

A STUDY ON INVESTMENT DECISION MAKING OF WOMEN WORKING IN BANKS WITH REFERENCE TO SOUTH MUMBAI

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ABSTRACT

The study aims to gain knowledge about the marital status and age factors influencing the investment decision of women towards financial instruments with special reference to bank in South Mumbai Region. Through the existing literature can be known that there are certain age and marital differences occurs in the decision of selecting the investment sources. Younger and unmarried are usually risk takers. Older and married are avoiding taking risk. So the descriptive study is carried out to identify about these factors which are influencing the investment decision. Convenient sampling techniques are used to identify the respondents and it is limited to South Mumbai Region. The study will be helpful to the government or non-governmental organizations to launch various saving schemes based on the age and marital status to the women to ensure their saving habits so as to promote economic development of the country.

KEYWORDS: *Marital Status and Age Factors, Financial Instruments, Women Investment Behaviour, Saving Habits, Economical Development and Decision Making.*

Introduction

In the ancient times, women were not allowed to even get education. Their role was purely to look after home. Their world was limited to their families. But then, the people slowly started recognizing the importance of education for women. And today, we find many highly educated women. They are progressing in real sense because in almost all sectors we find women working successfully. And of course, while doing so, they haven't forgotten their job of homemaker. On both the fronts i.e. home & job, they are doing just fine. They know how to manage work life balance. Now-a-days, we find more and more women who are financially independent. No doubt, today's women are more successful. They are getting paid handsome salaries. But what about their investment patterns? What are their perceptions towards savings and investment, what is their risk bearing capacity? The answers to these questions are necessary for getting the role of Indian working women while taking the investment decisions. At the end of the day, there's no difference between men who don't know enough about personal finance and women who don't enough. Both are a majority. And there's no separate men's and women's solutions to this. Regardless of gender, there are plenty of resources out there to educate oneself and pull one's level of understanding up by the bootstraps, as it were. It's sounds like a tough job, but there it is.

South Mumbai Region

Mumbai is the financial, commercial and entertainment capital of India. It is also one of the world's top ten centers of commerce in terms of global financial flow, generating 6.16% of India's GDP and accounting for 25% of industrial output, 70% of maritime trade in India (Mumbai Port Trust and JNPT), and 70% of capital transactions to India's economy. The city houses important financial institutions such as the Reserve Bank of India, the Bombay Stock Exchange, the National Stock Exchange of India, the SEBI and the corporate headquarters of numerous Indian companies and multinational corporations. It is also home to some of India's premier scientific and nuclear institutes like BARC, NPCL, IREL, TIFR, AERB, AECL, and the Department of Atomic Energy.

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Objective of Study

- To study the impact of marital status and age factors in the investment attitude of women working in banks while selecting the securities to invest.

Review of Literature

Investment is the sacrifice of certain present value for the uncertain future reward. It entails arriving at numerous decisions such as type, mix amount, timing grade etc., of investments and disinvestments. Decision making has not only to be continuous but rational too. Keeping the savings idle may use savings to get return on it in the future, i.e., investment. Various investment avenues available for us are equity, Bonds, Insurance, and bank deposits etc, there are various factors available which affects investors' portfolio such as annual income, government policy, natural calamities etc., to safeguard the amount we need to have proper investment that means reward. It is the commitment of resources which have be saved or put away from consumption.

N. Dharani, et. al. (2014) Investment attracts all people irrespective of their occupation education and social status. Women are also involve in investment activities. Women's below age of 30 are involved in investment activities. Women's with graduation are involved in more investment activities. women's with income of 50001 to 100000 are involve in investment activities.

Uma Maheshwari, M. Ashok Kumar (2014) This study is to find the relationship between Demographic and social factors that affects the invest decision of respondent like investment attitude, investment awareness and return on investment. This study analyses the priorities of salary classed people regarding investments. Various factors affect the decision of respondents such as age, gender, Income scale, marital status etc.

B. N. Panda, J. K. Panda (2012) The study analyses the difference in perception of investors in decision of investing on the basis of age and gender. Various investment options are studied in these research such as Secured deposits, Life insurance policies, Provident fund , Pension schemes, Bonds, Debentures, Equity shares, Mutual funds, Real estate, postal schemes etc. investment decisions are to be taken by self and has to wait to see the results of it, which fascinates some investors.

Kaushal Bhatt (2013) Utilization of resources in order to increase income or production output in future is known as investment. Data analyses states that Graduates are more intended to save money and they are aware about various investment avenues. Businessmen tend to invest more as compared to salaried man. Respondents want more safety and securities to their money.

Geetha, N., & Ramesh, M. (2012) stated that Demographic variables such as gender, age, education, occupation, wages, savings and family size have a major impact on investment time horizon selection, investment source preference, investment frequency and analytical capabilities. According to the report, all other demographic variables have a major impact on investment knowledge channels and information used by investors, with the exception of family size. There were absolute ties between all demographic variables and frequency. The study states that majority of investors prefer towards low risk bearing investment avenues.

Statement of Problems

Why people save money? People earning is high or low or in some cases it is nil. But the Indian heritage and Indian culture forces them to go for savings. In the year 2007 US faced a heavy recession and on that time people lost their jobs they faced very big problem because of their not habitual practice of savings. It is the general habit of US people spending leisurely and entire income lavishly forced their life to vogue. But due to heavy depression we have not faced that much problem because always we have the habit of saving major portion of our income helped to save the lives even there is no job. This research study is an attempt to analyses the relationship between savings and investment pattern of the women working in banks. This research focuses on women working in banks in South Mumbai Region.

Hypothesis of the Study

- H₀:** There is significant relationship between the age and annual savings of the respondents.
H₁: There is no significant relationship between the age and annual savings of the respondents.
H₀: There is no significant relationship between marital status, annual savings and expected rate of return of the respondents
H₁: There is no significant relationship between marital status, annual savings and expected rate of return of the respondents

Need of the Study

- The review of the literature shows that past studies have deals with investors, their behavior, their investment pattern, their preferences and perception and factor influencing etc. general investors working women as investors are not addressed by researchers.
- It is acknowledged fact that there exist macro level studies on investment pattern but there are some micro level studies on women investment pattern. However, there is no study exclusively on working women in banks South Mumbai Region Hence this studies undertaken.
- Studies on investment pattern and preference of women have received very less attention. The present study is an attempt to understand and examine the investment decision making of working women in banks.
- Majority of existing studies are on male investors their investment pattern, perception and preference. Hence the majority past studies fail to capture the investment pattern, perception and preference, of women in general and working women in banks particular. Therefore, for filling up research gap in existing studies the present is needed.

Research Methodology

- **Type of Data:** This study will be largely based on field work and analysis of primary and secondary data.
- **Population of Research:** Women working in Bank of South Mumbai.
- **Data Analysis techniques:** Inferential analysis will be undertaken. All the data collected will be tabulated and required test such as F- test, percentage, frequency table, standard deviation techniques, required statistical methods will be applied to draw conclusion.
- **Sample Characteristics:**
 - **Age Group**-25 to 35 years, 35 to 45 years, 45 to 55 years.
 - **Level of Management**-Data is conducted from Lower level, and middle level management of Degree College is being covered.
 - **Sample Size**
 - 5 banks is covered for study –DCB Bank, Axis Bank, HDFC Bank , ICICI Bank & Kotak Mahindra Bank
 - 120 working women in banks
- **Stratified Sampling Technique:** Geographically she is covering Mumbai city. Whereas the population will be divided based on the geographical location & further from each location sample is to be identified randomly.

Data Analysis

The two factors i.e. age and marital status which are influencing the women investor while selecting the securities to invest.

Table 1: Two Way Tables Showing the Classification of Respondent based on Age Group and the Different Investment Sources

Age (Years)	Fixed Deposit	Insurance	Mutual Fund	Stock	Real Estate	Commodity	Others
25-35	29(26.41)	34(38.56)	17(13.73)	13(9.51)	8(12.68)	1(0.53)	1(1.58)
35-45	8(11.28)	17(16.47)	3(5.87)	4(4.06)	12(5.42)	0(0.22)	0(0.68)
45-55	13(12.31)	22(16.97)	6(6.40)	1(4.43)	4(5.90)	0(0.25)	2(0.74)
Total	50	73	26	18	24	1	3

Degree of freedom = (Column – 1) X (Row – 1) = (7-1) X (4-1) = 6 X 3 = 18, Critical value for Chi-square distribution 18° = 28.87, Calculated value = 28.95029, so, calculated value is greater than the table value (28.95029 > 28.87). Hence, the calculated value 28.95029 is lower than the table value 28.87. So H₀ is rejected which specifies there is no relationship between age and investment avenue this may be due to degree of awareness regarding investment and risk averse.

Table 2: Two Way Tables Showing the Classification of Respondent Based on Marital Status and the Different Investment Sources

Marital Status	0-10%	11-20%	21-30%	31-50%	Total
Married	38(33.3)	27(27.13)	7(12.33)	2(1.33)	74
Unmarried	16(20.7)	17(16.87)	13(7.67)	0(0.77)	46
Total	54	44	20	2	120

Interpretation

The above analysis resulted that the calculated value is greater than the table value (28.95.29 > 28.87). Reject the H₀. Hence, there is a relationship between the marital status and investment Avenues may be due to awareness and interests in savings. Because married women are not willing to invest in high risky securities.

Conclusion

From the above study can be concluding that married women are more curious in making investment than the unmarried. As well as the younger are mostly like to invest in shares mutual funds, insurance and fixed deposits than the older women. The middle age persons prefer to invest in real estate source of investment.

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