

A Study on Perception towards Selected Investment Avenues, with Special Reference to Working Women in Kozhikode District

Dr. M. Dhanabhakya¹ and Fahad K. P²

Professor and Dean, Department of Commerce¹

Junior Research Fellow, Department of Commerce²

Bharathiar University, Coimbatore, Tamilnadu, India

fahadmaddiax@gmail.com

Abstract: *The subjective characteristic of investment makes the investment perception more complex. In the today's world, our economy is blessed with a large number of investment avenues. Each of these avenues has their own peculiarity as well as their own pros and cons. People make their investment decisions based on analyzing all the factors of investment like risk, return, time horizon, taxability and various other crucial factors of different avenues. In the present study, the researcher attempts to study about the investment options preferred by the working women and how well do they perceive about different investment avenues available. The data was collected from workingwomen of Kozhikode District in various sectors, with the help of Convenient Sampling Technique. 20 investors each of selected six investment avenues constitute the population for the study. Findings of the study will help to know the investment perception of the working women in Kozhikode District towards different avenues.*

Keywords: Investment Perception, Investment Avenues, Motivational Factors, Factors of Perception.

I. INTRODUCTION

Investment is traditionally defined as the sacrifice of present money for the future. It is very much associated with the time value principle of money. That is “one rupee received today is worth more than the one rupee to be received tomorrow”. This quote paved the way for the relevance of investment. In the present world, the practice of investment is followed by every individual. Earlier, the bank deposits were considered as the major investment channel for almost all individual investors. Even though, many investment alternatives or avenues existed, bank deposits remained the most preferred investment channel (Investment Avenue or alternative) or the only preferred investment channel, especially in the emerging countries. Studies indicate that there are many reasons behind this and one of the major reasons was lack of awareness about the other investment avenues. But as the time passes, many investment awareness programs have been massively conducted through which, the knowledge of various investment avenues has been lightened in the minds of many investors. And at the same time, many newer schemes of investment avenues have been developed and many of the existing avenues modified as investor friendly. Lack of proper investor awareness programs leads investor discontents (Dhanabhakya, M., & Monish P., 2019). Age also plays an important role in taking investment decision (Dhanabhakya, M., & Sowmya, G.2020).

Further, the pandemic have drained the wealth also (Dhanabhakya, M., & Sowmya, G.2021). As we all know, each person is unique in nature, the way in which investment is made also differs from person to person. In brief, we can say that the practice of investment is purely subjective. This is what called as Investment Behavior or Investment Perception. Since it is subjective, it will be also different in case of each investment avenue.



There is no doubt that investment in more than one avenue will increase the wealth of an investor. However, his or her decision to invest in an avenue(s) will purely depend upon his or her perception and attitude towards different investment avenues. They may feel dissatisfaction after selection of a particular avenue (*Dhanabhakyaam, M., & Monish P., 2021*). The present study is an attempt to analyze the perception and attitude of working women in Kozhikode District, towards investment and its different avenues. Digital awareness of the employees helps them to increase their satisfaction level and their perception about the work (*Dhanabhakyaam, M., & Emil Joseph., 2022*). Women employees are needed to be more agile to cope up with the changes in work environment and exploring investment opportunities on time (Elanthi, M. B., & Dhanabhakyaam, M. 2021).

II. REVIEW OF LITERATURE

Sanjeevni Gangwani and Haya Ali Al Mazayad (2020) of Princess Nourabh Bint Abdul Rahman University, Saudi Arabia, have analyzed the Investment Behavior of Working Women in India. The study was conducted among 200 working women in both government and private sectors. The results of the analysis show that the working women were mostly aware about Bank Deposit Investment Avenue and it is also the most preferred option for investment. Further, the working women is motivated by family security for making investment and most of them believed in the concept of high risk-high return.

Nadia Asandimitra, Tony Seno Aji and Achmad Kautsar (2019) in the study titled “Financial Behavior of Working Women in Investment Decision Making” have made an attempt to study the level of financial literacy of working women. The major findings of the study reveal that majority of the women workers have thought of an investment plan, most of the working women are invested in Property Investment Avenue, followed by savings & deposits and sake of retirement plans and family security are the key factors encouraged the women workers to make investment.

Dr. V. Krishna Kumari (2018) conducted a study on “Impact of Savings and Investment Behaviour of Working Women”. The study was conducted to know the factors influencing the investment behaviour of 100 women of salaried class in Chennai city. According to the results of the study, there are lots of considerations required while investing especially tax planning, investment safety, retirement income etc.

P. Vanishree Shah (2017) conducted a study on the topic “Investment Behavioural Patterns of Women Investors”. A sample of 80 women investors were taken using purposive sampling technique and the data was collected through questionnaires. The study was conducted to understand investment objectives of women and to identify the various investment avenues preferred by them. The result of the study revealed that the women investors are more investing with the main objective of meeting medical expenses and majority of the women investors have preferred Bank Deposits as the investment avenue, which was followed by the avenue of Gold.

Dr. Sellappan, S Jamuna and Kavitha (2013) in their article “Investment attitude of women towards different sources of securities” studied the influence of age and marital status on investment behaviour of women towards financial instruments. A sample of 120 respondents of Eerode district in Tamil Nadu was taken for the purpose of the study and it was concluded that the married women are more cautious in making investment decision than the unmarried. The result of the study also revealed that the women of younger age group are more likely to invest in mutual funds, insurance and fixed deposits than older women while the middle aged women investors prefer to invest in real estate source of investment.

III. OBJECTIVES OF THE STUDY

1. To study the association between the preference of investment type by the working women and their demographic profile
2. To identify the reasons behind investment by the working women
3. To rank the investment avenues based on the perception of working women



IV. RESEARCH METHODOLOGY

A Descriptive Research Design has been adopted for the purpose of undertaking the study. The study was conducted among the working women employed in different sectors of occupation, who belong to Kozhikode District in Kerala. Convenient Sampling Technique has been used in this study to select a sample of 120 working women in Kozhikode District. The primary data was collected through questionnaire. The primary data was collected among the working women through a well structured questionnaire. It comprises of questions of personal as well as demographic details of the respondents and information about the investment strategy and perception on investment and its different avenues. Likert Scale has also been used in the questionnaire for analyzing the perception of the working women towards different investment avenues with respect to investment features. The tools used in the study consist of Percentage Analysis, Cross Tabulation, Mean, Ranking Analysis and Chi-square Analysis.

V. DATA ANALYSIS AND INTERPRETATION

Six Investment Avenues were selected for the purpose of study- Bank Deposits, Post Office Savings, Mutual Funds, LIC Schemes, Equity and Gold. 20 working women invested in each of these avenues were selected for the study

5.1 Chi-square Analysis

H_0 : There is no significant association between Demographic Variables of the working women and their Investment Portfolio preference

Table 1: Demographic profile and Investment portfolio preference of the respondents

Demographic Variables		Investment Type		Total	p-value	Result
		Single Channel Investment	Multi Channel Investment			
Age	20 to 30 years	25	29	54	0.531	Not Significant
	31 to 40 years	9	17	26		
	41 to 60 years	15	25	40		
	Total	49	71	120		
Marital Status	Single	15	21	36	0.903	Not significant
	Married	34	50	84		
	Total	49	71	120		
Sector of occupation	Government	11	35	46	*0.000	Significant
	Private	35	20	55		
	Business	1	1	2		
	Others	2	15	17		
	Total	49	71	120		
Annual income	Less than Rs.1 Lakh	13	14	27	0.551	Not significant
	Between Rs. 1 Lakh and Rs. 5 Lakh	19	32	51		
	Between Rs. 5 Lakh and Rs. 10 Lakh	13	15	28		
	Above Rs.10 Lakh	4	10	14		
	Total	49	71	120		

Source: Primary data

The above table shows the demographic profile of the working women and the type of Investment preferred by them. It also shows the Chi-square Analysis result to know the association between these two variables. Age, Marital Status, Occupation Sector and Annual Income were taken as the Demographic variables. Among them, p-value is below 0.05



only in case of Occupation Sector. Hence, the null hypothesis is rejected and there exist significant association between Occupation Sector of the working women and the Investment Type preferred by them. Among Government employees, majority of them have preferred Multi Channel Investment, while among Private Employees, majority of them have preferred Single Channel Investment

5.2 Motivational Factors influencing Investment Decision of the Working Women

Table 2: Motivational Factors influencing Investment Decision

Factors	Frequency	Percentage
To meet any specific purpose	19	15.7
To meet future contingencies	53	43.8
Earning regular income	19	15.7
To avail tax benefits	10	8.3
Old age independence	10	8.3
To build more wealth	9	7.4
Total	120	100

Source: Primary data

The above table shows the different motivational factors which influence the investment decision making of the working women. Six factors were put to the question and among them ‘Future Contingencies’ was selected by 43.8 percent of the respondents, being the majority. 15.7 percent of the respondents are motivated to meet any specific purpose and 15.7 percent are motivated to earn regular income. Only 7.4 percent of the respondents are motivated to build more wealth.

5.3 Ranking Analysis using Mean Scores

Table 3: Perception of working women towards different features of each Investment Avenue

Factors of Perception	Bank Deposits		Post Office Savings		Mutual Funds		LIC Schemes		Equity Shares		Gold	
	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
Liquidity	1.6	2	1.4	3	1.4	3	1	4	1.8	1	1.6	2
Safety	3.4	2	4	1	1.4	6	2.8	3	1.8	5	2	4
Past Performance	2	4	2.4	3	4.2	1	1.8	5	4.2	1	2.8	2
Service	1.4	1	1.4	1	1	3	1.2	2	1	3	1.4	1
Convenience	1.6	2	1.6	2	1.2	4	1.8	1	1	5	1.4	3
Flexibility	1	2	1.2	1	1	2	1	2	1	2	1.2	1
Minimum Risk	2.2	4	3.25	1	2.25	3	2.65	2	1.65	5	3.25	1
Better Return	2.75	4	3.25	3	3.8	1	2.45	6	2.55	5	3.6	2
Satisfaction Level	2.75	6	4.15	1	3.85	2	3.4	4	3.2	5	3.65	3

Source: Primary data



The above table shows the perception of the respondents towards different investment avenues with respect to different features. The perception has been ranked using the mean scores, which has been obtained from the Likert Scale Analysis. Equity investment is ranked first in terms of the features- Liquidity and Past Performance. Post Office Savings has been ranked first for the features like Safety, Service, Flexibility, Minimum Risk and Satisfaction Level. Mutual Fund investment stands top in terms of Past Performance and Better Return. Bank Deposits has gained first position for the feature of Service. LIC Schemes is ranked first for the Convenience feature. Gold is ranked first for the features like Service, Flexibility and Minimum Risk.

VI. FINDINGS OF THE STUDY

- Majority of the working women are aged in between 20 and 30 years
- 70 percent of the working women are married
- Majority of the working women are employed in Private Sector
- Majority of the working women have annual income in between Rs. 1 Lakh and Rs. 5 Lakh
- 59 percent of the working women hold Mutli Channel Investment; while 41 percent hold Single Channel Investment. There is significant association between Occupation Sector and Investment preference of the working women.
- 43.8 percent of the working women are motivated to invest to meet future contingencies
- Liquidity is ranked first and thus highest for Equity avenue, followed by Bank Deposits
- Safety is highest for Post Office Savings, while it is least for Mutual Funds
- In Past Performance, Equity and Mutual Funds stand first
- Bank Deposits, Post Office Savings and Gold are in the first position for the factor of Service
- Convenience is ranked first for LIC Schemes, followed by Bank Deposits and Post Office Savings
- Flexibility is highest in case of Post Office Savings and Gold
- Minimum Risk is highest in Post Office Savings and Gold, while least in Equity
- Better Return is ranked first for Mutual Funds, followed by Gold
- Satisfaction Level is ranked first for Post Office Savings, followed by Mutual Funds and least for Bank Deposits

VII. CONCLUSION

Today, investment has become a vital part in the life of every income earning individuals. Many channels of investment provide profitable opportunities. Thus, in the present world, an individual willing to make investment, is blessed with a wide variety of investment opportunities. Each channel or avenue has its own unique features, risk capacities, return potential and various other value added features. However, investment decision and selection of avenue(s) is different from person to person.

This study is aimed at understanding the perception of working women towards investment and different investment avenues. From the study it has been identified that the perception of working women in Kozhikode District differs according to the different features of the investment avenues. The study also reveals that majority of the working women have Mutli Channel Investment, which indicate that they are investment conscious and concerned about asset diversification. The results and findings of the study suggest that adequate awareness and provision of more and more facilities can attract working women to their preferred investment avenues. It is recommended that consideration of factors like more wealth, tax benefits and old age security can also stimulate the women investors to diversify their investment portfolio. Even though, the factor of Safety is significant in almost all avenues, it is lower in Mutual Funds and Equities. It is suggested to the concerned investment institutions to enhance and ensure safety of investors in these avenues. Similarly the factor of Better Return is ranked least in the LIC Schemes. However, it is ranked second in



terms of Risk factor. Offering fair and better returns may attract more number of investors, especially women investors towards this low risk avenue.

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