



Investment plan of Women Working in Private Organisation – A literature Review

¹Mrs. Christina Jeyadevi and ²Dr. D. Moorthy

¹Assistant Professor, Dept. of Commerce – Accounting and Finance, PSG College of Arts and science, Coimbatore

²Associate Professor and Head, Dept. of Commerce – Banking and Insurance, Kongunadu Arts and Science College, Coimbatore.

Received 11th April 2021, Accepted 23rd June 2021

Abstract

Savings is the prerequisite of any investment. Savings entails sacrifice, but defines reward. It is not about how much we save over a period of time, but how we invest in a best product available in the market. There are number of products introduced by different financial service agents, with variety of investment benefits. In the current scenario, investment is an essential aspect in everybody's day to day life. A mixture of investment options is offered such as bank fixed deposits, investment in gold, real estate, post office services, mutual funds, insurance, shares, deposits in companies and so on. Investors are investing their hard-earned money with the diverse objectives such as profit maximization, safety, appreciation and extra stable Income. Researcher has taken five reviews which the studies were conducted different states in India. The overall suggestions given by the researchers has taken and concluded in this study.

Key Words: Investments, profit, returns, salaried employees, and savings.

© Copy Right, IJRRAS, 2021. All Rights Reserved.

Introduction

Investment is an important aspect in today's modern world, as there is an increase in the income level of the people, higher standard of living, private employment, self-employment, higher decision making, availability of money for expenses, more investment avenues openings, investing habits, retirement benefits, future coverage, children education etc., Investment is mostly affected by many factors and mostly by emotional allure. Investment is the purchase of an asset with an aim of getting a profit in future. Investment should not be for a shorter period but should be for a longer period of time. The risk should also be taken into consideration while expecting the

return out of it. The time taken for reaping benefit out of the investment must be studied and plan should be drawn according to the portfolio availability and re- evaluating the same. If investors need high returns, they can invest in high risk portfolio and vice versa. In other words, higher the risk, higher is the benefit and lower the risk, lower is the benefit from the investment. Investment includes shares, bonds, debentures, land, gold, bank deposit, insurance, investing in venture capital etc.

The investment needs diversification of portfolios, where the risks are widened out. So, investment should be made more wisely with the help of experts, advice from family members, peer group, newspapers, magazines, own knowledge and past experiences. Investment should beat the battle of inflation; otherwise the investment goes on vain. When it comes for personal investment, one should keep in mind the amount of money needed at a specified period of time. Setting specific goals should be

Correspondence Author

Mrs. Christina Jeyadevi Assistant Professor, Dept. of Commerce – Accounting and Finance, PSG College of Arts and science, Coimbatore

the first step in investment. In other words, the investor should set a goal of investment plan that is attainable and should choose a strategy that will make the goal attainable in future. As said earlier, the investor should also see to the risk handling ability at the time of investment and to assess the progress of the investment, seeing if the investment is going in right direction. But it is not always right to think that high risk portfolio gives high returns; there is always a chance that the high-risk investments also fetch lower returns. So the investment must be diversified in different avenues so as to make the losses minimal.

The paper has been made to study the investment patterns of the women employees working in private organizations. The population includes teaching staff, non-teaching staff, financial organizations, production organizations, service organizations, transport, sales, dispatch sections, shipping, couriers etc., Since people working in private organizations are not having any after retirement benefits like pension, they do go for different investment avenues opened for them. The study brings out how the women are investing in different investment plans with their salaries they fetch out of their work. For the study, 10 investment avenues such as gold, real estates, bank deposits, government bonds, insurance, shares, debenture, securities and bonds, company deposits,

Savings and investment are the powerful tools in eradicating the country's poverty. Investing the money in a right avenue is a big task for the investors. Investors should wisely choose their investment which might be long term or short term according to the needs and specifications. The decision of investment lies mostly in the hand of the male members of the family and women are considered less knowledgeable in investment. When deciding upon the investment, investors have to see the safety, liquidity, risk and returns, and benefits and so on. There are many investment avenues opened and investors get confused in choosing

the investment. Women should grow her skill and knowledge in choosing among the investment opportunities.

Objectives of the study

The objectives of the study are:

1. To present the investment patterns of working women.
2. To present the risk bearing ability of the working women.
3. To present the literature reviews related to working women's investments and conclude the study results.

Review of literature

Shanthi and Murugesan¹ (2016) were conducted study topic entitled "Investment preference of Salaried Women Employees". The study has focused on the investment patterns and preferences of the working women employee who have fixed income and have different patterns of investment. For the study, the researchers have taken the salaried women employees in the district of Namakkal in Tamil Nadu. The researchers have taken a sample size of 60 respondents and data was collected by conducting survey by way of questionnaire in Namakkal district. The research has been made on the basis of age and risk taking ability and the investment avenues opened for them in this current situation. By analyzing the data, the researchers have found that the age and risk taking ability are very less in case of women employees as compared to men. They do not want to lose money in any situation and also they invest in safe avenues like buying gold and silver, real estate, bank fixed deposit, post office saving services, insurance, mutual funds and so on. They invest their money with different objectives such as safety, security, capital appreciation, steady income, profit earning and liquidity. The study concluded that the Indian investors though highly educated, employed with high income, independent, they invest conservative and to play safe. The women employees invest in financial products that give risk free returns.

Poonam Sharma and Navdeep Kaur²(2019)

¹ Shanthi and Murugesan (2016), "Investment preference of Salaried Women Employees", IJARIII, Vol-2 Issue-2, pp. 1844 – 1851.

² Poonam Sharma and Navdeep Kaur (2019), "Investment Attitude of Working Women: A Study of Education Sector in Punjab", Journal of Technology Management

were conducted study topic entitled “Investment Attitude of Working Women: A Study of Education Sector in Punjab”. In this study, the women empowerment is taken with the objectives of the economic development of the nation as a whole. The researchers studied the women in India as they have shifted their role from savers to investors. The present study is about the salaried women savings and investment patterns that have moved from traditional way to modern way of investment. The women employees of government, semi-government as well as private educational institutions are taken from the state of Punjab, India. The study has revealed that the women started investing in more risky avenues of investment such as mutual funds, shares, real estates etc., than that of the traditional investments such as fixed deposits, post office savings scheme, insurance, gold etc., The study has analysed the factors influencing the investment attitudes of women employees in government, semi- government and private sectors in educational institutions. The study resulted that higher the income, higher the investment. The women, since they are more risk aware, they are looking into more safety and steady income from the investment. The education, financial literacy also influences the investment pattern of the investors. Finally it is concluded that the factors such as safe investment avenues, financial literacy, stock market awareness, post office savings, bank deposits, assets, ability to take risk in women are considered to be the important aspects in investment in the minds of the women working in education sector.

Geethu Gopi, et al.,³(2018), were conducted study topic entitled, “An Insight Into the Savings and Investment Pattern of Salaried Employees Working in Private Sector of

for Growing Economics, Vol. 10, No.2, October, pp. 82 – 88.

³ Geethu Gopi, D. Priyanka and R. Preetha (2018), “An Insight Into the Savings and Investment Pattern of Salaried Employees Working in Private Sector of Shipping Industries at Ernakulam”, International Journal of Pure and Applied Mathematics, Volume 118, No. 18, pp. 1347 – 1363.

Shipping Industries at Ernakulam”. The study is conducted in the shipping industries in Ernakulam, Kerala, taking 100 employees from 10 shipping industry of the same type. The study is conducted to know the awareness about the investment avenues opened for the salaried employees. For the analysis, the data is collected by means of structured questionnaire for these 100 respondents. From the study it is inferred that almost all the employees are aware of mutual funds and life insurance, 70% of the employees are aware of the debentures and 90% about the bonds. People are also aware of the investment avenues such as the gold, silver, real estates, chit funds etc., it is also found out that the employees prefer to invest in government securities than in private securities and not in foreign sector investments. Most of the employees make bank deposits, post office savings, chit funds and real estates. The major findings of the study are that the employees are not making money for any attraction and fashionable expenditure, instead they invest money for their personal expenses like medical expenses, children education, marriage, retirement plans etc., They are also moving forward to risk adverse investors.

Jeet Singh and Preeti Yadav⁴(2016), were conducted study topic entitled, “A Study on the Factors Influencing Investors Decision in Investing in Equity Shares in Jaipur and Moradabad with Special Reference to Gender”. The study focused on the investor’s perception on the investment of money in various risky avenues like shares and bonds. For the study the researchers have taken 60 male and 40 female investors from Jaipur and Moradabad cities. The collected data was analysed by using independent t-test and mean scores. The study revealed that the investors look into the past dividend payment capacity, bonus payment of

⁴ Jeet Singh and Preeti Yadav (2016), “A Study on the Factors Influencing Investors Decision in Investing in Equity Shares in Jaipur and Moradabad with Special Reference to Gender”. Amity Journal of Finance, 1 (1), pp. 117 – 130.

the company and efficiency, education, experience of the company CEO, Board of Directors before investing in the shares of the company. The male investors are more financially literate and aware of the stock market as compared to the female investors. They update themselves by reading the daily report published by the stock exchanges on the gaining and losing companies. When male investors analyse the P/E ratio, D/P ratio and other liquidity ratios of the company, the female look into the security and safety of the investment and invest cautiously. The financial position and liquidity positions of the company are considered by male and the female are motivated by the successful people in share investment. The study has suggested that lots should be considered such as safety, returns, capital appreciation, tax planning, retirement plans, liquidity etc., before investing in shares. The researcher also recommends that the fundamental, technical and financial analysis should be made before investing in shares of a company. The risk and less risky products should be analysed and invested as per the age and risk bearing capacity of the investors, whether male or female.

Ali Medabesh and Asif Jeelani Khan,⁵ (2020), were conducted study topic entitled, “Financial Assets and the preference of salaried class Assesses”. The study has been conducted in Jammu & Kashmir, the extreme north of India taking the 384 government employees, who are so pessimists about investment in financial assets. The data have been collected by structured questionnaire and secondary data have been taken from published materials of journal, newspaper, government and various websites. The study has concluded that the employees are so suspicious on the preference for financial assets. They look for safety, regular returns and capital appreciation from the investment. It is suggested that the employees should give importance for investing in financial assets where they are definitely having a certain income in future. The tax planning can also be

done while investing in financial assets, then paying a huge amount as tax. The assesses should also be encouraged to invest in financial assets for a better return, tax benefits, regular savings and thereby for the development for the region.

Conclusion

The researcher have taken five reviews which were conducted during different period all over India, the following suggestions and conclusion given by the researchers. So, the present study conclude with the followings points regarding women investment in various avenues. The salaried working women investors are having different expectations and awareness on the investment they invest in. They invest with different objectives such as safety of money, capital appreciation, liquidity and regular returns. Since the women investors are having little awareness about the investment avenues opened for them, it is the duty of the government to organise investment awareness campaigns for the women investors. It is also suggested that the women investors can take the help of the Certified Financial Planners for the financial planning and for decisions relating to choosing of right portfolios. A sound financial planning includes the planning and achieving of short term, medium term and long-term goals by working with the current financial position with the assets and liabilities we possess. The women investors should also take proper steps to improve their financial literacy. It is stated that the working women are aware of the bank deposits and prefer to invest in this as it possesses safety and security of the funds invested. The funds deposited are mostly used for the purpose of the family expenditure such as children education, medical expenses, marriage expenses and the investment decisions are influenced by the family members and friends. The awareness about the instrument, its risk and returns has to be informed by the conductors at regular intervals, so that the investors are aware of their investments, don't face loss and to generate returns from various

⁵ Ali Medabesh and Asif Jeelani Khan, (2020), “Financial Assets and the preference of salaried class Assesses”,

Journal of Xi'an University of Architecture & Technology, Volume XII, Issue IV, pp. 2446 – 2450.

investments.

References

1. Ali Medabesh and Asif Jeelani Khan, (2020), "Financial Assets and the preference of salaried class Assesseees", Journal of Xi'an University of Architecture & Technology, Volume XII, Issue IV, 2446 – 2450.
2. Bahl, S. (2012). Investment behavior of working women of Punjab. *APJEM ArthPrabhand: A Journal of Economics and Management*, 1(6).
3. Bhushan, P. (2014). Insights into awareness level and investment behavior of salaried individuals towards financial products. *International Journal of Engineering, Business and Enterprise Applications*, 8(1), 53-57.
4. Gaur, A., Julee, J., & Sunita, S. (2011). Difference in gender attitude in investment decision making in India. *Research journal of finance and accounting*, 2.
5. Geethu Gopi, D. Priyanka and R. Preetha (2018), "An Insight Into the Savings and Investment Pattern of Salaried Employees Working in Private Sector of Shipping Industries at Ernakulam", *International Journal of Pure and Applied Mathematics*, 118 (18), 1347 – 1363.
6. Hemalatha, T.M., & Pavithra, S. (2018). A study on saving and investment pattern of salaried women in Coimbatore district. Retrieved from <http://shodhganga.inflibnet.ac.in:8080/jspui/handle/10603/101684>
7. Jain, D. (2012). Savings and investment pattern of school teachers-a study with reference to Udaipur District, Rajasthan. *International Journal of Research in Commerce, Economics & Management*, 2 (6).
8. Jain, P., & Tripathi, L. (2018). A study of investment habits of professional women in Indore city. *IRJMST*, 10(1), 2250-1959.
9. Jain, R. (2014). An analysis of income and investment pattern of working women in the city of Ahmedabad. *International Journal of Research in Management & Technology*, 4(6).
10. Jeet Singh and Preeti Yadav (2016), "A Study on the Factors Influencing Investors Decision in Investing in Equity Shares in Jaipur and Moradabad with Special Reference to Gender". *Amity Journal of Finance*, 1 (1), 117 – 130.
11. Kalpagam, U. (1995). Labour and gender: Survival in urban India. *Sociological Bulletin*, 44(2), 283-285
12. Mahalakshmi, K., & Rajesh, M. (2017). A study of level of awareness regarding investment avenues among educated working women with special reference to Mumbai city. *International Journal of Research in Economics and Social Sciences (IJRESS)*, 7 (9), 2249-7382.
13. Mutha, R.M., & Dargad, S.O. (2016). Investment awareness among Indian working women with reference to Jalna district. *International Journal of Advanced Research (IJAR)*, 4(8), 2045-2048.
14. Naranbhai, J.V.(2018). A study on investment awareness among working women in Kachchh district. *International Journal of Research in all Subjects in Multi Languages*, 6(3), 107-111.
15. Palanivelu, V.R., & Chandrakumar K.A. (2013). Study on Preferred Investment Avenues among Salaried Peoples with Reference to Namakkal Taluk, Tamil Nadu, India. *IBEA, International Conference on Business, Economics, and Accounting*.
16. Poonam Sharma and Navdeep Kaur (2019), "Investment Attitude of Working Women: A Study of Education Sector in Punjab", *Journal of Technology Management for Growing Economics*, 10(2), 82 – 88.
17. Sellappan, R., Jamuna, S., & Kavitha, T. (2013). Investment attitude of women towards different sources of securities: A factor analysis approach. *Global Journal of Management and Business Research Finance*, 13(3).
18. Shanthi and Murugesan (2016), "Investment preference of Salaried Women Employees", *IJARIE*, 2(2), 1844 – 1851.
19. Uma, K., & Sasikala, P. (2014). Study on consumer perception and buying behaviour towards selected home appliances products in Madurai District. *Indian Journal of Applied Research*, 4(4), 87-88
20. Vasagadekar, P. (2014). A research paper on investment awareness among Indian working women with reference to Pune region. *International Journal of Scientific & Engineering Research*, 5(6).

Please cite this article as Mrs. Christina Jeyadevi and Dr. D. Moorthy , (2021) Investment plan of Women Working in Private Organisation – A literature Review . *International Journal of Recent Research and Applied Studies*, 8- 6(6), 26-31