

Decision Making of Women's and their Behavior Towards the Investment Alternatives: Case Study of District Anantnag

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Abstract

Planning is required to deal with the investment before investing on the alternatives as planning is the backbone of any program while planning is the first step before deciding to do invest or not to do invest on the available investment alternatives in the market, the women investors are hardly acting rationally in making the decisions while investing. Women's simply react on the available awareness having by them and work accordingly. the paper tries studying here the role of decision making by women investors on investment, For the fulfillment of this study the researcher has selected 100 female respondents from the district Anantnag. The study uses the percentile method etc. the paper concludes that women investors should analyze the market rate situation before investing their money or savings as the market rate rises and decreases or vice versa and female investors should look in all avenues while investing their funds. Some investments are risky, and some are not, so as per the age of investors they should decide about risky or less risky investments.

Keywords: Investment; Planning; Decision making; Women; Role; Alternatives; Source of information

Introduction

In recent time investment is becoming backbone of any nation for their growth and development, the developing countries like India face the enormous task of finding sufficient capital in their development efforts. Most of the countries seem it difficult to get rid 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 boost their efforts of attaining high levels of growth and economic conditions. From the beginning of planning, the emphasis was on investment as the primary too of economic growth and change in national income as increasing order. In order to have production as per target, investment was considered the important determinant and capital formation had to be supported by appropriate volume of funds.

Investment alternative available

There are a large number of investment alternatives today available in the market. To make easily investment over them and the best return out of them here the researcher has selected some alternatives for investment for investigating the response of women towards the investment alternatives; this is one of the tools which make our lives easier we would classify them. In India, numbers of investment alternatives are available for the investors. Some of them are marketable while others are non-marketable and some of them also highly risky while others are almost risk less. The investor has to choose Proper Alternative among them, depending upon his specific need, risk preference, and return expected Investment alternatives can broadly categories under the following heads.

- Equity
- FI Bonds
- Corporate Debenture
- Company Fixed
- Bank Fixed
- PPF

- Life Insurance
- Post Office-NSC
- Gold/Sliver
- Real Estate
- Mutual Fund

But out of them we had selected few investment alternatives like.

- Shares
- Mutual funds
- Gold
- Real estate

Investment by women

By virtue of increased employment rate and entrepreneurship activities, women are becoming financially independent. At the same time, a need for investment is also increasing for working women due to various reasons, out of which some of them are presented below. First, an aging overall population that leaves women – who generally live longer than men – in a difficult situation. In the United States alone 80% of women outlive their husbands and they remain widows for an average of 14 years. Again, this situation can leave women in need of sophisticated financial planning for income purposes at a crucial yet unfortunate time in their (and their families') lives. Second, the recent recession has, for better or worse, transformed the Economic roles women play in their families. Men have for the most part suffered more

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job losses than women, which have caused women to have a more active role in many aspects of daily family life, including investment decisions finally, women are increasingly entrepreneurial in nature, seizing opportunities to start new businesses. This trend leads to difficult time management issues, particularly with familial commitments. Women need to make sure they are properly invested in order to make sure that they don't just invest the appropriate amount of time in their family, but they also invest the appropriate amount of money as well. Due to the reasons mentioned above, women started investing to secure their future and are becoming one of the largest groups of investors across the This trend leads to difficult time management issues, particularly with familial commitments. Women need to make sure they are properly invested in order to make sure that they don't just invest the appropriate amount of time in their family, but they also invest the appropriate amount of money as well. Due to the reasons mentioned above, women started investing to secure their future and are becoming one of the largest groups of investors across the globe.

Review of Literature

Gour [1] investing in various types of assets is an interesting activity that attracts people from all walks of life irrespective of their occupation, economic status, education and family background. Result showed that the association between profile of the retail investor – qualification, age, occupation and decision of investment avenues is not significant. The investment decision of the investors is influenced by other factors like friendly suggestions, advertisement, financial statement of companies, dividend policy, institutional investor's behaviors of investment, foreign market crisis. Study also revealed that that more educated people enter in the capital market for making investment as retail investors.

Al Tamimi [2] conducted a study that analysis the factors that influences individual investor behavior of the UAE Financial market study aims at exploring the UAE investor's behavior, representing the first attempt to be undertaken in the UAE. The study is important for individual investor; companies listed in Dubai financial market and Abu Dhabi securities market and govern.

Ranganathan [3] states that financial markets are affected by the financial behavior of investors and consumer behavior from the marketing world and financial economics had brought together a need to study an exciting area of 'behavioral finance' and thus studying the behavior of investors holds importance.

Rajakumar [4] studies that customer' attitude towards purchase of insurance products concludes that there is a low level of awareness about insurance products among customers in India.

Nagpal S and Bodla BS [5] on impact of investors' lifestyle on their investment pattern: an empirical study states that the modern investor is a mature and adequately groomed person. Occasions of blind investments are scarce, as a majority of investors are found to be using some source and reference groups for taking decisions.

Objectives

1. To know the need of role of women on investment.
2. To assess the Awareness of Women in district Anantnag.
3. To offer useful Suggestions in the light of Findings.

Research Methodology

This paper is basically descriptive and analytical in nature. In this

paper an attempt has been taken to analyze the role of women on decision making on investment in District Anantnag. The data used in it is purely from primary as well as secondary sources according to the need of this study and in this study Statistical tool like percentile method is used to show the frequency distribution of the respondents. A sample is a part of population, which is selected for obtaining the necessary information. For the present study the sample size is 100 respondents and for the collection of data the simple random sampling method is used.

Limitation of the study

Due to constraints of time and resources, the study is likely to suffer from certain limitations. Some of these are mentioned here under so that the findings of the study may be understood in a proper perspective. The limitations of the study are:

- The study is based on the primary data the survey is carry in district Anantnag to get information from the respondents; the information provided by the respondents may not be true as it is, so it would affect the results as well.
- The study is restricted Anantnag District alone.
- The time horizon did not allow carrying in depth survey.

Data Analysis

Preferences of female investors on investment

Interpretation: The above table indicates the layout of the preferences of the different females over the investment decisions at district Anantnag; most of the female investors are those who invest their money on gold and their total strength is 45 female respondents out the total 100 respondents, 30 percent respondents are those who invest their money on real estate, 10 respondents are those who prefer to invest their money on mutual funds, and 15 respondents are those who invest their money on shares, so mostly female investors are prefer to invest their money or savings on the gold apart from other investment alternative (Table 1 and Figure 1).

Age of women respondents

Interpretation: The above table indicates that most of the women investors are those who take part in decision making are 40 percent and their age is between 25-35, followed by the 30 percent with their age is between 35-45 and 20 percent female respondents are those who take part in decision making (Table 2 and Figure 2).

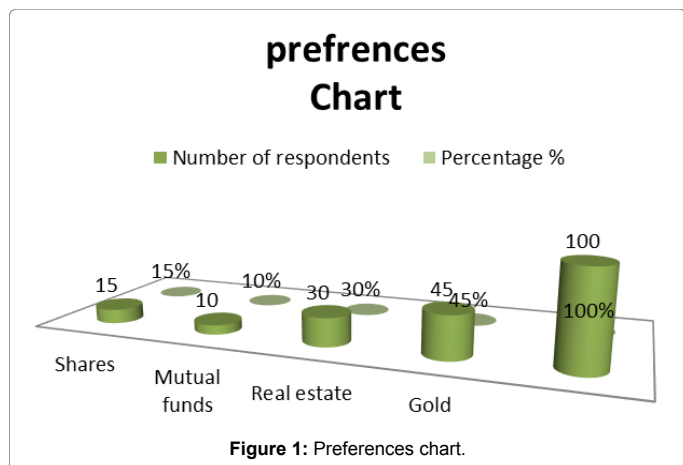
Qualification of women respondents

Interpretation: The above table shows the qualification of the different respondents which are covered in this research study, as 40 respondents are those who are having graduation level of education, and 12 respondents are those who are having 10th class level of education,

Investment alternatives	Number of respondents	Percentage %
Shares	15	15%
Mutual funds	10	10%
Real estate	30	30%
Gold	45	45%
	100	100%

Source: Primary survey

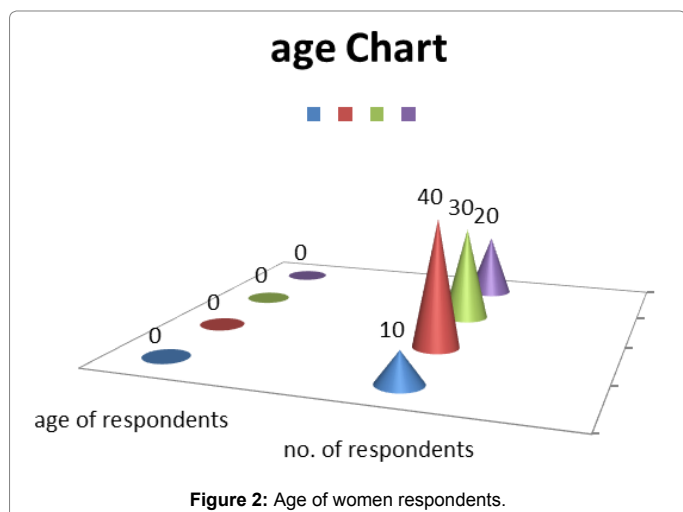
Table 1: Preferences of female investors on investment.



Age	Number of respondents	%
20-25	10	10%
25-35	40	40%
35-45	30	30%
45 above	20	20%

Source: Primary survey

Table 2: Age of women respondents.



15 respondents are those who are having 12th based qualification 23 respondents are those who are having PG based qualification and 10 respondents are those who mentioned that they have other kind of qualification (Figure 3).

Marital status

Interpretation: The above data table shows the marital status of the women's as 60 women are those who said they are married, and their percentage is 60% and 40 respondents who said they are unmarried, and their percentage is 40% (Table 3 and Figure 4).

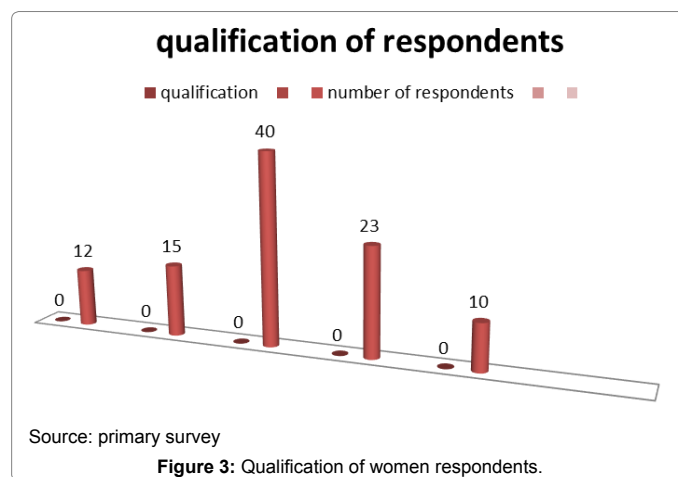
Level of knowledge of women respondents

Interpretation: The above table indicates the knowledge of respondents on investment, as we have classify the knowledge as little, some, moderate, good, extensive, so 17 percent respondents are those who said they are having little knowledge regards the investment, 30

percent respondents are those who are having some knowledge and this is most response given by the respondents, 25 percent respondents are those who are having moderate knowledge regards the investment, 15 and 13 percent respondents separately are those who are having good and extensive knowledge regards the investment (Figure 5).

Investment objectives of women respondents

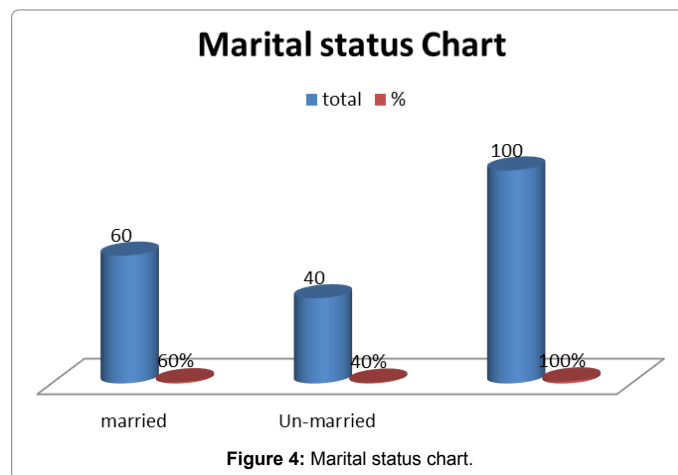
Interpretation: The above table shows the distribution of different objectives of the investment as follows 25 percent respondents are those who showing their objective over investment as earn regular, 20 respondents are those who said they believe in achieve investment goal, 15 percent respondents are those who said they follow safety of capital on their investment, earn capital gain and multiple objectives these are the different two objectives of the investment and respondents showing their interest same on it 20 percent and 20 percent respondents respectively (Figure 6).

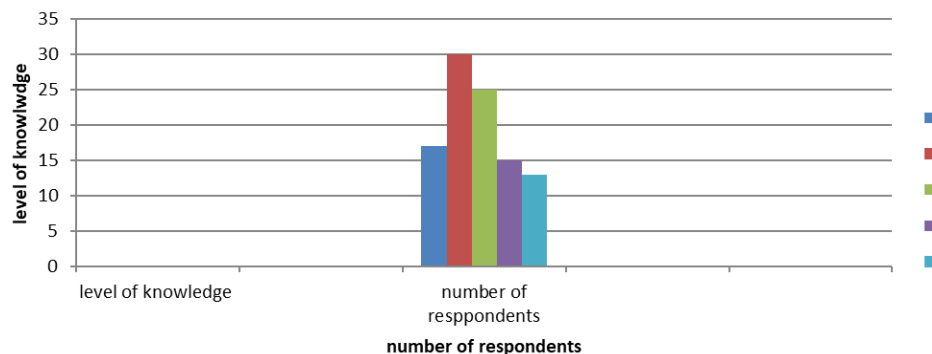


S no.	Variable	Total	%
1	married	60	60%
2	Un-married	40	40%
		100	100%

Source: Primary survey

Table 3: Marital status.





Source: primary survey

Figure 5: Level of knowledge of women respondents.

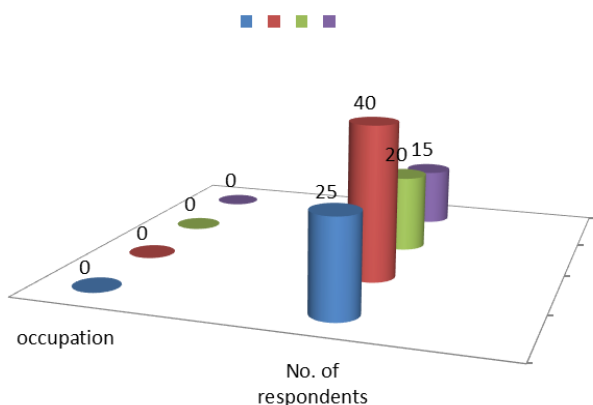
investment objectives



Source: primary survey

Figure 6: Investment objectives of women respondents.

Occupation Chart



Source: primary survey

Figure 7: Occupation of the women respondents.

Occupation of the women respondents

Interpretation: The above table shows the occupation of the respondents, 25 percent respondents are those who are professional, 40 percent respondents are those who are employ, 20 respondents are those who are having self-business, 15 percent respondents are those who are housewives (Figure 7).

Findings

Here are the findings which researcher investigated after the survey of the district Anantnag Jammu and Kashmir,

1. Regarding the married women's it was seen that most of the women are seen married and it depicts that they need capital appreciation day by day this becomes the reason for them making themselves busy on the investing conditions and get the best return out of the minimum amount
2. Preference of investment most of the women investor are preferring to invest their funds on gold and followed by real estates, because as they presume these investment alternatives are low in risk and good in return even waiting for the best return from the invested real estate.
3. In district Anantnag most of the women are employing and their income level is good as compared to the other women investors i.e. why they prefer more savings in invest other than the other women so here researcher has investigated that working women can afford funds to invest apart from other.
4. The above objective on investable indicates that most of the investors prefer to invest on those investments which give them regular income no doubt investors having some other aims behind e.g. Need, necessary etc. they invest their funds to fulfill his aims, so it needs proper investment with proper monitoring for suitable selected investment alternatives.

5. Level of knowledge is also one of the factors which gives influence on the investors, towards the investment alternatives the researcher has investigated that majority of the investor having some knowledge regards the investment and their return, because return is the source for which investor waits for even long ago.

Suggestions

1. Government should take the best initiatives in the country to make the all aware about the investing policies and provide the guidelines to the companies of the country which help them to co-ordinate the society for the uplifting the enthusiasm amounts the people mostly the women's because mans are already interested and are motivated.
2. The first and most important suggestion is that investor should monitor the avenue or alternative before investing on it, because it decides the level of risk and level of return from the alternate.
3. Source of information is also become the impact factor for the investor either from the friends, newspapers, or magazines etc. analyze the information provided by the friend as he is having experience regards the investment.
4. Awareness programs must be conducted by the companies, government etc. for sharing the awareness among investors for their betterment for upcoming future as well.
5. Regarding the occupation of the women's this is the basic source to make themselves busy in the investing trends and the investing policies which help them to take risk for the return.
6. The companies should organize the programs for the awareness.

7. The companies should also organize the seminars and conferences which help the society for getting information about the day to return rates from the investing policies.

Conclusion

The conclusion of this paper is based on the findings of the paper as we have seen most of the women are interested on safe and secure based and less risky based investments and this is basic factor which attracts them towards the alternatives and it should be then they will invest their savings, regarding the income factor as we seen this also impacts accordingly higher the income and the it will give higher freedom of investing the investable amount rest of the income, preference and source of information is also based on the regional area of the investor if she is accessing the proper information about the investment alternatives then they can be become successful I investment as they are full aware about the day to day changes in rates etc. so for fulfilling this paper we use questionnaire for the responses recording and give them shape in the form of tabulation.

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