

“STUDY ON SAVINGS AND INVESTMENT BEHAVIOUR OF WORKING WOMEN WITH REFERENCE TO COIMBATORE CITY”

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ABSTRACT

The savings and investing habits of working women in Coimbatore City are examined in this study. It seeks to comprehend their preferred investment options, financial habits, and decision- making factors. A structured questionnaire was used to gather information from women in a range of occupations. According to the research, the majority of working women place a high value on safe and secure savings, and they are becoming more interested in contemporary investment options like mutual funds. The study emphasizes the value of financial literacy and the necessity of providing women with specialized financial education.

INTRODUCTION

Investments and savings are two essential components of personal finance that are vital to the stability and expansion of people's and households' finances. The amount of money that is saved for future use rather than being used for immediate consumption is referred to as savings. People save for a number of reasons, including financial security, education, retirement, future purchases, and emergencies. Usually, savings are kept in easily accessible, low-risk accounts like recurring deposits, fixed deposits, or savings accounts.

Conversely, investing entails putting money into assets or financial instruments in the hope of making a profit or returns over time. Mutual funds, stocks, gold, real estate, and pension plans are examples of common investment options. In contrast to savings, investments typically entail a certain amount of risk but provide the higher returns. As more women enter the workforce, they are not only earning money but also making significant financial decisions. The goal of this study is to comprehend how working women in Coimbatore City save and invest their money.

STATEMENT OF THE PROBLEM

There are many ways to get involved in types of investments, but they vary widely in the degree of risk and returns are certainly not appropriate or necessary for all investors. As savings and investment patterns of working women are concerned, the best saving and investment tool is a complicated process. This paper traces the analysis of the working women's savings and investment habit and their awareness of different types of avenues of expectations.

OBJECTIVES OF THE STUDY

- 1) To analyse the awareness and investment preferences of working women.
- 2) To identify the frequency and methods of savings and investment pattern of working women.
- 3) To study the factors affecting the investment decisions of working women.

METHODOLOGY

Research methodology is the scientific and systematic process employed to carry out research studies. It includes the principles, procedures, and techniques utilized to gather, analyze, and interpret data to solve research problems or test hypotheses. This chapter deals with the analysis and interpretation of the study on the topic, "Study on the savings and investment behaviour of working women with reference to Coimbatore city", is presented based on a sample of 100 respondents. The collected data are classified and tabulated. The data analysed using the following statistical tools:

- Simple percentage
- Rank analysis
- Chi-Square

RESULTS AND FINDINGS:

Age	Frequency	Percentage
20-30	52	52
31-40	29	29
41-50	12	12
Above 50	8	8
Total	100	100

Marital status	Frequency	Percentage
Married	38	38
Unmarried	57	57
Widow	6	6
Total	100	100
Educational qualification	Frequency	Percentage
Higher secondary school	14	14
UG	30	30
PG	35	35
Professional	18	18
Other	3	3
Total	100	100
Family size	Frequency	Percentage
0-3	29	29
3-6	51	51
Above 6	20	20
Total	100	100

INTERPRETATION

Age: It is observed that majority of the respondents (52%) is of age 20-30 years.

Marital status: It is observed that majority of the respondents are married (38%). **Educational**

qualification: Majority of the respondents (35%) have completed their PG. **Family size:** It is inferred that the majority of respondents (51.0%) belong to families with 3 - 6 members.

DATA ANALYSIS AND INTERPRETATION

TABLE1

TABLE SHOWING HOW DO RESPONDENTS TIME THEIR INVESTMENTS?

Timing Investment	No of Respondents	Percentage
Monthly	27	27%
Quarterly	21	21%
Half yearly	26	26%
Yearly	12	12%
Not on regular basis	8	8%
Not yet invested	6	6%

INTERPRETATION

The data indicates that **27%** of respondents invest **monthly**, showing a preference for regular contributions. **26%** invest **half-yearly**, and **21%** opt for **quarterly** investments, balancing consistency and flexibility. **12%** invest **yearly**, while **8%** invest **irregularly**, and **6%** have **not yet invested**, highlighting varied investment frequencies among individuals.

Mostly (27%) women prefer to invest monthly.

TABLE2

TABLE SHOWING RANK ANALYSIS

INVESTMENT PREFERENCE	Mean Rank	Rank
Rank your preference on various investment avenues (From 1 as the most preferred to 10 as the least preferred) [Fixed deposits]	3.96	1
Rank your preference on various investment avenues (From 1 as the most preferred to 10 as the least preferred) [Public Provident Fund]	4.75	2
Rank your preference on various investment avenues (From 1 as the most preferred to 10 as the least preferred) [National savings certificate]	5.57	5

Rank your preference on various investment avenues (From 1 as the most preferred to 10 as the least preferred) [Mutual funds]	5.47	4
Rank your preference on various investment avenues (From 1 as the most preferred to 10 as the least preferred) [Life insurance]	5.08	3
Rank your preference on various investment avenues (From 1 as the most preferred to 10 as the least preferred) [Debentures/Bonds]	6.13	8
Rank your preference on various investment avenues (From 1 as the most preferred to 10 as the least preferred) [Shares]	6.22	9
Rank your preference on various investment avenues (From 1 as the most preferred to 10 as the least preferred) [Chit funds]	6.33	10
Rank your preference on various investment avenues (From 1 as the most preferred to 10 as the least preferred) [Gold/Silver]	5.57	5
Rank your preference on various investment avenues (From 1 as the most preferred to 10 as the least preferred) [Real estate]	5.90	7

INTERPRETATION

The fried man rank analysis reveals that rank preference of fixed deposit has the highest mean value (3.96), is ranked higher by the respondents, Public provident fund has the second mean value (4.75), Life insurance has the third mean value (5.08), Mutual funds has the fourth mean value (5.47), National savings certificate and Gold\Silver has the fifth mean value (5.57), Real estate has the seventh mean value (5.90).

Debentures/bonds has the eighth mean value (6.13), Shares has the ninth mean value (6.22), Chit funds has the least mean value (6.33).

Fixed Deposit Ranked 1 Among Respondents.

TABLE 3

CHI-SQUARE ANALYSIS BETWEEN EDUCATIONAL QUALIFICATION AND PERIOD OF INVESTMENT

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.41	9	<.011
Likelihood Ratio	23.18	9	<.006
Linear-by-linear association	.79	1	.375
N of Valid Cases	100		

Hypothesis

H0 = There is no significant association between educational qualification and Period of investment.

H1 = There is significant association between educational qualification and Period of investment.

INTERPRETATION

From the above table, since the significance value is less than 0.05, null hypothesis is rejected and alternative hypothesis is accepted. Hence there is **significant association** between educational qualification and Period of investment.

FINDINGS

Percentage analysis:

- Majority 51% of the respondents are between 20-30 years.
- Majority 56% of the respondents are unmarried.
- Majority 35% of the respondents educational qualification is PG.
- Majority 32% of the respondents monthly income is Below 20000.
- Majority 51% of the respondents family size is between 3-6.
- Majority 44% of the respondents depend on income from parents.
- Majority 38% of the respondents have said that their investment experience is moderate.
- Majority 39% of the respondents have said that they save 10-20% of their income from investment.
- Majority 27% of the respondents saving objective is to purchase home.
- Majority 26% of the respondents additional income helps to increase their size of savings.
- Majority 60% of the respondents are aware of the various schemes and opportunities available for investments.

- Majority 34.3% of the respondents have said that they invest 10-20% of their income.
- Majority 29% of the respondents' purpose behind investment is future expenses.
- Majority 42% of the respondents prefer the time period of medium term (1-5 years) to invest.
- Majority 34% of the respondent's source of investment advice is family or friends.
- Majority 27% of the respondents prefer monthly investment.
- Majority 43% of the women are interested in monitor the investment and wait to see if it improves.

Chi square test

- In educational qualification and Period of investment, null hypothesis is rejected and alternative hypothesis is accepted. Hence, there is significant association.
- Age has association with the regularity of investment avenues among working women.
- Family size has significant association with the investment percentage on investment avenues among working women.
- Savings percentage and investment percentage has significant association between them and thus null hypothesis is rejected and alternative hypothesis.

Average Ranking

Fixed deposit has the highest mean value while public provident fund has the second highest mean value and followed by life insurance, mutual funds, national savings certificate, real estate, debentures/bonds, shares and chit funds. Fixed deposit has the most preferred method.

CONCLUSION

A study on the savings and investment behaviour of working women in Coimbatore was undertaken with a view of identifying the frequency and methods of saving and to study factors affecting the savings and investment decisions of working women and to know about their savings and investment pattern. Analysis shows that working women are aware of savings and investment schemes. But some women are not ready to make an investment in some fields because they are not ready to take high risk. They want to make an investment steadily for the home purchase and future expenses. Most of the working women are making investments by getting advice from family and friends. Through awareness programs on investment avenues, they can have better choice of their investments.