



Investment behaviour of women investors'

(special reference to Hassan dist. Of karnataka state)

Subramanya P R^{1st}

Asst. Professor, Dept. Management studies
Haranhalli Ramaswamy Institute of Higher Education
Hassan, Karnataka. India

Manasa G R^{2nd}

Student, Dept. Management studies
Haranhalli Ramaswamy Institute of Higher Education
Hassan, Karnataka. India

Abstract: *The individual characters of women investors of Indian citizens have not been entirely researched so far. The main intention of doing this research is to know about women investors' attitude towards investment habit. To achieve objectives the primary data has been collected through structured questionnaires. Secondary data has been collected from reports, books, journals, magazines and other published data's. For collecting the primary information judgment sampling technique is used. The sample size restricted to 50 respondents. Correlation statistical technique is used to draw the result from the collected data. The socio economic factors like age, education, income, occupation and investment. Women investors towards investment habit are encouraging.*

Keywords: *investment, behaviour, women, hassan, karnataka*

I. INTRODUCTION

The present study considers' the nature of women towards investment activity. Women constitute above half of the world population. Their contribution is about 55% including their unpaid economic activities. Hence there is every reason that women should plan an equal role in economic decision making. The 1994 world survey on the role of women in development reported that the ratio of women to men is economically active population has almost doubled over the last 20 years. With the increase in role of women in the economic activities and by nature, women are being identified as a better saver than man, the decision making process by women for investment purpose gains its importance.

As a woman, and an investor, shaping of financial future is as important as the many other roles they play in life. That's why taking control today is essential in realizing their dreams for tomorrow. Whether women are just beginning to develop their investment strategy or are refining a current one, it's important to keep in mind that they should build a financial legacy for long term. At various stages of your life, you are faced with important investment and financial decisions. Your success in making these decisions with the help of a sound investment strategy can have a major impact on your income, net worth and, ultimately, quality of life in retirement.

II. STATEMENT OF THE PROBLEM

The study titled "Investment behavior of women investors'." (Special reference to Hassan district of Karnataka state) For the study purpose the data collected from primary method. The major objective of the study is to identify the behavior of women investors' towards investment activity. The study conducted for the duration of 3 months from Jan 2015- march 2015.

III. REVIEW LITERATURE

Warren et al. (1990)^[1] used life style characteristics to differentiate investors by the size and the nature of their investment holdings. They found that the failure to use lifestyle characteristics as segmentation variables omits an opportunity for further segmentation and blurs some real differences between individual investors and their financial service needs. However investor's life style and investment characteristics have been studied by Rajarajan 2009. On the basis of life style variable he divided investors into three groups viz. active investors, individualists and passive investors.

Desigan et al. (2006)^[2] conducted a study on women investor's perception towards investment and found that women investor's basically are indecisive in investing in MF's due to various reasons like lack of knowledge about the investment protection and their various investment procedures, market fluctuations, various risks associated with investment, assessment of investment and redressal of grievances regarding their various investment related problems.

Yash Pal Davar and Suviera Gill (2007)^[3] in their paper on investment decision making revealed that the class of investors(undoubtedly) with growing age develop maturity and experience for making decisions about the usage of their surplus and available funds in the light of overall economic needs of the family.

Szyska Adam (2008)^[4] in his article on efficient market hypothesis to behavioral finance analyzed how investors' psychology changes the vision of financial markets. He found that investors not always are able to correctly value the utility of decision alternatives, cannot estimate and update probability and events and do not diversify properly.

Subramanya P R et al. (2012)^[5] examines the relationship between the demographic variables and attitude of the investors’

IV. OBJECTIVE OF THE STUDY

- To identify the behavior of women investors’ towards investment activity
- To identify the nature of women investors on the basis of socio economic variable.

V. METHODOLOGY

1. Research Design:

This research study is an analytical and descriptive research. It is related to the analysis of investment behavior of women investors’. In order to conduct this study, 50 respondents are considered in the Hassan district of Karnataka state

2. Sources of Data:

All the data required for this research work is obtained from primary and secondary sources. Primary data collected from interview and mainly structured questionnaire has been used as a primary instrument. Secondary data collected from online databases.

3. Sampling Plan:

- Sampling unit: women belong to Hassan Dist.
- Sampling method: Judgment sampling
- Sample size: 50

VI. SCOPE OF THE STUDY

- This study helps to know the financial capacity of women investors.
- This study helps to identify the attitude and perception of women investors.
- This study helps to identify the factors reflecting on behavior of women investors’.

VII. LIMITATIONS

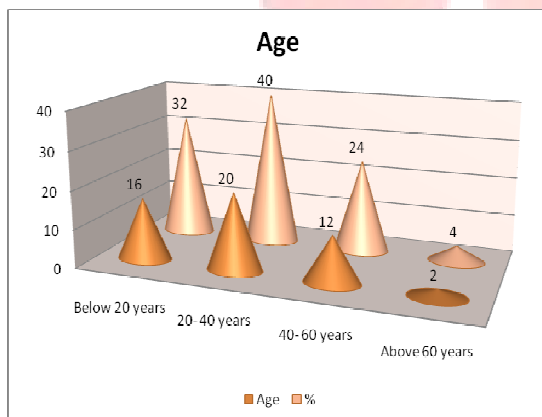
- The present study restricted to Hassan study is geographical area only.
- The interpretation is generalized in nature.

VIII. DATA ANALYSIS AND INTERPRETATION

Table-1
Age group (in years)

	Below 20 years	20- 40 years	40- 60 years	Above 60 years	Total
Age	16	20	12	2	50
%	32	40	24	4	100

Graph-1

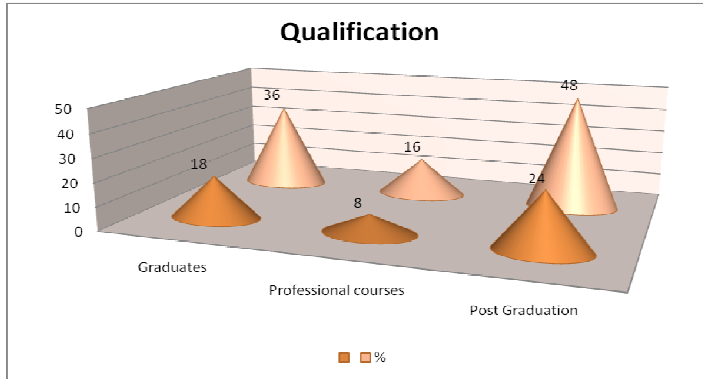


Graph:1 The above table and graph shows that 32% respondents are belong to below 20 year age group, 40% of respondents are 20-40 year age group, 24% of respondents are belong to 40-60 year age group and 4% of respondents are belong to group of 60 and above group.

Table-2
Qualification

Qualification	Graduates	Professional courses	Post Graduation	Total
	18	8	24	50
%	36	16	48	100

Graph-2

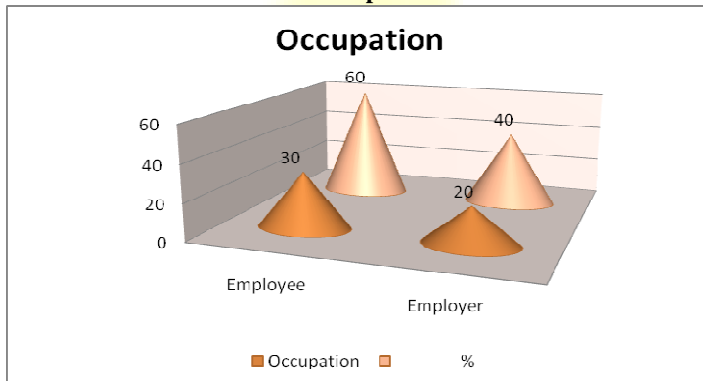


The above table and graph identified that 36% of respondents are belong graduate category, 16% of respondents are belong to professional qualification, 48% of respondents are belong to Post graduation as there qualification.

Table-3
Occupation

Occupation	Employee	Employer	Total
	30	20	50
%	60	40	100

Graph-3

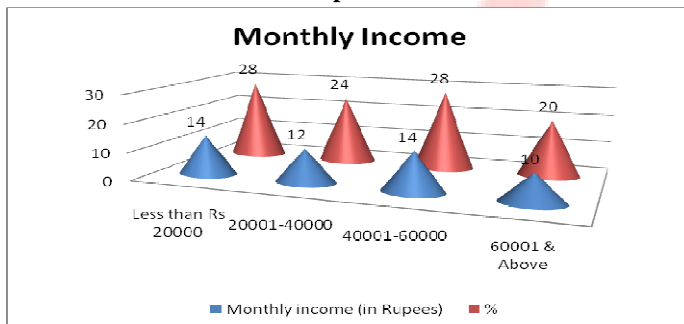


The above table and graph shows that 60% of the women investors' are employee and 40% of women investors' are employers.

Table-4
Monthly Income (in Rs)

Monthly income (in Rupees)	Less than Rs 20000	20001-40000	40001-60000	60001 & Above	Total
	14	12	14	10	50
%	28	24	28	20	100

Graph-4

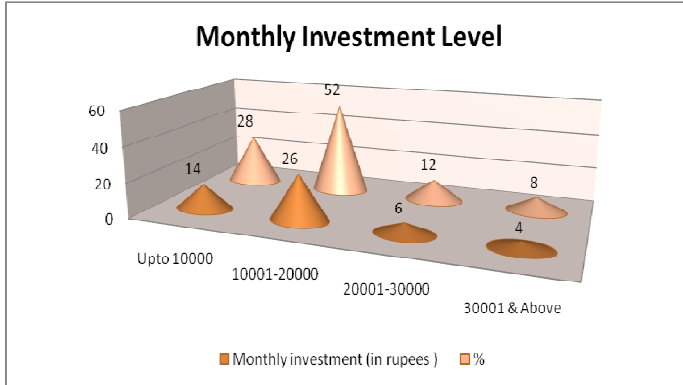


The above table and graph identifies the income level of women in Hassan dist. In the present study 28% of the women belong to the Rs less than 20000, 24% of women belong to Rs 20001-40000, 28% of women belong to Rs 40001-60000 and 20% of women belongs to more than Rs 60001 as monthly income.

Table-5
Monthly Investment level (in Rs)

Monthly investment level(in rupees)	Upto 10000	10001-20000	20001-30000	30001 & Above	Total
	14	26	6	4	50
%	28	52	12	8	100

Graph-5

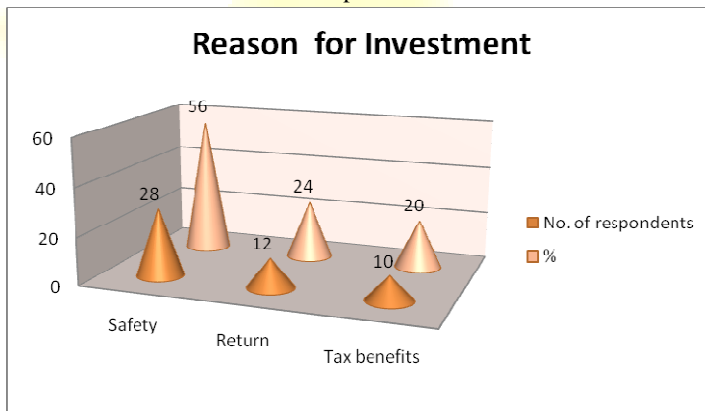


The above table and graph identified that Investment level of the women in Hassan dist. 28% of women invest the money up to Rs 10000, 52% of women have the investment habit of Rs 10001-20000, 12% of women have the investment habit of Rs 20001-30000 and 8% women have the investment habit of Rs 30001 and more.

Table-6
Reasons for investment

Particulars	Safety	Return	Tax benefits	Total
No. of respondents	28	12	10	50
%	56	24	20	100

Graph-6



The above table and graph identified that 56% of women invest the money for the purpose of safety, 24% of women investors invest the money for the purpose of return and 20% of women investors invest the money for the purpose of tax benefits.

Table-7
Relationship between monthly income and monthly investment

Monthly income	Less than Rs 20000	20001-40000	40001-60000	60001 & Above	Total
	14	12	14	10	50
Monthly investment	Upto 10000	10001-20000	20001-30000	30001 & Above	
	14	26	6	4	50

The table identified that there is a positive relationship between monthly income and monthly investment.. The relationship between monthly income and monthly investment is 0.1221 with p value of 0.8779.

IX. FINDINGS

1. Only 40% of women investors' are 20-40 year age group people.
2. 48% of women investors' holds post graduation as there educational qualification.
3. 60% of women investors' are employees.
4. Averaging 28% of women investors' monthly income is Rs 10000 – Rs 20000.



5. 56% of women investors' expect high level of safety for their investment.
6. 52% of women show the positive attitude towards investment habit. Averagely they save Rs10000- 20000.
7. The socio economic factors hold the positive relationship of 0.1221.



X. CONCLUSION

The present study identified that Women investors always gave more importance for their principle irrespective of investment avenue. Only salary class people think about investment habit amount. Therefore awareness programe is essential for women investors.

REFERENCES

1. Warren William E, Steven Robert, Mc Conkey C William "Using Demogrsaphic and lifestyle analysis to segment Individual investors", Financial analyst Journal, pp. 74-75, 1990.
2. Desigan et al. (2006),"Women Investor's Perception towards Investment: An empirical Study", Indian Journal of Marketing.
3. Yash Pal Davar, Suveera Gill,"investment decision making : an empirical study of perceptual view of investors", Metamorphosis, A journal of Management Research, IIM, Luckow, Vol. 6, No. 2, July-Dec 2007.
4. Szyazka Adam,"From the efficient market hypothesis to behavioral finance", ICFAI journal of behavioural finance, pp 68-76, 2008.
5. Subramanya. P R, Renukamurthy "investors attitude towards mutual fund" IJMBS, Vol3, Issue 1, Jan-Mar-2013 pp: 57-59.

AUTHORS PROFILE

	<p style="text-align: center;">Subramanya P R</p> <p>Holds an MBA in Financial Management from University of Mysore. M.Com., PGDFM from Karnataka state open university. currently working as Course Coordinator in Department of Finance. Haranahalli Ramaswamy Institute of Higher Education, Hassan, Karnataka, India.</p>
	<p style="text-align: center;">Manasa G R</p> <p>Holds a B Com degree from University of Mysore. Currently the student of Department of Management studies. Haranahalli Ramaswamy Institute of Higher Education, Hassan, Karnataka, India.</p>