

A Study of Effect of Marital Status on Investment pattern of Professional Women

¹Priyanka Jain ²Dr. Laxmikant Tripathi

¹ Research Scholar, School of Commerce, Devi Ahilya Vishwavidyalaya, Indore

², Dean, Student Welfare, DAVV, Indore

¹priyankamsjain@gmail.com

²lktripathidavv@gmail.com

Abstract

The research study was based on the micro economic approach of estimating the responses of the respondents i.e. professional women towards their investment pattern in Indore city. The motive of the study was to determine the relationship between the income and level of savings and marital status of respondents. The study was done on the different professional women from different sectors of industry. The data were collected by distributing a structured questionnaire to 100 school professionals belonging to diversified fields in Indore city. In spite of low income the respondents have been saving for future needs. The major impact on savings is due to the level of income of the respondents. The research shows that the marital status, yearly savings and expected return on investments have significant relationship.

Keywords: Annual income, Annual savings, Investment, professional women , expected rate of return.

Introduction

As breathing is necessary for the survival of the individual in the same way Savings and investments are vital for unpredictable future in order to meet the emergencies in life. Savings means the part of income which is not being consumed. For increasing standard of life and to live a secured life , savings play a very important role. Investment is an economic activity of involving funds with the expectation of receiving benefits in the future. Investment is mainly done with the objectives like creating extra regular, retirement planning, wealth creation possessing money for the children's education and health purpose etc. There are so many alternatives where the amount of funds can be employed to get maximum benefits. According to ones need funds are put in to get satisfactory return. Mutual funds , bank deposits, gold and silver, different precious metals, real state , share , debenture and bonds, post office deposits,

insurance schemes public provident fund and government securities etc are the avenues where the funds can be employed.

India is a developing country and in this era women are equally participating with man in every economic activity. The women segment of society is equally educated as men. They are enrolled in various respectable professions. Highly educated women are contributing a reasonable amount in building up the GDP level of the country. Women have the power to perform various tasks at same time. They are capable of working at home as well as outside home for money generation. They are treated as good investors.

Literature review

Kabra (2010), analysed that modern investor is aware as well as mature enough. Instead of high level of growth in stock market and with good IPOs, he chooses his portfolio according to his demographic features, hence it is essential to know the behaviour of investors.

Bhabha and Khan (2014), The study explored the various dominant factors which influenced the behaviour of working women in Pakistan. The study shows that women have very limited access to financial services and products. They deposit less frequently and also withdraw less in comparison to men. Financial products in the country do not match the requirement of women. Return on investment is the major factor came into light while determining the saving the saving and investment attitude.

Sellapan, Jamuna, Kavitha(2013)

Conclude that married women are more cautious and curious than unmarried women. The younger women invest mostly in shares, mutual funds, insurance and fixed deposits. The middle age persons prefer real state investments.

Statement of the Problem

Investment has been an activity which was more taken as for rich and salaried class in the past. But, in modern world investment has become a household world and is very popular with people from all walks of life. . This can be attributed to the fact that availability of investible funds is a pre-requisite for development of wealth. Generation of savings and its conversion into capital is fundamental to the theory of economic growth and development of any country. As future is uncertain, the people save the money in order to meet the financial requirement in future. So savings are required in order to meet the financial requirements.

Recently on account of increase in the number of educated women who prefer to manage both work and home at the same time, take advantage of the employment facilities available to them. The percentage of earning women has been steadily increasing, by nature women are effective savers than males counterparts. Nowadays a large number of educated women prefer to invest in different avenues of investment on an increasing scale. This study has been done to analyze the savings and investment pattern of professional women of Indore city, Madhya Pradesh.

Scope of the Study

The research study covers profession women working in different organization or running their self establishments in Indore city of Madhya Pradesh. Their saving and investment behaviour is analysed.

Objectives of the Study

1. To evaluate the saving and investment pattern of professional women.
2. To analyze the expected rate of return of professional women from their investments

Hypothesis framed for the Study

H₀1: There is no significant relationship between the marital status and the annual savings of the respondents

H₀2 : There is no significant relationship between marital status and the expected rate of return of the respondents.

H₀3: There is no significant relationship between marital status of the respondents and the investment holding period.

Methodology

The research study is based on both primary and secondary data. Primary data has been collected by conducting a survey among 100 samples of professional women of Indore city through structured questionnaire. The secondary data have been collected from books, journal, newspaper, periodicals, reports, internet and published and unpublished thesis.

Sampling Design

For the purpose of research 100 working woman professionals from various fields of Indore city were selected. Non probability Convenient sampling method was adopted.

Statistical Tools Used for the Analysis The following statistical techniques had been applied depending on the nature of data collected from the respondents, Percentage analysis, descriptive analysis and chi square test. The reliability of the data in this study was analysed using Statistical Package for Social Sciences (SPSS v 21.0). For analyzing the data collected during the investigation, the following statistical values were used according to the relevance of its application.

Data Analysis and interpretation**Table -1 Marital Status and Annual Savings of respondents**

Marital Status of Respondent		Savings Per Annum				Total
		Below 100000	100001-200000	200001-300000	300001 & Above	
Married	Count	18	17	5	7	47
	Expected Count	24.4	12.7	5.2	4.7	47.0
Unmarried	Count	34	10	6	3	53
	Expected Count	27.6	14.3	5.8	5.3	53.0
Total	Count	52	27	11	10	100
	Expected Count	52.0	27.0	11.0	10.0	100.0

H₀1: There is no significant relationship between the marital status and the annual savings of the respondents

Table 2- Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.098 ^a	3	.044
Likelihood Ratio	8.216	3	.042
Linear-by-Linear Association	4.763	1	.029
N of Valid Cases	100		

Chi Square result shows that the significance value is **0.044** which is less than the level of significance which is **0.05**. Hence Null Hypothesis is rejected. It proves that there is significant relationship between marital and annual savings of the respondents.

Table 3- Marital Status And Return Expectation By Respondents

marital status of respondent		Expected Return				Total
		5 %	5-10%	10-15%	15 %& above	
Married	Count	6	10	20	11	47
	Expected Count	8.9	16.9	13.2	8.0	47.0
Unmarried	Count	13	26	8	6	53
	Expected Count	10.1	19.1	14.8	9.0	53.0

Total	Count	19	36	28	17	100
	Expected Count	19.0	36.0	28.0	17.0	100.0

H₀ 2 : There is no significant difference between marital status and the expected rate of return by the respondents.

Table 4- Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.001 ^a	3	.001
Likelihood Ratio	16.452	3	.001
Linear-by-Linear Association	10.267	1	.001
N of Valid Cases	100		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.99.

The **chi square test** result shows that the significance value is **0.001** which is less than the level of significance i.e. **0.05**. Hence Null Hypothesis is rejected. It proves that there is significant relationship between marital status and expected rate of return by the respondents.

Table – 5 Marital Status and investment holding period

Marital Status of Respondent		Holding period				Total
		Less Than 1 Year	1-2 Year	2-3 Year	3 Years &Above	
Married	Count	6	9	13	19	47
	Expected Count	11.8	7.5	12.2	15.5	47.0
Unmarried	Count	19	7	13	14	53
	Expected Count	13.3	8.5	13.8	17.5	53.0
Total	Count	25	16	26	33	100
	Expected Count	25.0	16.0	26.0	33.0	100.0

H₀ 3 : There is no significant relationship between marital status of the respondents and the investment holding period.

Table 6- Chi-Square Tests

	Value	Df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	7.434 ^a	3	.059
Likelihood Ratio	7.754	3	.051
Linear-By-Linear Association	5.252	1	.022
N Of Valid Cases	100		

The **chi square** result shows that the significance value is **0.059** which is more than the level of significance which is **0.05**. Hence Null Hypothesis is accepted. It proves that there is no significant relationship between marital status and investment holding period of respondents.

Conclusion:

Women are very cautious about their money which they use to save. They are focused to prepare a budget for estimated expenses and compare it with the actual expenses met by them, so that they are not influenced by other tempting and fashionable expenses. It was found that marital status has significant relationship with annual savings and expected rate of return by professional women. While it does not has significantly differ with investment holding period.

References :

- 1.C.R. Kothari, Research methodology: methods and techniques, Vishwa Prakashan, New Delhi, 1999, pp. 21-151
2. Preethi Singh, "Investment Management, Himalaya Publishing House, New Delhi, 2006, p.3.
3. Gaurav Kabra, Prashant Kumar Mishra, Manoj Kumar Dash(2010), "Factors influencing investment decisions of generations in India: An econometric study", Asian Journal of Management Research.
4. Javed Iqbal Bhabha and OmarAfaq Qureshi(2014), "Factors affecting the attitude of working woman towards saving-investment in developing countries". Journal of economics and sustainable development, Volume-5.
5. Dr. R Sellapan , Ms.S Jamuna and Ms. Tnr Kavitha (2013), "Investment Attitude of women towards different sources of securities- A factor analysis approach", Global Journal Of Management And Business research finance volume 13.