

# Investment Behavior Of Working Women With The Special Reference On Equity-Oriented Securities-A Study

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## **Abstract:**

*Women are willing to become strong financially. They want to be independent and safe in financial issues. Working women are interested in investing their money to handle critical issues at any stage. This research paper tells about the relationship between their income and investment behavior in equity-oriented securities. The data has been analyzed using frequency analysis, descriptive statistics, percentage and person correlation coefficient analysis with the help of statistical software.*

**Keywords:** Working women, Income, Investment Behavior, and statistical software.

## **1. Introduction:**

Every human wants to save for the future to use it if necessary. Women contribute to the process of earning and saving money. Some working women have expressed an interest in investing in equity-oriented assets. An equity-oriented debt or equity-oriented hybrid fund invests at least 65% of its assets in equities.

Understanding how working women make investing decisions, particularly in the equity markets, is essential for various reasons. It broadens our understanding of gender-specific investment strategies and provides novel insights into risk tolerance, financial goals, and socioeconomic factors influencing women's investment decisions.

This study seeks to fill this vacuum by investigating working women's investment habits, focusing on equity-oriented products. This study thoroughly investigates the elements impacting their investing decisions, such as financial literacy, career stage, and risk perception, contributing to academic discourse and practical investment methods.

The value of this study rests in its ability to provide working women with knowledge that will help them make better financial decisions. It improves how women view equity investments, fills a vacuum in the literature, and provides practical insights for financial advisors, legislators, and educators. Finally, this study aims to shed light on working women's investment behaviour in equity-

oriented securities to encourage a more inclusive and educated approach to financial planning and asset management.

## **2. Review of Literature:**

According to **Meenakshi Chaturvedi and Shruti Khare (2000)**, the rise in the number of working women and their income has resulted in a growth in middle-class families. Consequently, women must possess a comprehensive understanding of investment alternatives. There should be a sincere endeavor to achieve this goal. Therefore, savings will be pooled and directed towards productive investments.

**(March 2001). Santhiyavalli G and Usharani M.** Samples were collected from 75 respondents. In their investigation, they discovered that female investors prioritized less risky investments. In the global economy, the role of women is of paramount importance. They concluded that women exhibit diminished interest in the shares and debentures market. Therefore, measures should be implemented to foster it.

**Misri Kritika (September 2005).** She researched the behavior of 150 individual investors in the stock market in the Bharuch district. Her goal is to ascertain the preferred source of information that influences investment decisions and gain insight into investors' psychology in various market conditions. She discovered that most minor investors do not consider a variety of financial factors before investing in the stock market. Investors refrain from making immediate decisions. Initially, they comprehend the market, and subsequently, they respond.

According to **Priya Vasagadekar's (2006)** research on working women, today's women receive the best job offers because of their high level of education, with generous take-home pay packages. It is now common for working women in India to want to enhance their income. Because most women lack financial literacy, it is difficult for them to handle their portfolios alone. Additionally, working women in India have a low risk carrying capacity. This is due to a lack of sound financial knowledge.

**Rethnasamy and Sebastian (2009)** surveyed Thiruchirappalli City to determine the marginal propensity to save and urban people's saving behavior. They determined that the marginal propensity to save in the city was 0.41 because "approximately 40% of the people save to educate their children and the other 30% save to purchase property."

## **3. Research Methodology:**

The survey approach was selected to gather primary data from the participants through a meticulously designed questionnaire. The primary data was gathered from 60 employed women in Hyderabad. The secondary data was obtained from online sources. The size of the sample is

60. The study employed a convenience sampling strategy. This study aims to analyze the investment behavior of employed women. The data analysis tools include the Chi-square test, Rank test, and Percentage analysis.

**Limitations of the study:**

- The sample size and its representativeness may be one of the primary limitations of this study. This study may concentrate on a particular demographic segment of working women or a specific geographical area, which could potentially restrict the generalisability of the results to a broader population.
- The data collection methodology may affect the reliability and veracity of the findings. For example, if the study significantly relies on self-reported surveys, there may be concerns regarding respondent bias or the accuracy of responses regarding investment behaviors and preferences.
- The study may not consider the influence of cultural differences on the investment behavior of working women. Factors such as societal norms, access to financial education, and legal frameworks can vary significantly across various cultures and regions, potentially affecting the global applicability of findings.
- The limitations of the study's timeframe and design may prevent it from capturing long-term trends or changes in investment behavior among working women. A longitudinal study would offer a more comprehensive understanding of how investment strategies evolve in response to changes in personal circumstances and economic conditions.
- Privacy concerns or data availability from financial institutions may restrict access to exhaustive financial data, particularly equity investments. This constraint may affect the analytical profundity of specific investment decisions and outcomes.
- External economic conditions, such as market volatility or regulatory changes, may influence investment decisions during the study period. This analysis may not ultimately control or account for these factors, potentially affecting the interpretation of the results.
- Self-selection bias may be present among participants in the study, as those who are more knowledgeable or interested in investments are more likely to participate. This bias can potentially distort the results, favoring a specific subset of working women who exhibit specific investment behaviors.

#### 4. Objectives of the study:

- To Understand Investment Strategies
- To Assess Risk Perception
- To Compare Investment Behavior Across Demographics
- To Provide Recommendations for Financial Education and Empowerment

#### Scope of the study:

The study focuses on the preferences of working women in Hyderabad for savings and investment, and it will help identify the many and better investment possibilities available in the market.

#### 5. Theoretical Framework:

With the following Chi Square Formula, we analyze the required information

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

- H0: There is no significant association between marital status and investment behavior.
- H1: There is a significant association between marital status and investment behavior.

#### Table showing observations from the samples

Particulars	Married	Unmarried	Divorced	Total
Long term(more than 5 year)	15	13	0	28
Medium(1-5 year)	6	16	0	22
Short term(less than 1 year)	1	8	1	10
Total	22	37	1	60

#### Chi-Square test Table

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
15	10.3	4.7	22.09	2.01
13	17.3	-4.3	18.49	1.06
0	0.4	-0.4	.16	.40
6	8.1	-2.1	4.41	.05
16	13.6	2.4	5.76	.42
0	0.3	-0.3	.09	.10
1	3.7	-2.7	7.29	1.50
8	6.2	1.8	3.24	.52
1	0.2	.8	.64	3.2
			Total	9.26

CHI -SQUARE= 9.26

DEGREE OF FREEDOM = (c-1) \* (r-1) (3-1) \* (3-1)

$$2 * 2 = 4$$

Level of significance=5% Table value =9.488

The calculated value is less than the table value, so we accept the null hypothesis and reject the alternate hypothesis, meaning there is no significant relationship between Marital status and investment behavior.

H0: There is no significant association between income level and monthly income.

H1: There is a significant association between income level and monthly income.

**Table showing observations from the samples**

Particulars	Less than 10000	10000-15000	15000-20000	20000-25000	Above 25000	Total
Less than 25%	19	5	2	4	2	32
25%-50%	5	6	5	3	2	21
50%-75%	1	1	1	0	1	4
Above 75%	0	0	2	0	1	3
<b>Total</b>	<b>25</b>	<b>12</b>	<b>10</b>	<b>7</b>	<b>6</b>	<b>60</b>

**Table of chi-square test**

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
19	13.3	5.7	32.49	2.44
5	6.4	-1.4	1.96	0.30
2	5.3	-3.3	10.89	2.05
4	3.7	0.3	0.09	0.02
2	3.2	-1.2	1.44	0.45
5	8.7	-3.7	13.69	1.57
6	4.2	1.8	3.24	0.77
5	3.5	1.5	2.25	0.64
3	2.4	0.6	0.36	0.15
2	2.1	-0.1	0.01	0.00
1	1.6	-0.6	0.36	0.22
1	1.6	-0.6	0.36	0.22
1	0.8	0.2	0.04	0.05
0	0.6	-0.6	0.36	0.60
1	0.4	0.6	0.36	0.90
0	1.2	-1.2	1.44	0.20

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
0	0.6	-0.6	0.36	0.60
2	0.5	1.5	2.25	4.50
0	0.3	-0.3	0.09	0.30
1	0.3	0.7	0.49	1.63
			Total	17.61

CHI-SQUARE = 17.61

DEGREE OF FREEDOM = (c-1) \* (r-1) = (5-1) \* (4-1)

4 \* 3 = 12

Level of significant = 5% Table value = 21.026

The calculated value is less than the table value; thus, we accept the null hypothesis and reject the alternate hypothesis, indicating no significant association between income level and monthly income.

## 6. Findings:

- This study indicates that most respondents are between the age range of 20-30.
- The majority of the responders are discovered to have a graduate degree.
- This survey demonstrates that the majority of the respondents originate from nuclear families.
- The study indicates that most of the participants are employees from other organizations.
- The survey determined that the majority of the participants were not married.
- The majority of responders have a monthly income below 10000.
- The data shows that most respondents save less than 25% of their monthly income.
- The user's text is a bullet point. This study reveals that most participants allocate 0-15% of their investments.
- The user's text is a bullet point. The analysis unequivocally identifies gold as the optimal investment route for women investors.
- The study indicates that the majority of investors make their own investment decisions.
- The user's text consists of a bullet point symbol. Research indicates that the majority of investors own a structured financial strategy.
- The majority of respondents had investment objectives focused on generating income and preserving capital.
- The data indicates that the majority of the respondents engage in long-term investing.

- The study reveals that most respondents are confronted with high interest rates imposed by the law.

### **7. Suggestions:**

- Existing problem-solving mechanisms must be kept. It will assist investors in reducing the difficulty of investment.
- Most female investors are unaware of other investment options, such as stocks and mutual funds. If they intend to invest, they should regularly read newspapers, magazines, and stock market material.
- Investment is not only for returns; it also has other benefits, such as tax savings, thus, investors aim to take advantage of these benefits.

### **Conclusion:**

People's living standards are improving daily; therefore, the salaried class community is beginning to recognize the value of saving and wise investment in savings. Investors are concerned about the safety of their investments. They need investments that are safe and reliable. Women prefer to invest their money in a safer environment; this preference is influenced by creating awareness, information aspects, and features for investing in instruments. It will influence respondents' investment patterns in the following years. The study's primary goal is to identify working women's investment behavior and the factors that influence women's investment decisions. Women workers are increasingly realising the value of money. The study found that most respondents invest their money for safety and profit and to achieve future goals. Investors have many options for investing their money. The study discovered a link between returns and investment opportunities. It indicates that investors make investments based on the expected return. The study was conducted on female investors, and it is obvious that marital status and investment behavior are related. That means married women are more likely to invest money.

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