



STUDY OF INVESTMENT PATTERN OF FEMALE INVESTORS IN SOLAPUR CITY**Dr. Satyajit K. Shah****Associate Professor , Hirachand Nemchand College of Commerce,
Ashok chowk, Solapur.****ABSTRACT**

This paper intends to highlight earnings and investment pattern of female investors. The study finds that nature investment depends upon the level of earnings and saving there from. The preference of investment avenues, pattern and behavior of investment are affected not only by financial issues but also by socio-psychological issues. Present paper evaluates investment pattern and criteria adopted by female investors while investing their savings. A lot of women never learn about banking, insurance, investments, how get their money to grow. They are smart, have good job, are earning well, but they never learn about, money. But when sadly, things go wrong- e.g. they lose their husband because of an accident or some other reason, apart from emotional pain , there comes a bigger pain in life i.e. taking care of the children's financial needs and overall finances. But then she has no idea how to invest money to ensure that children's education is funded, her retirement is secured. So it is very important to know investment behavior to take necessary measures to manage risk, Real returns, taxes, asset allocation strategy, choosing right investment options. The data was collected by a structured questionnaire to 30 respondents. It is found that majority of female investors preferred to invest their saving in Bank deposits and then in Insurance, Gold respectively. It is also observed that all respondents irrespective of age, gender, income level seek better returns on their investments followed by security of investment.

**KEYWORDS:** *object income and investment pattern , criteria adopted.***INTRODUCTION**

Although married women do not actively participate or take the leading role in managing family finances. Recently, women have started earning and begun focusing on their career but still do not actively invest their own money. This attitude must change and women should take a dynamic role in financial planning.

At present various financial institutions are offering many investment avenues to the investors. Now days, investors are quite aware about the new investment avenues because of media. .A bewildering range of investment alternatives is available. They fall into two broad categories, viz., financial assets and real assets. Financial assets are paper (or electronic) claims. The important financial assets are equity shares, corporate debentures, and government securities, deposits with banks, mutual funds, insurance policies and derivative instruments. Real assets represented by tangible assets like residential house, commercial property, agricultural farm, gold, precious stones, and art objects

REVIEW OF LITERATURE:

Bajtelsmit, V. L. & Bernasek, A. (1996), in their research study explained for gender differences in investment and risk-taking in an effort to help guide data collection and identification of relevant variables for empirical research.

B.N. Adarkar, 2005, while commenting on the investment decision making process, investment avenues of small investors, he says further that “Safety is the source of prime concern of all investors, but liquidity preferences vary, and investors generally try to get maximum return consistent with reasonable safety and their liquidity preferences

Watson and McNaughton, 2007, Empirical research (most of it from the US in the form of large-scale surveys) demonstrates fairly consistently that women are more risk averse than men in their attitudes and behaviors towards investment decisions, including those that relate to pensions. A review of psychological studies suggests that this reflects a lower tolerance to risk among women generally, financial or otherwise
D.S Rawat, 2010, reveals that of the total investment pattern in the urban India founds that , 65% investment goes to real estates, 20% in the investment of gold, about 10% urban Indians prefer investment in insurance, provident funds, pension funds, fixed deposits and government bonds and certificates. It is clear that only about 5% investors prefer stocks, debentures and mutual funds

OBJECTIVES:

1. To study the preferences to investment avenues.
2. To study the motives of investment.
3. To identify the sources and practices adopted by female investors to invest their money.
4. To understand the investment behavior of female investors.

Sample size:

The sample size consists of 30 respondents who invest their savings in various investment avenues.. The respondents are segregated on basis of different variables such as gender, age, income and occupation

Data Source

The Source of data would be primary and will be collected through structured questionnaires.

Analysis and Interpretation: let’s know about working women’s behavior for investment.

Table No.1- Age wise Distribution of female investors

| Age Group | 25-35yrs | 35-45 yrs | 45-55 yrs | 55 above | Total |
|-------------------|----------|-----------|-----------|----------|-------|
| No of Respondents | 03 | 21 | 05 | 01 | 30 |
| Percentage | 10 | 70 | 16.67 | 3.33 | 100 |

Source: primary data

Table No 1 shows age wise distribution of respondents from age 25 to years. 35 10% respondents are from age group 25 to 35 years, 70% are from 35 to 45 years, 16.67% are from age group 45 to 55 years and 3.33% are from age group 55 years above.

Table No.2- Distribution of female investors according to Marital Status

| Marital Status | Married | Unmarried | Total |
|-------------------|---------|-----------|-------|
| No of Respondents | 04 | 26 | 30 |
| Percentage | 13.33 | 83.67 | 100 |

Source: primary data

Table No 2 shows respondents marital status. 13.33% respondents are married and 83.67% respondents are unmarried

Table No.3- Annual Income wise Distribution of female investors

| Annual Income | Up to 2 Lakhs | 2-5 Lakhs | 5-10 Lakhs | 10-20 Lakhs | Total |
|-------------------|---------------|-----------|------------|-------------|-------|
| No of Respondents | 06 | 10 | 12 | 02 | 30 |
| Percentage | 20 | 33.33 | 40 | 6.67 | 100 |

Source: primary data

Table No 3 shows annual income of respondents. 20% respondents having annual income less than 2 lakhs, 33.33% having 2 to 5 lakhs, 40% having annual income range of 5 to 10 lakhs and 6.67% having income 10 to 20 lakhs.

Table No.4- Distribution of female investors according to their Decision making ability

| Investment Decision ability | Yes | No | Total |
|-----------------------------|-------|-------|-------|
| No of Respondents | 20 | 10 | 30 |
| Percentage | 66.67 | 33.33 | 100 |

Source: primary data

Table No 4 reveals respondent's decision making ability. 66.67% respondents are taking investment decision for themselves and remaining 33.33% respondents are depend on others for their investment.

Table No.5- Sources which help Respondent for their investment decision

| Sources | News Paper And Magazines | Friends and Relatives | Television and internet | Financial Advisors/ Consultants | Total |
|-------------------|--------------------------|-----------------------|-------------------------|---------------------------------|-------|
| No of Respondents | 06 | 12 | 05 | 07 | 30 |
| Percentage | 20 | 40 | 16.67 | 23.33 | 100 |

Source: primary data

Table No 5 shows Sources on which basis Respondents make their investment decision. 20% investors invest their money based on news in news paper and magazine. 40% respondents says that because of family members and friend they are investing in proper investment avenues. Financial advisors and consultants are also important sources for investors.

Table No 6: Desired Investment Avenues of respondents

| Investment Avenue | No of Preferences | Percentage |
|----------------------------------|-------------------|------------|
| Bank Deposits | 28 | 25.45 |
| Life Insurance | 18 | 16.37 |
| Gold, Silver and precious stones | 16 | 14.54 |
| Real Estate | 16 | 14.55 |
| Mutual Fund | 15 | 13.64 |
| Shares | 13 | 11.81 |
| Commodity | 04 | 03.64 |
| Total | 110 | 100 |

Table No 6 reveals about desired investment avenue of respondents. Bank deposits are popular among respondents life insurance, gold, real estate are also favorite among the respondents. Respondents are less aware about mutual funds, shares and commodities

Table No.7: Respondents Satisfaction with investment

| Satisfaction | Yes | No | Total |
|-------------------|-----|----|-------|
| No of Respondents | 24 | 06 | 30 |
| Percentage | 80 | 20 | 100 |

Source: primary data

Table No 7 reveals that satisfaction with investment made by respondents.80% respondents are satisfied with investment as these will generate returns more than expected.

Table No.8: Motives of Investment

| Motive | Security | profitability | Liquidity | Total |
|--------------------|----------|---------------|-----------|-------|
| No..of Respondents | 10 | 16 | 04 | 30 |
| Percentage | 33.33 | 40 | 13.33 | 100 |

Table No 8 shows the motive of respondents while investing their money, 40% respondents investing for better returns, 33.33% investing for security such as benefit at retirement, disability, death.

FINDINGS:

1. 50% respondents investing for better returns,
2. 80% respondents are satisfied with investment as these will generate returns more than expected.
3. Bank deposits are popular among respondents.
4. 40% respondents say that because of family members and friend they are investing in proper investment avenues.
5. 76.67% respondents are taking investment decision for themselves

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