An in Depth Study of Saving and Investment Habit of Working Women in Major Cities of North Gujarat

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Abstract

The article deals with "An in-depth Study of Saving and Investment Habit of Working Women in Major Cities of North Gujarat". In the regions of North Gujarat. The investment habit by the working women has seen a great improvement for the small and medium industries for their growth as well as the better economic growth of the society. However, it has been observed that the women do not follow the same patterns and implementation for the operations. The study has reviewed the previous literature in the field of saving practices around the world. Also, it can be seen that there are various studies related to saving and investment habit of women has been done in India.

After the review of literature on hand, data collection was done for the sampling method through questionnaires. The primary data collection and secondary data collection was done for the methodology and collection. The data was collected through questionnaires for various industries over the regions in North Gujarat and literature review was done for the secondary data collection. Results were from the answers received through the data collection method about how women manage. The results suggest that the Investment Habit can be developed within systematic approach. Suggestions are provided after the analysis and limitations are also discussed in the research study.

Key Words

City working women, investment avenues, Investment awareness.

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1. Introduction

Usually Indian women were disclosed to the family. In today's social settings, women have shown that they can compete with the abilities of the men in responsibility doing all kinds of jobs. Appropriate to the family pressure, usual tie and confidence, working women are not completely empowered to take some determination on their own in universal and some area like investment decisions, in individual. It is the unrelenting feelings in the society that investment relating decisions of working women are importantly influenced by non-investment relating factors and dominations by male members. In this background an attempt is complete to study how far working women enjoy liberty to take investment connected decisions on their owner and model of investments in the male subject of investment world in India.

2. Methododlgy

Objectives

- To study investment habit of working women in major cities of North Gujarat.
- To study demographic characteristics of working women of North Gujarat.
- To find out saving habit of working women in major cities of North Gujarat.
- To study investment options that working women usually prefer.
- To find out the risk taking capacity of working women in North Gujarat.
- To understand factors influencing saving habit of working women in North Gujarat.
- To observe the principles of investment decision in a family.

Universe & Sample Size

Sample Selection	Cities	Sample Size	Purpose	Explanation
Mehsana	CT1	50	To collect significant data	Four districts in North Gujarat are chosen
Patan	CT2	40		
Palanpur	CT3	40		
Himmatnagar	CT4	20		
	Total	**150**		

Source of Data

Primary Data

Particular	Nature	Descriptive	Appliance	Explanation
To collect data concerning saving and investment habits of investors	Women	Questionnaire	Analysis	This study stays connected by approach, habits and pattern of investment

Secondary Data

Nature	Source	Justification
To collect data concerning saving, speculation and investment habits of woman, their performance as investor. Investor and decision maker	Usual cause and advanced cause	To collect suitable then kind information concerning investment climate, patterns then time of investment, their influence on investment

3. Analysis and Interpretation of Data

Saving and investment can simply be contingent arranged the income or earning of an unusual. Now scholar desires to study the habits of saving and investment then that be able to amount one on the base of calculation of obtain of revenue. Rates of saving and investment of working women could stay founded happening the investment possible of females then therefore she is requiring assessing the investment promise of women in major cities North Gujarat region.

Financial literacy level of respondent

The reason of the current studies is toward value the level toward which the respondent women are alert of individual outlay with how they utilize these alertness and information during savings. Information regarding individual investment is extremely vital inside arrange toward handle the finance with person's wealth. Earn cash is significant bar it be extra essential toward use it correctly. Suitable operation of finance avoids hazard, decrease doubt also progress the solvency situation.

Personal financial planning and its different aspects

Particular	Frequency	Percentage	Valid Percentage	Cumulative Percentage	Rank
Valid real class of insurance to protect from disastrous risk	19	12.67	12.67	12.67	3rd
Find out the real approximate to invest for future required	24	16	16	28.67	2nd
a financially safe life though developing healthy use	32	21.33	21.33	50	1st
Perform every one of the above	75	50	50	100	
Total	150	100	100		

Views concerning highest return of different avenues

Particular	Frequency	Percentage	Official Percentage	Growing Percentage	ank
Savings and current accounts	30	20	20	20	2nd
Bonds	15	10	10	30	4th
Shares	26	17.33	17.33	47.33	3rd
Real Estate	79	52.67	52.67	100	1st
Total	150	100	100		

A long era (intended for example 10 otherwise 20 years), which investment while usual provide the highest go over.

Present assets of savers

No.	Investment	Percentage	Rank
1	Gold and Silver	18%	3rd
2	Post Office	16%	5th
3	Provident Fund	11%	8th
4	Bank Deposits	19%	2nd
5	NSC	2.5%	13th
6	Bonds	27%	1st
7	Insurance	7.0%	10th
8	Mutual Fund	5.0%	11th
9	Debentures	3.0%	12th
10	Shares	12%	7th
11	Precious Stones	9.0%	9th
12	Commodity	12.5%	6th
13	Real Estate	17%	4th
14	Pathsanstha	0.6%	15th
15	Pigmy	1.5%	14th
16	NBFC	0.5%	16th

Information regarding investments

No.	Information basis	Frequent	Percentage	Ranks
1	issue performance grade	35	23.33	8th
2	Hoarding / pamphlet / radio	60	40.00	6th
3	Financial advisor	65	43.33	5th
4	Seminar	40	26.67	7th
5	Recommendation of friends & families	105	70.00	1st
6	Recommendation of business associates	96	64.00	2nd
7	Book / paper	75	50.00	3rd
8	Mail / Websites	67	44.67	4th

Performance to the largest part of the (105) savers 70% cause in order beginning suggestion of associates and families with rank 1stwhere 2nd ranks give toward the number 6.Recommendation of business associate which 96 rate and 64% with barely 50% with 44.67% of investors gather in order starting Books with Newspaper and Direct mail/ Websites. It income to women savers believe extra lying on suggestion via public with fewer as an outcome of additional medium.5th, 6th and 7th rank of financial advisor with 43.33%, Hording with 40% and Publish performance ranking with 23.33%.

Information source used by the respondents

No	Information source	Percentage	Rank
1	Portfolio manager	82.7	3rd
2	Accountant	74.4	7th
3	Bankers	90	1st
4	CA	87.3	2nd
5	Estate Planner	69	8th
6	Stock broker	77	6th
7	Insurance Agent	53	9th
8	Tax Consultant	80	5th
9	Teacher	81	4th

4. Findings

Major cause for women investments

City	Major cause for women investments				Total	Percentage
	Safe	Secure	Outcome	Liquidity		
Mahesana	25	15	7	3	50	33.33
Palanpur	22	8	8	2	40	26.67
Patan	16	8	4	12	40	26.67
Himmatnagar	15	2	2	1	20	13.33
Total	78	33	21	18	150	100.0
Percentage (%)	52	22	14	12	100	------

The deceleration this table saw the major basis pro city women investments with particular samples.150 major city women have view concerning the cause pro investments. While be able to live see bulk of the particular savers (52%) cite security while the main cause on behalf of the investments, follow via the individuals of 12 %(liquidity), 22% (secure) with 14 % (outcome).

Demographic appearance

No.	Summary individual		No. of respondent	Per. (%)
1	Gender(sex)	Male	0	0
		Female	150	100
2	Age	18-60	150	100
3	Qualification	S.S.C	115	76.6
		H.S.C	33	22
		Graduate	1	.7
		Post- Graduate	2	1.33
		Other	0	0
4	Income (p.m.)	4001-8000	38	25.33
		8001-12000	25	16.7
		12001-16000	11	7.33
		16001-20000	33	22
		20001-24000	7	4.7
		24001-28000	13	8.7
		28001-32000	8	5.3
		32001-36000	9	6
		36001-40000	2	1.33
		40001 & Above	7	4.7
5	Occupation	Salaried	112	74.7
		Business	35	23.3
		Other Professional	3	2

Reveal to readily available whole 150 women respondents with the whole respondents be into the age collection of 18-60. Readily available refusal stratification be ready within towards salaried, other professional and business, they be now separated because per information together. Most respondents together be of smallest qualification is S.S.C.to post Graduate, away of which 115 be S.S.C. accepted, 33 be H.S.C pass out. Into total Graduate with post-Graduate respondent's respondent was only lone into all group. As well most respondent together 38 be as of the earnings grouping of 4001-8000 with just 7 respondent be as of profits collection of over 40001.

Outcome of the Study

The study of saving and investment habits of major cities of working women will try to identify some of the important issues relating to the economic development of city area. Though the study will be confined to North Gujarat, the findings shall be equally applicable to all over the country. The findings of the present study will help the city working women to construct their financial plan and increase awareness about the choice of appropriate investment avenue. At the same time, the present findings of the study will immensely help the various.

5. Limitation of the Study

The researcher takes completed very achievable energy in the development of data gathering and individual meeting. As the results and decisions of this study remain built on data collected after the particular respondents now the study region, it cannot be general on behalf of the new regions. Data relating to income saving and investment option of investment opportunities, remained together from the selected respondents straight. There were nope appropriate archives kept on the personal equal.

6. Suggestions

Coming to the end part of the whole study, an effort has been made to find out some suggestions for improving the savings and investment habits of city women. This is the last and important part of the study. This chapter is based on the previous chapter i.e. data analysis and interpretation. On the basis of data analysis researcher come to know some important factors which are related to savings and investments of rural women. Also on the basis of data collection and interpretation researcher found some valuable traits of city women as investor and that are put by researcher as observation. Each and every observation has reference of appropriate table number. In this paper researchers have also tried to come to some conclusions on the basis of observations. Each conclusion has reference of observations made by the researcher. Last part of this paper is suggestions/recommendation of researcher on the basis of data collected and all the observation they made during the study period. While interacting with the city women respondents, several suggestions from their side come up for the betterment of saving and investment climate. This chapter includes recommendations for women, for government and for financial agencies respectively.

7. Conclusion

From the above review together the researcher concludes that funds and investment behavior are important factor while investing in any savings opportunity. There are different reasons why a woman saves and gives precedence to particular investment opportunity. Having better information about finance & economics is the necessity among women investors for the improved management of their earnings. Roll of women as investors is growing day by day which gives a researcher to study advance.

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