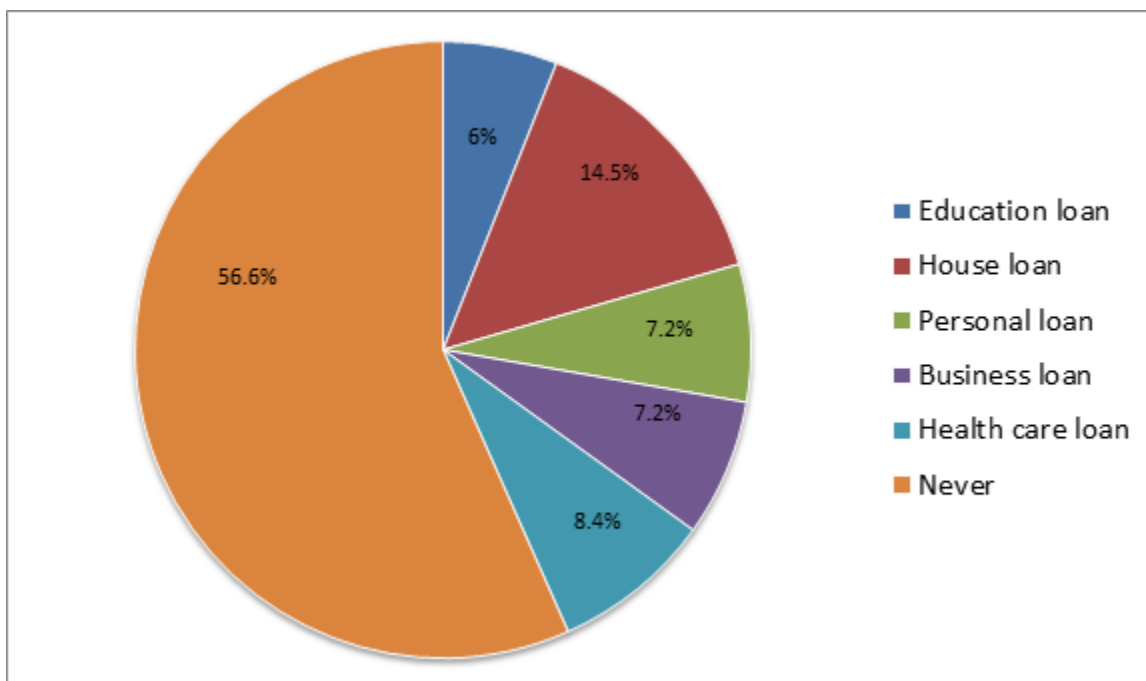


Figure: 5 Sources of information about banking loan

The above pie chart describes that 56.6% of the women are not interested in lending loans. Some female took education loan for their career perspective. House loan were preferred by 14.5% of the women. Personal loan and Business loan were preferred by 7.2% of the women. Health care loan was preferred by 8.4% of the women.

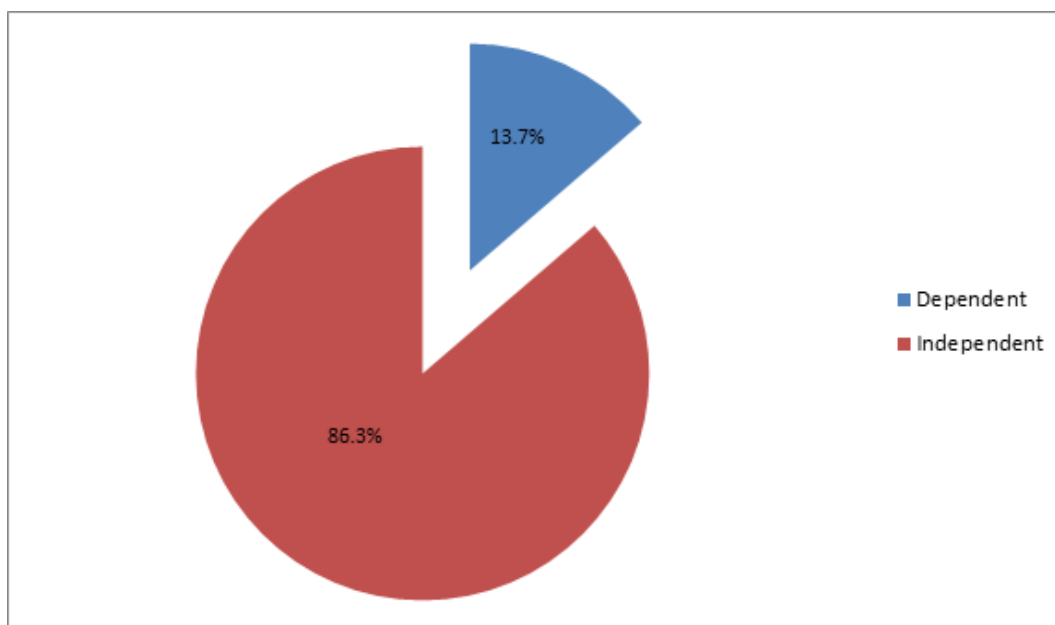


Figure: 6 Dependence on their husband to make investment decision

The above pie chart represents that 86.3% of the women rely on their on their husband while taking investment decision remaining and 13.7% of women are taking investment decision by their own .These finding indicates women highly depend on their husband for their investment decision .The reason for not making investment on their own might be male dominance in some area.

CONCLUSION

Though the study it is evident that most of the women are aware of various investment avenues. The concept of financial investment in Bandra East to Goregaon East area in Mumbai has been able to present itself, through there are still a percentage of women who have not been tapped fully and there could be still a huge percentage of women who are not aware of the benefit of financial investment avenues. The study also analyzed that married women are more dependent on their husband while making the financial investment decision.

The study discloses that women prefer saving deposit while doing investment in bank. The second majority preference of the women was gold. The women prefer to invest their money in bank deposit and gold rather than other investment alternatives. It is also found that women consider safety has their major priority while investing their money. We have scrutinized that female always think about their future, family safety and children education while investing.

According to the survey study we can say that majority of the women have basic and moderate knowledge and awareness of financial instrument available. Working women has more knowledge about investment compare to housewife. As women take the decision regarding their children education and marriage, so long term growth is the next important factor for them. Women are less likely to take investment risk for whatever the reason. The research proof that housewives do more investment savings at their home and most of the working women saves their money in the bank. The research also study that very less women are preferring bank for lending loans. Therefore, this research can be helpful to different investment firm to target the right population of women to offer their investment instrument and decide their policies accordingly.

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