

# INVESTMENT BEHAVIOUR OF SCs WOMEN IN KANGRA DISTRICT OF HIMACHAL PRADESH

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**Abstract:** An investment is a long-term Assets which is led by savings and Earning for the future security. In male dominate society now days general women play pivotal role. In Earlier times women are only for domestic work and their earning was treated as additional income for family but now tables have turned and they are leading in work front now women are more career oriented and focused to become financial independent. Financially independency will lead them to invest more rather than conservatively investor. Some studies concluded that women investment pattern is like hold less risk and in return they earn less it is because women are less confident about the avenues of the investment and investment decision making is new for them. This research focused in the component effect the process of deciding the investment behaviour of SCs women in Kangra district of Himachal Pradesh. A sample of 80 respondents was selected using proportional random sampling method. The women participation in decision making for investment, awareness for current investment avenues and factor affecting the decision making for investment like marital status, education, age etc. and why they do not prefer much on investment but still some women who are investing for which they preferred low risk investments avenues and traditional risk investments avenues for safe and regular return. Even though they seem not at all interested in seeking the financial advice of the financial advisors and very few women are financial literate.

**Keywords:** Investment, women investment, financially independency, financial advice

## INTRODUCTION

After so many years of the independence Indian women are considered as financially dependent upon male member of the family even though both Men and women are part of an essential role in the growth of family, in particular and society, in general. In earlier times, it is considered as man duty to earn for the family and women have to do the household work if women earn her income was consider as additional income but with passing the time situation is different government policies are also playing a role to make women financially independent and stable. We had witnessed a roller-coaster ride for women to become the part of mainstream society where they can also decide what is right for them. Now in recent times rural women are empowering and encouraging to take equal participation in all dimensions of the society and leading in every Work front. Now society is more into making women financially independent and empowering them with believing their decision-making power. Some privileged parts of society are giving education to women and these women can avail the women centric policies but major part of the non-privileged society is still suffering and fighting for their rights. Right for equal treatment and opportunity. Non privileged women are born under particular category which is consider as Dalit. SCs-STs have their own struggle in which they have to fight for their rights and to become the part of the mainstream society. With a changing scenario, SCs-STs Women are getting education, government's women-centric policies and the job opportunities in the wake of urbanization, industrialization, liberalization, globalization, etc. and they are paving the way for financial independency. Women of the rural background had started financial empowering themselves and take constructively engage in investing their extra and spare amount left after fulfilling requirement, although it all depends upon perception of women according to risk tolerance capacity, factor influencing the investment decision and preference for various available investment avenues.

## Literature Review:

Venkatesh G C & Surya Prakash Rao B K, (2018), revealed in the study that men and women both the investors are having same investment avenues choices and both are equally capable of taking higher risk and investing in portfolios who having higher returns even though women are not conservatively investors. This study is conducted in Vijayawada city to know the investors decision regarding the investment portfolio.

Jianakoplos & Bernasek (1998), the study is conducted to know gender biasness in the investment behaviour. Information regarding the investment behaviour is collected from the CFS (Survey of Consumer Finances 1989. The results of the data depict that single woman are more conservative investor rather than men and couple. From this study we concluded that women like to invest on less risk portfolio and earn less return from the investment.

Clark and Strauss (2008), researcher stated that women risk taking capabilities are less as compared to men they are more into investing risk free securities, the older one are more risk averse as compared to the younger one and people with having less annual income are conservative investor and more inclined towards risk averse securities compared to the people having high income are ready to invest into equity.

Puneet Bhusan (2014), to know the financial literacy level of salaried individuals and their influence on the investment decisions and preferences towards financial products. Study reveals that low financial literacy is reason which is leading people towards

choosing traditional investment avenues rather than more returnable portfolios and financial literacy is also affecting the investment preferences of the individual and sticking them to traditional financial product and becoming more risk averse.

#### OBJECTIVE of the study

- I. To study the socio-economic profile of women investor.
- II. To study the numerous investment portfolios selected by women investor.
- III. To identify factors influencing women investor while investing.

#### RESEARCH METHODOLOGY

The research is descriptive in nature and sample of 80 respondents was selected using proportional random sampling method. Both sources primary and secondary data is used in the study, primary data is collected through structured questionnaire from the sample size population and secondary data is collected from journals, magazines, publication, government reports etc. Statistical tools like percentage analysis, chi square test, ANOVA are used for the research.

#### ANALYSIS OF DATA

##### SOCIO-ECONOMIC PROFILE

##### The socio-economic profile of the respondents

Age	No. of respondents	
	Total	Percentage
Below 30 years	14	17.5
30-45 years	45	56.25
45-60 years	15	18.75
Above 60 years	06	7.5
Total	80	100
<b>Educational Qualification</b>		
Illiterate	05	6.25
Upto XII	17	21.25
Graduate	38	47.5
Post Graduate	13	16.25
Professional degree	07	8.75
Total	80	100
<b>Marital Status</b>		
Unmarried	13	16.25
Married	56	70
Widow	08	10
divorcee	03	3.75
Total	80	100
<b>Occupation</b>		
Government employee	19	23.75
Private employee	37	46.25
Self employed	15	18.75
House wife	09	11.25
Total	80	100
<b>Annual Income</b>		
Upto 1.5 lacs	21	26.25
1.5-2.5 lacs	36	45
2.5-5 lacs	17	21.25
5 lacs and above	06	7.5
Total	80	100

Table 1 reveals the socio-economic profile of the women investors. Above table depicts 56.25 per cent of respondents belong to the age group of 30-45 years. 47.5 per cent of the respondents are graduates and 6.25 per cent respondents are illiterate. 70 Per cent of the respondents were found to be married. 46.25 percent of them employed in private sector and only 11.25 per cent respondents are house wives and 45 per cent of the investor are earning an annual income between 1.5-2.5 lacs.

**Portfolio Decision Investment of Respondents****Investment by respondents in various portfolio**

Investment Avenues	No. of respondent	Percentage
Bank Deposit	27	33.75
Post office saving	15	18.75
Life Insurance	08	10
Gold	17	21.25
Mutual funds	01	1.25
Stock Market	02	2.5
Public Provident fund	04	5
National Pension Scheme	06	7.5
Total	80	100

Clearly explains about the preferred investment avenues of women investor. 33.75 percent of the women prefer to invest in the bank and followed by 21.25 per cent of the respondent prefer to invest in the gold and only 1.25 percent women investor prefer to invest on mutual funds. It implies that women investor are risk averse and more likely to avoid risk particularly the risk of losing any principle amount.

**Investment decision**

Particulars	No. of Respondents	Percentage
Independent	47	58.75
Dependent	33	41.25
Total	80	100

Out of 80 respondents 47 of are free to take their own investment decision and 33 women investor depends their investment decision on friends and relatives. More than 80 percent of the surveyed investors are educated and can able to take investment decisions independently.

**Duration of Investment**

Period of Investment	No. of Respondent	Percentage
Less than 1 year	14	17.5
1 to 3 years	43	53.75
3 to 5 years	16	20
More than 5 years	08	10
Total	80	100

Among the total sample size of 80,17.5 per cent of the respondents prefer to invest less than 1 year, 53.75 per cent of women investors prefer to invest between 1 to 3 years and 20 percent of the respondents preferred to invest between 3 to 5 years. Only 12 per cent of the investors prefer to invest more than five years.

**Factor Influencing Investment Decision**

Factors	No. of Respondent	Percentage
Capital appreciation	05	6.25
Safety	32	40
Liquidity	19	23.75
Tax benefit	11	13.75
Returns	13	16.25
Total	80	100

Portrays the factor influencing investment decision of women investor. Majority of women investor prefer safety of the investment and capital appreciation is consider as least influencing factor while women making investment. It implies that women prefer to invest in low-risk investment, through the returns are low. Hence, they are said as conservative and risk averse investor.

**Risk tolerance level of women investors**

Particulars	No. of Respondents	Percentage
Very high	4	5
High	11	13.75
Average	34	42.5
Low	23	28.75
Very low	8	10
Total	80	100

Above table depicts the risk tolerance level of women investors. 42.5 per cent of the women investors have an average risk tolerance level and 28.75 per cent of the women have low risk tolerance, 13.75 per cent of the respondents have high risk tolerance and only 5 per cent of the women investor have very high level of risk tolerance level. It implies that women are not ready to take high risk even though they are educated and are employed.

### Women Investment Behaviour

Particulars	SA	A	N	DA	SDA	Total
Investment provides security	21	29	19	8	3	80
Investment reduces future financial stress	15	19	31	9	6	80
Financially support family with the help of investment	4	18	28	23	7	80
Make financial Independent	19	33	14	9	5	80
Independently take financial decision	14	27	20	13	6	80

Women opinion about social empowerment through investment which provides security and make women feel financial confident out of 80 respondents 50 women investors are strongly agree and agree to this statement that investment provides security and make them feel confident. Investment reduces future financial stress and worries of the investors and for this statement majority of respondents are neutral and 34 respondents out of 80 respondents agree and strongly agree to this statement that investment reduce future financial worries. 28 Women investors are neutral about decision regarding investment which financially support family and 30 respondents disagree and strongly disagree to this statement that with the help of investment can financially support family. Women investors feels that women investment behaviour make them financial independent and they can easily work on their own idea without depending on others for financial help and 52 respondents are agree and strongly agree to this statement that women investor behaviour plays an important role in making women financial independent. 41 Respondents are strongly agree and agree to this statement that women investor behaviour makes women decision maker and they independently take financial decision.

		AGE				
		Below 30	30-45	45-60	Above 60	
<b>Investment Avenues</b>	Bank deposit	7	11	7	2	The chi square is 40.725, d.o.f. 21. The hypothesis is rejected. Therefore, Age has significant influence on the selection of investment avenues.
	Post office saving	3	8	3	1	
	Life Insurance	1	7			
	Gold		9	5	3	
	Mutual funds	1				
	Stock Market	2				
	Public provident fund		4			
	National pension scheme		6			

		Educational Qualification					
		Illiterate	XII	Graduate	Post graduate	Professional	
Bank deposit	3	8	11	5		The chi square is 45.613, d.o.f. 28. The hypothesis is rejected. Therefore, Educational qualification has significant influence on the selection of investment avenues.	
Post office saving	2	3	6	2	2		
Life Insurance		2	6				
Gold		1	14		2		
Mutual funds				1			
Stock market					2		
Public Provident fund		1	1	2			
National Pension scheme		2		3	1		

	Marital status				
	Unmarried	Married	Widow	Divorcee	
Bank deposit	6	17	3	1	The chi square is 40.364, d.o.f 21. The hypothesis is rejected. Therefore, Martial status has significant influence on the selection of investment avenues.
Post office saving	4	11			
Life Insurance	1	6		1	
Gold		15	2		
Mutual funds	1				
Stock market	1	1			
Public Provident fund		4			
National Pension scheme		2	3	1	

	Occupation				
	Govt. employee	Pvt. Employee	Self employed	House wife	
Bank deposit	9	12	2	4	The chi square is 40.561, d.o.f 21. The hypothesis is rejected. Therefore, occupational status has significant influence on the selection of investment avenues.
Post office saving	4	8	3		
Life Insurance	2	4	2		
Gold		8	4	5	
Mutual funds		1			
Stock Market		2			
Public Provident fund	1		3		
National Pension scheme	3	2	1		

	Annual Income				
	Upto 1.5 lacs	1.5-2.5 lacs	2.5-5 lacs	More than 5 lacs	
Bank deposit	11	15	1		The chi square is 40.233, d.o.f.: 21. The hypothesis is rejected. Therefore, Annual income has significant influence on the selection of investment avenues.
Post office saving	7	8			
Life Insurance	3	2	3		
Gold		5	9	3	
Mutual Funds				1	
Stock Market				2	
Public Provident fund		2	2		
National Pension scheme		4	2		

### Suggestions

- Study reveals that women investor seems not interested in the stock market and mutual fund so awareness regarding various investment portfolio should introduce.
- Financial independence of women will increase the women investors.
- The government may think of granting tax benefits to attract women investor.

### Conclusion

According to the study, different demographic component such as age, marital status, annual income and no. of dependents have a significant impact on individual investment Planning. This study attempts to find out the investment habit of people, understand their investment planning and factors influencing the investment decision through primary data collected from the respondents. Many of them do not consult a financial adviser because they only invest in an investment like fixed deposit, gold and insurance which gives moderate returns and has low risk. They are, not risk-taker. If they will consult with a financial adviser there are various

investment avenues available in the market. Education motivate and encourage them to invest in various portfolios and make them capable to understand the significance and need for taking decisions regarding investment for attaining their financial goals.

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