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# INCOME AND INVESTMENT PATTERN AMONG WORKING WOMEN WITH REFERENCE TO MADURAI CITY – A CASE STUDY

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## ABSTRACT

*The research study is based on the analysis of income and investment pattern of the respondent's example: working women in the city Madurai. The objective of the study was to determine the relationship between the income and investment pattern among women employee. The study was conducted on women across both government and private sectors in the city of Madurai. The data was collected by distributing a structured questionnaire to 50 respondents. The major impact on savings is due to the level of income which has considerably increased in the last decade. This research has analyzed the salaried women employees consider the safety as well as high return on investment on regular basis.*

## KEYWORDS

Madurai city, income and investment pattern, working women.

## INTRODUCTION

Investment is nothing but goods or commodities purchased today to be used in future or at the times of crisis. An individual must plan his future well to ensure happiness for himself as well as his immediate family members. Consuming everything today and saving nothing for the future is foolish. Not every day is a bed of roses, you never know what your future has in store for you.

## DEFINITION OF A FINANCIAL INVESTMENT

A financial investment is an asset that you put money into with the hope that it will grow or appreciate into a larger sum of money. The idea is that you can later sell it at a higher price or earn money on it while you own it. You may be looking to grow something over the next year, such as saving up for a car, or over the next 30 years, such as saving for retirement.

## IMPORTANT OF FINANCIAL INVESTMENT

1. Planning plays a pivotal role in financial investment
2. Before investment careful analysis and focused approach are mandatory before investing.

## NEED FOR FINANCIAL INVESTMENT

1. Financial investment ensures all your dreams turn real and you enjoy life to the fullest without actually worrying about the future.
2. Financial investment ensures you save for rainy days. Careful investment makes your future secure.
3. Financial investment controls an individual's spending pattern. It decides how and what amount one should spend so that he has sufficient money for future.

## INVESTMENT IN MADURAI CITY

Madurai is the one of the largest city in the state of Tamil Nadu, after Chennai and Coimbatore. The city has a very pleasant climate, unlike most other South Indian cities that experience extremely hot temperatures. The main industries of the city are textile and engineering. Madurai is home to many engineering colleges. Thus, IT investment in this city was inevitable as qualified manpower is easily available. The IT and ITES (IT Enabled Services) policies of the Tamil Nadu government have played a very important role in the development of the IT sector in the city of Madurai.

Madurai is a preferred destination for studies for many students due to the large number of courses, such as engineering, nursing, medicine and law, being offered here. Another upcoming field is medical tourism. The city has witnessed a steady stream of people coming in from different parts of the country and the globe for world class health care at a fraction of the cost. Over 40,000 small, medium and large scale industries in the city cater to engineering companies all over the country. Madurai attracts a large number of domestic tourists every year. Thus, investing in the tourism industry of the city is also a very lucrative option. The economic base of the city is expanding fast and the government of Tamil Nadu is trying to keep pace with it by providing adequate infrastructures. Madurai is well connected to other major cities of the country by road, rail and airway networks. The city enjoys a steady supply of electric power and water. The telecommunication infrastructure of the city is also state of the art. The city of Madurai is undergoing tremendous changes at a very fast pace. The economic environment of the city is very conducive for investment.

## WOMEN INVESTMENT

Women are highly confident in their ability to save and the majority of women say they have good savings habits, but one in five they don't save. Women and men report similar attitude and behaviors when it comes to saving but women are more likely to say they save before they spend. The key to successful saving is to start early, no matter how small the savings. Through successful savings, people are more like have an improved ability to hope with unexpected expenses or financial emergencies. They can also experience less stress and uncertainty regarding their ability to meet their financial needs, particularly as they progress towards meeting their financial goals. Currently, only one in five members of lower or single houses of parliament worldwide is a woman. Women are also underrepresented among senior-level civil servants, and seldom represent their governments at the international level. Women's representation among corporate managers, legislators and senior officials remains low, with only about half of countries having shares of women in managerial positions of 30 per cent or more, and none reaching or surpassing parity. The gender compositions of executive boards of private companies are nowhere near parity—meaning that the "glass ceiling" remains a reality for the vast majority of the world's women.

## OBJECTIVES OF STUDY

1. Social economic status of urban women employee.
2. To study the level of awareness among women employee investment pattern.
3. To study the behavioral pattern of investment among urban women employee.
4. Analyses the factor influencing the savings and investment pattern of urban women employees in Madurai city.

**NEED & METHODOLOGY OF THE STUDY**

The goals of the study are to understand the level of urban working women investment pattern in Madurai city. Now days many women are come out their home they are earning person in current fast moving world so that earning are go to their family investment activity. Working women are changing the lifestyle of their entire family. The final accomplishment of the study is to be find the extent of satisfaction level on usage of money.

✓ **AREA OF THE STUDY**

- The study is based on the respondents in Madurai city.

✓ **SOURCE OF DATA**

- Convenience sampling method is used, to know the working women investment.

✓ **SAMPLE SIZE**

- The sample size is limited to 50 respondents.

✓ **TOOL USED**

- Tool used are simple percentage method.

**USE OF PRIMARY AND SECONDARY DATA**

The primary sources of collecting data are carried through interviews, surveys, questionnaires etc. the primary sources of collection data are carried through sample questionnaires. Structured questionnaires method is followed. The questionnaires consist of 50 questions connecting to the objective of the research.

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**STATISTICAL TOOLS**

There are various statistical tools which are used in various analyzing data.

Data representation

- ✓ Table
- ✓ Percentage

The data analyzed by using mentioned techniques:

- ✓ Chi – Square test

**HYPOTHESIS**

H0: There is significance between both dependent variable and independent variable.

H1: There is no significance between both dependent variable and independent variable.

**TESTING HYPOTHESIS**

H o: “there is a significant relationship between type of investment and age group of the investor”.

To test the above hypotheses is the researcher has used the chi – square”.

**TABLE 1: HYPOTHESES. AGE AND TYPE OF INVESTMENT**

Kind Of Investment %	Age			Total
	Upto30 years	31 – 40 years	41 – 50 years	
Financial Investment	10	16	20	46
Non-Financial Investment	12	11	12	35
Both	3	8	8	19
Total	25	35	40	100

**TABLE 2: CHI – SQUARE TEST**

O	E	(O – E)	(O – E)	(O – E) <sup>2</sup> / E
10	11	1	1	0.09
12	9	3	9	1.00
3	8	-5	25	3.13
16	16	0	0	0
11	12	-1	1	0.08
8	7	1	1	0.14
20	18	2	4	0.22
12	14	-2	4	0.29
8	8	0	0	0
Total				4.93

$$X^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

**Degree Of Freedom**

V = (r-1) (c-1)

V = (3-1) (3-1)

V = 2

2 degree of freedom 5% of level of significance is 5.99. The calculated value (4.93) is less than the table value. So hypotheses is accepted. Hence it is concluded that, “There is no significant relationship between Type of Investment and awareness of age group of the investors”.

$\chi^2 c = 4.93$

$\chi^2 t = 5.99$

The calculated value is lesser than the table value. Therefore the observed frequency is lesser then the expected frequency the null hypothesis has been accepted.

**RESEARCH ANALYSIS AND INTERPRETATION OF DATA SIMPLE PERCENTAGE**

**Marital status:** 64% of the respondent belongs to the married women. 46% of the respondent comes under categories of unmarried women.

**Age group of the respondents:** 22% of the respondents belongs to the age group of belongs to the age group of below 30 years.so years 44% of the respondents belongs the age of below 31- 40 years.24% of respondent belongs to the age group of 41- 50 years and above 10%.

**Educational qualification of the respondents:** 5% respondents are uneducated. 11% of the respondents are under HSC.20% respondents are under graduate.14% respondents are under post graduate.

**Occupation of the respondents:** 12% of the respondents are in public working women employee. 72% of the respondents are in private working women employee. 8% of the respondents are in self-employee. 8% of the respondents are in professional.

**Family type of the respondents:** 90% of the respondents are in single family. 10% of the respondent are in joint family

**Residential status of the respondent:** 46% of the respondents are in own house. 34% of the respondents are in rental house. 12% of the respondents are in housing quarters. 8% of the respondents are living in other type of housing sectors.

**Investment plan for respondent:** 64% of the respondents are planning to make investment. 36% of the respondents are without plan to invest money.

**Earning member of the respondent:** 34% of the respondents are one earning member in family. 26% of the respondent are two earning member in family. 18% of the respondent are three earning member in family. 22% of the respondent are four earning member in family.

**Investment decision:** 38% of the respondents are decision to invest money. 62% of the respondent are don't making an investment decision.

**Expenditure budget :** 58% of the respondent are create a budget for family expenditure oriented. 42% of the respondent are not create a budget for family expenditure oriented.

**Investment pattern of the respondent:** 24% of the respondent are invest high return on investment. 12% of the respondent are invest future security oriented investment. 14% of the respondent are invest tax benefit oriented investment. 30% of the respondent are invest children education oriented investment. 8% of the respondent are invest personal safety oriented invest. 12% of the respondents invest children marriage oriented investment.

**Information sources about investment of the respondent:** 44% of the respondents are collecting investment information from internet. 28% of the respondents are collecting best return on investment from TV/Newspaper. 10% of the respondents are collecting are collecting investment information from book and magazine. 8% of the respondents are in collection information about investment from their family member. 6% of the respondents are collecting information from friends. 4 % of the respondents are collecting financial investment decision from financial broker. so financial broker charging fee regarding their services lesser percentage of investor visit.

**Income move to saving:** 0-20% income category people go to invest 26% of the saving. 21- 30% income category people go to invest 48% of the saving. 31-40% income category people go to invest 16% of the saving. 41-50% income category people go to saving 10%.

**Employment circumstances of the respondent:** 42% of the respondent are working full time employee. 20% of respondent are working self – employee. 16% of the respondent are working part time employee. 22% of the respondent working other circumstances of the employment.

**Investment duration of the respondent:** 30% of the respondent are invest less than 1 year investment. 32% of the respondent are invest 1 to 3 year of the investment. 22% of the respondent are invest 3 to 5 year of investment. 16% of the respondents are belonging to invest a more than 5 years.

**Kind of investment of the respondent:** 36% of the respondents are financial investment. 24% of the respondents are non – financial investment. 40% of the respondent are both financial and non – financial investment.

**Financial investment of the respondent:** 22% of the respondent are invest shares. 6% of the respondent are invest debentures. 8% of the respondent are invest mutual fund. 6% of the respondent are invest bank deposits. 18% of the respondent are invest private insurance. 4% of the respondent are invest post office deposits. 16% of the respondent are invest life insurance scheme. 6% of the respondent are invest a government securities. 14% of the respondent are invest private chits.

**Non – financial investment of the respondent:** 24% of the respondent are invest land. 10% of the respondent are invest building. 16% of the respondent are invest gold and silver. 24% of the respondent are invest diamond. 20% of the respondent are invest livestock. 6% of the respondent are invest antiques.

## FINDINGS SIMPLE PERCENTAGE

In our study “Income and Investment Pattern among Working Women with Reference to Madurai City”. Has to find the 90% of the respondent are single family, 72% of the respondent are come under private sector employee and 72% of the respondent are living in rental house, 64% of the respondent are planning best financial investment, 58% of the respondent create budget for family expenditure oriented budget, 48% of the respondent are moving income to investment 20-30%, 44% of the respondent are getting investment based information from internet, 42% of the respondent are full time workers, 40% of the respondent are invest both financial and non-financial investment, 40% of the respondent are graduate, 38% of the respondent make own investment decision, 32% of the respondent are 1-3 years duration of investment, 30% of the respondent are invest a children's education, 26% of the respondent are 2 earning member in family, 24% of the respondents belongs to the age group of below 31-40 years, 24% of the respondent non - financial investment land and 22% of the respondent financial investment shares.

## CONCLUSION

The success of every investment decision has become increasingly important in recent times, making sound investment decisions require both knowledge and skill. The working women investors have different expectations from the investment as their needs different such as savings, safety, and interest and capital appreciation. The research identified the relationship between the factors influencing the level of awareness of various investment and factors influencing the benefits. Investors describe safety of funds as their priority for choosing an investment. So, the government should provide more investor protection.

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