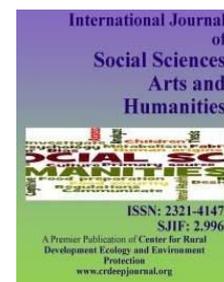


Vol. 7. No. 2. 2019.

©Copyright by CRDEEP Journals. All Rights Reserved.

Contents available at:

[www.crdeepjournal.org](http://www.crdeepjournal.org)*International Journal of Social Sciences Arts & Humanities (ISSN: 2321-4147)***Full Length Research Paper****Investment Trends of Working Women in Kachchh District; Gujarat India****Kiritsihn Chauhan**

Assistant Professor, Department Of Business Management, Saurashtra University, Rajkot, India.

**ARTICLE INFORMATION**Corresponding Author:  
Kiritsihn Chauhan

## Article history:

Received: 07-08-2019  
Revised: 10-08-2019  
Accepted: 15-08-2019  
Published: 17-08-2019

## Key words:

Investment, Working  
Women, Kachchh**ABSTRACT**

Investment is the utilization of resources in order to increase income or production output in the future. Most investment is considered to be transfer of financial assets from one person to another. Investment practice of employee of service sector, so that the analysis of employee knowledge and practice are deeply studied. The study involves analysis of working women in kachchh district has been conducted on few sampled individuals of Kachchh district it is also throws a light on various types of risk which effect on saving and overall return from investment comes from saving. It gives overall scenario of working women of Kachchh district. Generally working women are investing in bank deposits and post office deposits most of reason may be attributed to in it they "control of government is exist on it", "principal will be safe", "return in form of interest is assured", "liquidity is high", "already known institutions "respondent select "bank fixed deposits" as first preference of their investment avenues. Then "Post office monthly scheme" and then "gold/silver". "Equity and Debentures they select at the last choice of their investment avenues. Working women select "growth oriented" as their objective of investing activities. And at last they select "short term profit seeking". Working women choose "sometimes taking risk on their investment.40% "never" taking risk on their investment. It Gives Overall Scenario Of Working Women Of Kachchh District

**Introduction***Financial And Economic Meaning Of Investment:*

Financial investment involves of funds in various assets such as stock, bonds, real estate, and mortgage etc. investment is the employment of funds with the aim of achieving additional income or growth in value. It involves the commitment of resources which have been saved or put away from current consumption in the hope some benefits will accrue in future. Investment involves long term commitment of funds and waiting for rewards in the future. From the point of view people who invest their funds, they are the suppliers of "capital and their view investment is a commitment of a person's funds to derive future income in the form of interest, dividend, rent, premiums, pensions benefit or the appreciations of the value of their principle capital. To the financial investors it is not important whether money is invested for a productive use or for the purchase of secondhand instrument such as existing shares and stocks listed on the stock exchange. Most investment is considered to be transfer of financial assets from one person to another.

Economic investment means the net additions to the capital stock of the society which consist of goods and services that are used in the production of other goods and services. Addition to the capital stock means an increase in building, plants, equipments and inventories over the amount of goods and services that existed. The financial and economic meaning

are related to each other because investment is a part of the savings of individuals which flow into the capital market either directly or through institutions, divided in "new" and secondhand capital financing. Investors as "suppliers" and investor as "users "of long term funds find a meeting place in the market. So from above we know the term investment. The savers become the investor in the following term and invest in unique assets".

As far as Kachchh District is concerned, there are a number of job opportunities for women. A number of aided schools, matriculation schools, Central Board of Secondary Education (CBSE) schools, Arts colleges, Engineering Colleges, Polytechnic colleges, Government organization like Bharat Sanchar Nigam Limited (BSNL) and special economic zone and many private sector companies like, are located in KACHCHH district providing a large number of job opportunities to all especially women. Irrespective of the place and distance, many women are willing to work. They have got independence in earnings, savings and investment. "Investment is the utilization of resources in order to increase income or production output in the future. An amount deposited into a bank or machinery that is purchased in anticipation of earning income in the long run is the both examples of investments".

Research is done by any person to go deep of any subject to know the existence of it. In this research report whose topic is

“investment practice of employee of service sector” so that the analysis of employee knowledge and practice are deeply studied.

*Objectives of the Study*

1. To find out the investment pattern of working women in Kachchh district.
2. To scrutinize investment preference of working women in Kachchh district.
3. To evaluate the investment habit of working women in Kachchh District.
4. To Analyze The Investing Objective Of Working Women In Kachchh District.
5. To evaluate the safety opinion of working women regarding their investment avenue

*Significance of the Study*

This Paper Gives Clear Pictures Of Investment Of Working Women In Kachchh District. The Behavior Of Government And Private Sector Any Other Working Women They Invest In Different Revenues Of Investment. The Study Covers Various Import Aspects Like Information Searching Behavior Public And Private Sectors Working Women Keep In The Mind While Saving Decision, Diversification Of Investment And How They Come To Portfolio For The Same. It Is Also Throws A Light On Various Types Of Risk Which Affect On Saving And Overall Return From Investment Comes From Saving. It Gives Overall Scenario of Working Women of Kachchh District

*Why Investor Invests / Objective Of Investment*

What motivates a person or an organization to buy securities, rather than spending their money immediately? The most

common answer is saving the desire to pass money from the present into the future. People and organization anticipate future cash needs, and expect that their earnings in the future will not meet those needs another motivation is the desire to increase wealth. I.e. make money grow more and more.

*Factors That Influence For Investment*

1. Availability of tax incentives
2. Tendency of people for investment
3. Availability of investment opportunities
4. Increase in investment related information

*Investment Opportunities*

There are various schemes available to the investor which is offered by the government of India public sector financial institution, public limited companies, public sector enterprise and other institutions. Most of these investment opportunities are absolutely safe but yield low returns. But in some schemes the overall returns increase as they also provide various tax benefits. The following are the best investment opportunities available to Indian investor:

- Investment in post office savings bank
- Schemes offered by unit trust of India
- Schemes offered by development banks
- Schemes offered by P.S.U.s
- Schemes offered by mutual funds
- Schemes offered by LIC, GIC
- Investment opportunities in public limited companies
- Investment in immovable property
- Investment in gold, silver, bullion antiques etc.

**Research Design:**

Particular	Research design
Sample unit	Kachchh district
Sample size	100
Data collection method	Primary data by convenient sampling.
Data collection sources	Working women in KACHCHH district.
Tools and techniques for analysis	Tool-questionnaire , Techniques-Mean, Percentage and co-relation.

**Results**

**Table 1.** Experience of Investing Activity

Years Of Experience	Frequency	%
Less Than 3 Year	48	48
3-5 Year	29	29
6-10 Year	7	7
10 Year Or Above	16	16
<b>Total</b>	<b>100</b>	<b>100</b>

**Interpretation: Table: 1** The above table shows that how many years of experience working women have in their investing activities. 48% working women have experience of less than 3 years. 29% have experience of 3-5 years. And on

third rank 16% have experience in investing activities more than 10 years. and at the last rank only 7 % working women have experience of 6-10 years.

**Table: 2** Frequency of Investment Activity

At What Frequency You Tend To Save	Frequency	%
Daily	2	2
Monthly	55	55
Quarterly	14	14
Bi-Annually	7	7
Annually	22	22
<b>Total</b>	<b>100</b>	<b>100</b>

**Interpretation: Table: 2** The above table shows that at what frequency working women investing their saving? Most of working women have habit of monthly type investment pattern and i.e.55%.thereafter 22% doing their investing activities on

yearly basis.14% have investing frequency of quarterly pattern.7% of working women investing on bi-annually basis. And at last only 2% working women investing on daily basis.

**Table: 3.** Who Is Decision Taker For Investment

Decision Taker	Frequency	%
Yourself	47	47
Your Husband	14	14
You And Your Husband	39	39
<b>Total</b>	<b>100</b>	<b>100</b>

**Interpretation: Table: 3** The above table shows that who is the decision taker for investing activities of working women?47% of working women taking their investment

decision self.39% working women taking their investment decision jointly with their husband. Only 14% husband of working women taking their investment decision.

**Table: 4.** How Many type Of Investor

Type Of Investor	Frequency	%
Speculator	17	17
Long Term Investor	70	70
Trader	4	4
Conservative	9	9
<b>Total</b>	<b>100</b>	<b>100</b>

**Interpretation: Table: 4.** The above table shows that what kind of investor they are when they invest in various kind of investment avenue.70%working women treat them as a long term investor. 17% working women are speculator type

investor.9% is conservative investor. And at last 4% are trader investor and they doing purchase and selling only for business purpose or making profit purpose.

**Table: 5.** Most Important Priority Factor

Priority Factor	Frequency	%
Safety	74	74
High Return	8	8
Liquidity	2	2
Less Risk	14	14
Marketability	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

**Interpretation: Table: 5.** The above table shows that which priority they give when they investing? 74% of working women giving safety to first priority while they investing.14% giving less risk in investment as second priority.8% working women giving high return to its investment priority while they

invest.2% working women giving priority to liquidity and marketability. So we easily conclude that most of the working women are serious about safety points of view regards their investment activities it doesn't matter that investment avenue gives more profit or not or whether it is marketable or not.

**Table: 6.** Taking Risk In Your Investment

Whether You Are Taking Risk In Your Investment	Frequency	%
Always	8	8%
Sometimes	52	52%
Never	40	40%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Interpretation: Table: 6.** The above table shows that whether working women taking risk in their investment or not? 52% of the respondent taking sometimes risk when they fill that there

is chance to earn profit from it. 40% of respondent NEVER taking risk in their investment activities. 8% of respondent ALWAYS taking risk earn profit from their investment.

**Table-7.** Multiple Choice Investment Avenues

Multiple Choice Investment Avenues	Responses	% Of Response
Saving Bank	55	29.41
FD	50	26.74
Gold/Silver	27	14.44
Insurance	23	12.30
Post Saving	10	5.35
Mf	9	4.81
Shares/Debentures	7	3.74
Real Estate	5	2.67
Other	1	0.53
<b>Total</b>	<b>187</b>	<b>100.00</b>

**Interpretation: Table 7.** The above table shows that which investment avenue investors have select the first and which select at the last. out of response given by them they 29.41% working women investing in saving bank .followed by fixed

deposit investment it is 26.74%. only 0.53% working women invest in other in which ivp/kvp is there i.e.0.53%.so we easily conclude that working women are less concern with ivp/kvp and more concern with saving bank and post office investment.

**Table-8.** Rank of Investment Avenues

Rank Of Investment Avenues	Response	Rank
Bank Fd	202	1
Post Office Monthly Scheme	293	2
Gold/Silver	342	3
Insurance	442	4
Real Estate	545	5
Nsc	633	6
Mutual Fund	639	7
Equity And Stock	685	8
Debentures	719	9
<b>Total</b>	<b>4500</b>	

**Interpretation: Table 8** The above table shows that which investment option they select the first and which investment they select at the last. out of response of 900 point working women select bank fd as the first choice of their investment activities its score is 202 and on second choice they choose post office monthly scheme and its score is 293.followed by

gold/silver followed by insurance followed by real estate followed by NSC followed by mutual fund followed by equity and stock. and at last they select debenture as the last choice of investment and its score is 719. so we easily conclude that working women are giving more important to saving bank and post office and less important to debentures.

**Table -9.** Reason For Why Investor Not Investing In Capital Market

Reason For Not Investing?	Response	Average Score
I Don't Feel The Safety Of The Principal	268	2.68
The Stability Of The Return Is Uncertain	299	2.99
Difficult To Predict The Market	321	3.21
Unaware Of Market	313	3.13
Difficult To Earn Profit	318	3.18
Sometimes It Is Hard In Finding Liquidity	339	3.39

**Interpretation: Table 9-** The above table shows that why investor not invest in capital market? on the basis of 5 point scale from strongly disagree to strongly agree it can be said that they are

agree that finding liquidity for their investment is hard so they can't investment in capital market. difficult to predict market is also The Reason For Their Disinvestment In Capital Market.

**Table -10.** Reason For Why Investor Investing In Bank Deposit Or Post Of Deposits

Reason For Investing	Response	Average Score
Principal Will Be Safe	382	3.82
Return In The Form Of Interest In Assured	380	3.80
Already Known Institutions	370	3.70
Control Of Govt Is Exist	390	3.90
Liquidity Is High	372	3.72

**Interpretation: Table 10.** The above table shows that why investor invest in saving bank or post office deposits? on the basis of 5 point scale from strongly disagree to strongly agree it can be said that they are agree that control of government is exist in bank and post office is the main reason of their

investment in bank and post office because they feel safety of their money in it and its average score 3.90.above all the point given favorable response and so they feel that their investment is in right way.

Main Objective Of Investment Are As Follows. Objective Priority While Investing?

[1=Most Important Priority & 6= Least Important Priority]

**Table -11.** State Your Objective While Investing

State Your Objective While Investing	Response	Rank
Growth Oriented	289	1
Regular Income Oriented	301	2
Long Term Profit Seeking	344	3
Balanced Aspect	383	4
Tax Saving Purpose	387	5
Short Term Profit Seeking	396	6
<b>Total</b>	<b>2100</b>	

**Interpretation: Table 11-** The above table shows that what is working women’s objective while doing investment activities. out of 2100 point of response respondents give most important priority to growth oriented objective and its score is 289 at first

position. they giving least important to short term profit seeking objective and its score are 396 and stand at 6<sup>th</sup> position. Safety Opinion Regarding Various Investment Avenues? [Absolute Safe=1, Reasonably Safe=2, Not At All Safe=3, Don’t Know=4]

**Table -12.** Safety Opinion Regard Various Avenue

Safety Opinion Regard Various Avenue	Response	Safest Option
Saving In Post Office	118	1
Bank Deposits	119	2
Gold/Silver	183	3
Insurance Policies	200	4
Bonds And Debentures	233	5
Mutual Fund	250	6
Equity And Shares	283	7
Commodity	287	8

**Interpretation:** The above table and figures of graph shows that which investment option is mostly safe and which is lesser safe and what if their safety opinion regards various investment

avenues. saving in post office is comes at rank 1<sup>st</sup> rank and its score is 118 out of 1000 point. then after bank deposits comes at 2<sup>nd</sup> rank and its score if 119 out of 1000 point. Commodity comes at 8<sup>th</sup> rank and its score is 287.

**Hypothesis Testing:**

**Analysis:** Relationship between experiences of investing activity and taking risk on investment

Ho: There is no significant relationship between experience of investing Activity and taking risk on investment.  
H1: There is significant relationship between experiences of investing Activity and taking risk on investment.

		How old	Taking risk
How old	Pearson Correlation	1	.075
	Sig. (2-Tailed)		.457
	N	100	100
Taking risk	Pearson Correlation	.075	1
	Sig. (2-Tailed)	.457	
	N	100	100

**Analysis-** Above table shows the value of correlation between experiences of investing Activity and taking risk on investment itself is the positive relationship. It is 0.075 so it is partly positive. Hence calculated table value 0.075 is less than the

table value 0.457 for N=100 (Rc<Rt) So the null hypothesis is accepted that there is no significant relationship between experience of investing Activity and taking risk on investment.

**2. Relationship between experiences of investing activity and type of investor.**

Ho: There is no significant relationship between experience of investing Activity and type of investor.  
H1: There is significant relationship between experiences of investing Activity and type of investor.

		How old	Kind Of Investor
How old	Pearson Correlation	1	<b>.078</b>
	Sig. (2-tailed)		.440
	N	100	100
Kind of investor	Pearson Correlation	<b>.078</b>	1
	Sig. (2-tailed)	.440	
	N	100	100

**Analysis-** Above table shows the value of correlation between experience of investing Activity and type of investor itself is

the positive relationship. It is 0.078 so it is partly positive. Hence calculated table value 0.078 is less than the table value

0.440 for N=100 (Rc<Rt) So the null hypothesis is accepted that there is no significant relationship between experience of

investing activity and type of investor.

**3 Decision taker and priority factor**

Ho: There is no significant relationship between decision taker and Priority factor.

H1: There is significant relationship between decision taker and Priority Factor.

		Decision taker	Priority factor
Decision taker	Pearson Correlation	1	.260(**)
	Sig. (2-tailed)		.009
	N	100	100
Priority factor	Pearson Correlation	.260 (**)	1
	Sig. (2-tailed)	.009	
	N	100	100

**Analysis-** Above table shows the value of correlation between decision taker and Priority factor itself is the positive relationship. It is 0.260 so it is partly positive. Hence calculated table value 0.260 is greater than the table value

0.009 for N=100 (Rc>Rt) So the null hypothesis is rejected so there is significant relationship between decision taker and Priority factor

**4 Frequency of saving and frequency of investment**

Ho: There is no significant relationship between frequency of saving and frequency of investment.

H1: There is no significant relationship between frequency of saving and frequency of investment.

		Frequently	Frequency Of Saving
Frequently	Pearson Correlation	1	.496(**)
	Sig. (2-tailed)		.000
	N	100	100
Frequency of saving	Pearson Correlation	.496 (**)	1
	Sig. (2-tailed)	.000	
	N	100	100

**Analysis-** Above table shows the value of correlation between frequency of saving and frequency of investment itself is the positive relationship. It is 0.496 so it is partly positive. Hence calculated table value 0.496 is greater than the table value 0.000 for N=100 (Rc>Rt) So the null hypothesis is rejected so there is significant relationship frequency of saving and frequency of investment.

**Suggestions**

1. Awareness campaign should be organized by the Banks, NBFC and Investment companies to educate the investors.
2. Time to time seminars should be conducted to increase the knowledge about the Investment alternatives.
3. At national level there is a need to initiate steps to inculcate the right saving habit among the growing middle class working women. People will be interested if government takes any initiative in encouraging more savings by giving lucrative benefits on savings.
4. It is suggestion for working women to stop spending money on heavy luxurious life style and preferring the normal living standard.
5. It is evident from the study undertaken that most of women are saving their money in safe investment. From the data collected it has been conclude that women are risk averse and not ready to take much risk.....women wants to play safe investment game then man .
6. Working women who wants to invest in stock market and debenture and bonds are advice that they read newspaper and articles regarding share marker carefully on daily basis.
7. Working women think more safety of their investment but it is suggestion for them to take sometimes risk on their investment because it gains them a short term profit.
8. Working of agents are not satisfied so it is suggestible for them to take better action to promote investment avenues and working in proper way.
9. Advertisements are not so more useful so if advertisement becomes more effective than only reader are interested to reads it forcefully.

**Conclusion**

1. Generally working women are not invest in capital market most of reason may be attributed to in it they “don’t find liquidity to sell it”.
2. Generally working women are investing in bank deposits and post office deposits most of reason may be attributed to in it they “control of government is exist on it”, “principal will be safe”, “return in form of interest is assured”, “liquidity is high”, “already known institutions”
3. Respondent select “BANK FD” as first preference of their investment avenues. Then “POST OFFICE MONTHLY SCHEME” and then “GOLD/SILVER”. “EQUITY AND DEBENTURES they select at the last choice of their investment avenues.
4. Working women select “GROWTH ORIENTED” as their 1<sup>st</sup> objective of investing activities. And at last they select “SHORT TERM PROFIT SEEKING” at 6<sup>th</sup> objective of their investment purpose.
5. Working women choose “SAVING IN POST OFFICE” at safest investment instruments and “COMMODITY “as less safe investment option.
6. 52% of working women “SOMETIMES “taking risk on their investment.40% “NEVR” taking risk on their investment.
7. Working women use “NEWSPAPER/MAGAZINE” as main source of information and they give 49 response out of 174 to it.

### **Limitations of the study**

This study has its own limitation. The study involves analysis of working women in KACHCHH district has been conducted on few sampled individuals of KACHCHH district. Limitations are as follows:

1. The sample size is only 100 and it may not represent the entire population of Indian working women to draw a conclusion.
2. Preference of individual may not be same all over the state of the country and it may differ for each individual and pattern of saving and investment also depends on infrastructure, available knowledge and services of agents or brokers etc.
3. This is an academic effort limited to cost, time and energy and geographical area.
4. Assumption is based on true and correct information.
5. Lack of proper response from respondent.

### **References**

- ❖ “Research Methodology Methods and Techniques”, 2nd Revised Edition Reprint 2010. New Age International Publishers.
- ❖ AGARWAL, Y.P, Statistical methods”, Sterling Publishers Pvt. Ltd., New Delhi. (1990)
- ❖ DR.DEEPAK CHAWLA AND DR.NEENA SODHI, “Research Methodology”, Vikas Publishing House, 1st Published in 2011.
- ❖ DR.VIJAY UPAGADA, DR.ARVIND SHENDE, “Research Methodology”, Himalaya Publishing House.
- ❖ S.CGUPTA, “Fundamentals of Statistics”, 6th Revised Edition 2009, Himalaya Publishing House.

### **Journals**

- ❖ Far east journal of psychology and business-2013
- ❖ Financial services for the greater good
- ❖ Indian journals finance-2010
- ❖ The journals for corporate professionals-2010

### **Websites**

- ❖ [www.nseindia.com](http://www.nseindia.com)
- ❖ [www.sebi.com](http://www.sebi.com)
- ❖ [www.amf.com](http://www.amf.com)
- ❖ [www.investorprotection.com](http://www.investorprotection.com)
- ❖ [www.investopedia.com](http://www.investopedia.com)
- ❖ [www.investors.com](http://www.investors.com)[www.rbi.com](http://www.rbi.com)