



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR
COLLEGE (AUTONOMOUS),
VIRUDHUNAGAR – 626 001

NOTIFICATION

“Ph.D PUBLIC VIVA – VOCE”

RESEARCH CENTRE IN BUSINESS ADMINISTRATION

As per the regulations of Madurai Kamaraj University, Mrs. K.Muthu Selvi (Reg.No. P4866), Assistant Professor, Department of Business Administration, Sri Kaliswari College(Autonomous), Sivakasi, will defend her thesis at public viva-voce examination through Video Conference mode using Google Meet Platform.

Title of the Thesis

“A Study on Investment Pattern of Women Employees with special reference to Virudhunagar District, Tamilnadu”

Date and Time

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Venue

MBA Conference Hall, V.H.N.S.N College (Autonomous), Virudhunagar.

Video Conference Platform

Google Meet

Meeting Link

<https://meet.google.com/bww-mokg-vqs>

The synopsis of the thesis is available in the college website and a copy of the thesis is available in the department library for reference. Faculty members, Scholars and students are most welcome to attend the viva-voce.

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**A STUDY ON INVESTMENT PATTERN OF WOMEN
EMPLOYEES WITH SPECIAL REFERENCE TO
VIRUDHUNAGAR DISTRICT, TAMILNADU**

A Synopsis submitted to Madurai Kamaraj University, Madurai
in partial fulfillment for the award of the Degree of

DOCTOR OF PHILOSOPHY in BUSINESS ADMINISTRATION

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TAMILNADU, INDIA

MARCH, 2019

**A Study on Investment Pattern of Women Employees with Special Reference to
Virudhunagar District, TamilNadu.**

SYNOPSIS

INTRODUCTION

The developing countries like India face the huge task of finding sufficient capital in their development efforts. Most of developing countries find it complex to get out of the -vicious circle of poverty of low income, low saving, low investment, low employment etc. With high capital output ratio, India needs very high rates of investments to create a leap forward in the efforts of attaining high levels of growth. Since the opening of planning, the emphasis was on investment as the primary instruments of economic growth and increase in national income. In order to have production as per target, investment was considered the key determinant and capital formation had to be supported by appropriate volume of saving. Economist and policymakers have observed that demographic factors like age, gender, marital status, qualifications, occupation, annual income, geographic location etc. have an impact on the investment decision. With that an investor's ability to handle risks may be related to individual characteristics such as age, time horizon, liquidity needs, portfolio size, income, investment knowledge, taxes etc.

Any nation's productive capacity mainly depends on the capital formation. Good savings rate coupled with good capital mobilization are the key macro-economic variables, which play a significant role in economic growth. A nation's savings and investment propensities also play a key role in achieving dynamic stability in the capital market. Indian economy is one of the rapidly growing economies of the world where more than 50% people belong to middle class and lower class, their annual income fall up to rupees 10 lacs according to NCAER's definition. Middle class population is the key element for economic development of India. They influence demand and supply of need and comfort products at a great extent. In today's highly competitive environment, different kinds of investment avenues or options are available to the investors. All investment modes have their own advantages & disadvantages. An investor tries to keep a balance between the benefits and shortcomings of different investment modes before investing in them.

STATEMENT OF THE PROBLEM

Investments are both significant and useful in the context of present day conditions and style of living. The key factors influencing investment decisions are longer life expectancy, retirement, increasing rates of taxation, high interest rates, and high rate of inflation, high income, and availability of numerous investment outlets.

The common variants that have been taken into consideration in deciding the investment portfolios of women employees are their husband's discretion, family situations, the number of dependents, other sources of income, the age of the respondents and family members, educational qualification, health condition, balance of service period and their exposure to investment options and their risk taking capacity.

Women have had great propensity to save and invest. Indian women particularly are active in daily decision making about the allocation of household resources. Obviously, they can play a major role in the transmission of financial habits and skills to their children. Specially, women have a lower level of financial literacy than men. Hence, they themselves need to be financially literate for transformation of savings into investments through appropriate instruments. With this belief, the current study attempts to investigate the extent of investment pattern among the women employees in Virudhunagar district.

NEED FOR THE STUDY

Investors can choose an appropriate one depending on their needs, risk preference, and return anticipated. In today's highly competitive financial environment, the emergence of different investment options leads to more confusion of investors when it comes to investing. Many questions are raised in investor's mind like:

1. Which Investment will give us maximum returns?
2. What could be the right mix of debt and equity in our portfolio?
3. Is the investment safe?
4. How quickly one can liquidate the investments?

In this research an attempt is made to study the various investment options preferred by the employed women investors of Virudhunagar District, and the study also tried to analyze the investor's preferences particularly towards investment in equity and debt funds when other investment avenues are also available in the market.

OBJECTIVES OF THE STUDY

1. To identify the type of investment preferred by salaried women employees.
2. To examine the opinion about the needs to be fulfilled by investments.
3. To study the opinion towards investment goals such as risk, return, liquidity, and tax benefits.
4. To analyze the factors influencing investment patterns exhibited in Insurance, Government Bonds and Company deposits NCDs, Postal schemes, Bank deposits, Chit funds, Gold, Real estate, Mutual funds, Equities, commodities, derivatives, and Forex.
5. To give valuable suggestions for making better investment by working women investors based on the findings of the study.

RESEARCH METHODOLOGY

The research methodology is the basic framework through which the research objectives are to be fulfilled by the concerned research. Therefore a blue print for the study has been designed and implemented. It includes research design, population and sampling framework; collection of data, and analysis, findings, conclusions and recommendations. Accordingly, the entire study has been presented in five chapters.

RESEARCH DESIGN

The research design details the procedures necessary for obtaining the information needed to structure or solve research problems.¹ The research design consists of the types of information needed, the form of research design, measurement and scaling procedures, construct development, data collection, sampling procedure and plan of data analysis.²

The “Descriptive research design” of conclusive nature has been followed in the present study. The present study describes the investment pattern of women employees of Virudhunagar district, TamilNadu.

¹ Thomas, T.Semon (1996), “Marketing Research Needs Basic Research”, Marketing News, 28(6), March, p.34

² Kitaeff, (1994), Marketing Research Competencies, Marketing Research: A Magazine of Management and Applications, 6(3) Summer pp.40-41.

SAMPLING DESIGN

POPULATION OF THE STUDY

Virudhunagar District is an administrative district of Tamil Nadu state in southern India. As of 2011 Census data, Virudhunagar district had a population of 2,105,930 with a sex-ratio of 1,007 females for every 1,000 males. The average literacy of the district was 72.02%, compared to the national average of 72.99%. The district had a total of 537,748 households. There were a total of 950,158 workers, comprising 52,361 cultivators, 168,174 main agricultural labourers, 30,292 in household industries, 603,239 other workers, 96,092 marginal workers, 4,792 marginal cultivators, 40,528 marginal agricultural labourers, 5,006 marginal workers in household industries and 45,766 other marginal workers.

Women Population - Virudhunagar district

Table 1.1

TALUK	Women Population
1. Aruppukottai	1,23,708
2. Kariapatti	52,435
3. Rajapalayam	1,74,139
4. Sattur	85,456
5. Sivakasi	2,14,873
6. Srivilliputtur	1,47,204
7. Tiruchuli	51,218
8. Virudhunagar	1,25,546
Total	974,579

The researcher has selected 8 taluks of Virudhunagar district to collect the investment pattern of women employees. The list of taluks and size of the respondents are shown in the following Table1.2

Sample Size and selection of respondents

Table 1.2

TALUK	Number of respondents	Percentage
1. Aruppukottai	60	12.50
2. Kariapatti	60	12.50
3. Rajapalayam	60	12.50
4. Sattur	60	12.50
5. Sivakasi	60	12.50
6. Srivilliputtur	60	12.50
7. Tiruchuli	60	12.50
8. Virudhunagar	60	12.50
Total	480	100.00

Source: Field work and Techniques applied

SAMPLING PROCEDURE OF THE STUDY

The sampling procedure followed in the present study is as follows:

Census sampling method has been used by the researcher to collect data from the census record of 2011 in this district. So, the researcher has collected from all its eight taluks.

Also, the researcher wanted to collect the investment pattern of women employees in Virudhunagar district. In this regard, Area sampling method was applied for the selection of samples from Virudhunagar district. In order to establish the probability simple random sampling has been used. Thus, 480 samples as shown in Table 1.3 have been collected from this district on random basis. KMO measures the sampling adequacy which should be greater than 0.5 for a satisfactory analysis to proceed further. In our study, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is .791. This means the sample size is more than adequate. In every taluk the researcher have been selected 60 respondents on the basis of area sampling for this study.

TYPE OF SURVEY

The researcher used a sampling survey to collect data.

COLLECTION OF DATA

The study was based on both primary and secondary data. For the collection of primary data; a field survey was conducted with the help of a well-structured Questionnaire. The secondary data was collected from Books, Magazines, and Journals and from related Web sites.

PILOT STUDY

A pilot study was conducted with the initial questionnaire to a sample size of 40 and after having some useful discussions with the women employees, some questions were removed, and some of the words were made simpler to improve understanding.

FRAME WORK OF ANALYSIS

The data thus collected were analyzed and interpreted with relevant statistical tools for drawing conclusions. For analyzing the data, SPSS (statistical package for social sciences) was used. Relevant tools such as Percentage Analysis, Inferential Statistics, Tests of Hypothesis, Factor analysis, Chi-Square Analysis, One way ANOVA, Descriptive statistics such as mean and standard deviation were used.

HYPOTHESES

- 1 The opinion about the level of risk, returns, tax benefits and liquidity preferred, does not vary with the demographic characteristics such as age salary and experience and investment details such as annual savings, percentage of Income saved, percentage of savings is invested and annual investment at 5%.
- 2 There is no association between the opinion about the preference for risk, returns, tax benefits and liquidity with categorical characteristics such as employed sector, type of family, education level, nature of residing place, type of community, marital status, and residing taluk at 5%.
- 3 The risk profile does not vary with the demographic characteristics such as age salary and experience and investment details such as annual savings, percentage of income saved, percentage of savings is invested and annual investment at 5%.

- 4 There is no association between the risk profile and categorical characteristics such as employed sector, type of family, education level, nature of residing place, type of community, marital status, and residing taluk at 5%.
- 5 The preference for diversification of investments does not vary with the demographic characteristics such as age salary and experience and investment details such as annual savings, percentage of income saved, percentage of savings is invested and annual investment at 5%.
- 6 There is no association between the preference for diversification of investments and categorical characteristics such as employed sector, type of family, education level, nature of residing place, type of community, marital status, and residing taluk at 5%.

Limitations of the study

The present study suffers from the following limitations:

1. The study results are applicable to the study period only, and
2. The study results are applicable to Virudhunagar district of Tamil Nadu only.

RESEARCH GAP

There are several studies about investment pattern of men, but there are very few studies about investment pattern of women. Little research has been carried out on investment habits of working women. The percentage of working women is much less in TamilNadu though the number is growing in a healthy pace. It is time to study their investment patterns. The new radical investment avenues have increased making the process of choosing best ones a tedious job. Women employees have fixed flow of income and their investments patterns are also different. In connection with this research gap, a study is made to find out investment pattern of women employees in Virudhunagar District. It will be helpful to understand the investment pattern of women employees. The study will also found the awareness of the investments avenues available in India and also identify the factors while choosing the particular investment avenue made by women employees in Virudhunagar district.

CHAPTER SCHEME

The empirical study has been chapterised into five chapters.

First chapter deals with the introduction and design of the study, which includes introduction, meaning and definition of investment, Significance of the study, objectives of the study, hypotheses of the study, Research methodology, limitations of the study and the chapter frame.

Second chapter presents the conceptual review relevant to the research.

Third chapter portrays the chronological literature reviews and reviews on women investors.

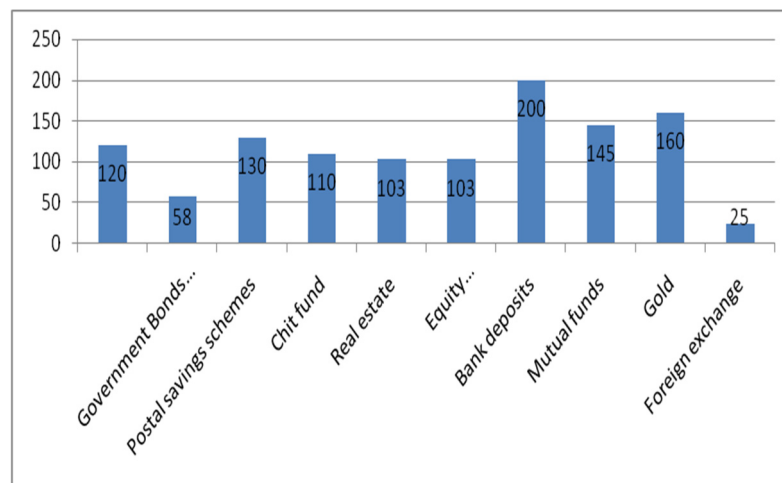
Fourth chapter presents the analysis and interpretation.

Fifth chapter recapitulates the key findings future research directions and conclusion

FINDINGS OF THE STUDY

Type of investment preferred

Table 1.3



Out of 480 respondents, 200 study respondents have given the first rank as the choice of investing their funds into bank deposits. The least rank given by 25 study respondents was foreign exchange.

Opinion about needs to be fulfilled by investments

Table 1.4

Need based goals	Mean	Std. Deviation
Children education	4.3292	.81478
Children marriage	4.4708	.51611
Emergency needs	4.6250	.61386
Medical expenses	4.3062	.73103
Acquiring a house	3.2063	1.39083
Retirement needs	3.8875	1.10411

The investment goal that has the highest agreement was emergency needs and the lowest agreement was for acquiring a house.

Opinion towards investment goals

Table 1.5

Goals of investment	Mean	Std. Deviation
Risk	2.7792	1.64145
Returns	3.0875	1.71103
Tax benefits	2.9958	1.52775
Liquidity	3.1708	1.43908

Liquidity is the goal with highest mean of 3.1708 and risk is the lowest goal with a mean of 2.7792. This means that the respondents prefer liquid investments and less risky investments.

Demographic characteristics of the respondents

- Close to 60 % of the respondents were married.
- More than 80 % of the respondents were less than 55 years of age.
- More than 65% of the respondents were from backward communities and most backward communities.
- Highest category of the respondents (25%) were post graduates.
- Largest category of respondents (57.5%) were from Nuclear family.
- 43.33% of the respondents were from urban area.

Employment details of the respondents

- 55% of the respondents were from private sector.
- 70.37% of the respondents employed in public sector
- 68.18% of the respondents employed in private sector
- 46.67%% of the respondents had a monthly salary less than Rs.50,000.
- 74.20% of the respondents had 1 to 5 years of experience.
- 65.80% of the respondents stated that they had not shifted even once.
- 55.80% of the respondents stated that their work place was in a rural area.

Investment details of the respondents

- 30.80% of the respondents used the information provided by their friends while making investments.
- 57.50% the respondents preferred long term investment.
- 67.50% the respondents preferred fixed returns.

Investment in Life Insurance and ULIPs

- The highest agreement is observed for the statement describing the **reasons for preferring** life insurance and ULIPs was '**Economic protection against the loss of life**' and
- The highest agreement is observed for the statement describing the **reasons for not preferring** life insurance and ULIPs was '**Fixed periods of coverage**'

Investment in Government Bonds, Company Deposits, and NCDs

- Among the statements describing the **reasons for selecting** Government bonds, Company deposits and NCDs the highest agreement is observed for the statement '**Joint account holding is possible**'
- Among the statements describing the **reasons for not selecting** Government bonds, Company deposits and NCDs the highest agreement is observed for the statement '**Lower rate of return**'

Investment in Postal Schemes

- Factor analysis of statements describing **reasons for choosing Postal saving scheme**
 - **Capital guarantee by Indian Government**

- **Tax free returns,**
- **Cheque facility**
- **Schemes for girl child**
- Factor analysis of statements describing **reasons for not choosing Postal saving scheme**
 - **Low interest rate**
 - **Frequent revision of interest rates**

Investment in Chit Fund

- Factor analysis of statements describing the **reasons for opting Chit fund investments**
 - Higher returns, based on trust
 - They render functions in all areas even the bank has not in operation
- Factor analysis of statements describing the **reasons for not opting Chit fund investments**
 - Discount rate rigged member could default and disappear
 - Absence of official regulator.
 - Difficult to assess the profit or loss a person makes from chit funds

Investment in Real Estate

- Factor analysis of statements describing the **reasons for preferring real estate investments**
 - Provides opportunities to improve, and has high potential for appreciation,
 - Provides rental income and saves from making rental expense
 - Provides respect to investors family.
- Factor analysis of statements describing the **reasons for not preferring real estate investments**
 - Illiquid
 - Legal issues
 - Unstable returns
 - High registration costs.

Investment in Equity shares, Commodities, and Derivatives

- Factor analysis of statements describing the **reasons for choosing Equity shares, commodities, and derivatives investments**
 - Safe custodians for shares, ease of payments and withdrawals, efficient regulator SEBI
 - Capital appreciation of investments
 - Benefits from diversification
- Factor analysis of statements describing the **reasons for not choosing Equity shares, commodities, and derivatives investments**
 - Price fluctuations lead to losses
 - No guarantee of income and stability of returns.

Investment in Mutual funds

- Factor analysis of statements describing the **reasons for opting mutual fund investments**
 - Mutual fund dividends up to Rs100,000 are tax free
 - Dividends declared are attractive
 - Possibilities for Capital gains
- Factor analysis of statements describing the **reasons for not opting mutual fund investments**
 - Fluctuation in Price
 - Price is based on retail participation in equity markets and high risk

Investment in Bank Deposits

- Factor analysis of statements describing the **reasons for deciding bank deposit investments**
 - Large number of banks with various Benefits
 - Periodic assured returns in the form of Interest
 - Governed by RBI
- Factor analysis of statements describing the **reasons for not deciding bank deposit investments**
 - Pre-closure penalties are costly
 - Poor liquidity

Investment in Gold

- Factor analysis of statements describing the **reason for invested in gold**
 - Helping hand during acute financial needs
 - Serves as a part of dowry
 - Gold increases ones beauty.
- Factor analysis of statements describing the **reason for not invested in gold**
 - Heavy making charges
 - Fears of theft.

Investment in Forex

- Among the statements describing **the reason for choosing Forex**, highest agreement is observed for the statement '**Hedging**'
- Among the statements describing the **reason for not choosing Forex**, highest agreement is observed for the statement '**Leverage or borrowed margin money is dangerous**'

Summary of Findings

Table 1.6

Investment avenues	Risk	Return	Liquidity	Tax Benefit	Horizon
Insurance Policies and ULIPs	Highly Safe	Neither high nor Low	Illiquid	Agree	Long Term
Government Bonds and Company deposits NCDs	Safe	Neither high nor Low	Illiquid	Neither Agree nor disagree	Medium Term
Postal savings schemes	Highly safe	Low	Illiquid	Highly Agree	Medium Term
Chit fund	Unsafe	Neither high nor Low	Illiquid	Highly Disagree	Short term
Real estate	Highly Safe	Very High	Illiquid	Disagree	Long term
Equity shares, commodities, and derivatives	Unsafe	Very high	Liquid	Neither Agree nor Disagree	Medium Term
Bank deposits	Highly Safe	High	Liquid	Highly Agree	Medium Term
Mutual funds	Safe	High	Illiquid	Agree	Medium Term
Gold	Highly Safe	Neither High nor Low	Liquid	Highly Disagree	Long Term
Foreign exchange	Neither safe nor unsafe	High	Highly Liquid	Neither agree nor Disagree	Medium Term

SUGGESTIONS

- Bank deposits are still the most preferred investment avenue. Hence banks can provide better instruments and there by mobilize more funds for the betterment of the women employees.
- The employed women of the study area are risk averse, so it is a suggestion of the researcher to the trading terminals (BSE & NSE) to create awareness among the employed women to take risk and to move from traditional investments to modern investments. Since many of the respondents may feel

that they are not having any adequate knowledge of the modern investment area.

- Awareness about modern investing platforms like mobile applications, internet investment websites, etc., have to be taken to the door steps of women investors.
- Many women employees not understand about liquidity of NCDs in demat form. Therefore proper information may be instructed to liquiditate NCDs in demat form.
- Most of the respondents are not aware about Credit Rating agencies (Care, Crisil,...) So the Government may take steps to help the women employees to understand the risk level in investment in the way of default.
- 50% of the respondents felt that share trading was unsafe. So the Share trading brokers have to create awareness among investing women.
- Only 5% of the respondents prefer forex as their investment option because of unaware about that market. So awareness to be needed about forex market.

CONCLUSION

The risk taking ability of the study respondents is low and preference of liquidity is more. Respondents still have more preference for saving rather than investment. Investments in traditional asset classes are still more than in the new asset classes.

FUTURE RESEARCH DIRECTION

The future research direction we get from these research findings are there is still a tendency among the respondents to save rather than invest; the reasons have to be studied. The investments in traditional asset classes are still more than in the new asset classes, this can also be researched.