

A STUDY ON INVESTMENT AND EXPENDITURE PATTERN OF WORKING WOMEN IN TENKASI DISTRICT

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ABSTRACT

Now women were working in the everywhere. They earn lot in their respective field. More over women spend their money in the various ways and also save it too. The present study reveals the, investment and expenditure pattern of working women in tenkasi district. In this regard the researcher selects 120 working women from Tenkasi district for his research. Simple random sampling techniques were used to collect primary data. The researcher found that they spend their major income in the children education and save their money mainly in the bank's fixed deposits.

KEYWORDS: Women, Investment, Expenditure.

INTRODUCTION:

In the past men only earning member of the family. Women always engaged in housekeeping and caring their children. Early days the family members not allowed their women members to work out side. Not only work, they are not allowed women to go schools also. But now the scenario changed, women also well educated and placed jobs everywhere.

Their earning capacity also increased. In the result of their earning capacity, their spending habits also increased. They spend lot in the area of housekeeping expenses, children education, personal care expenses and medical expenses etc.,. And also their savings habit also tremendously increased. They normally invest their income into bank's fixed deposits, Gold, share market and post office savings scheme etc.,.

STATEMENT OF THE PROBLEM:

In the words of Pandit Jawaharala Nehru, former Prime Minister of India, "When women move forward, the family moves, the village moves and the nation moves", is the central theme in the socio economic paradigm of the nation as it is an accepted fact that only when women are in the mainstream of progress can any economic and social development be meaningful.

Before independence and after independence women mainly engaged in the housekeeping activity only. But now they are entered into every field. The main reason is their educational background is strongly increased in India. This is what they are working in the everywhere. In India every family, mostly women are finance manager of their family. They are mainly spending expenses of the family and investment too. With this in mind the present topic investment and expenditure pattern of working women in tenkasi district were select as research topic by the researcher.

SIGNIFICANCE OF THE STUDY:

- It will motivate other women.
- Creating awareness among the women about investment.
- Promoting investment habits.

SCOPE OF THE STUDY:

The present study focused, analyzing the investment and expenditure pattern of working women in Tenkasi district. The scope of the study has been limited to expenditure pattern and investment pattern of working women only. The study area limited to Tenkasi

district only. Lot of expenses and investment pattern available in the study area but the researcher selects few of them for research variables.

REVIEW OF LITERATURE:

Mudra- SAMIR’S3 (1992) survey on “**Working women’s awareness and attitude toward various saving avenues**” brings out that working women in urban India put one –fifth of their earnings aside as savings. Awareness exists on various saving avenues and mutual funds have not found much presence.

Bernasek and Bajtelsmit7 (1996) attempted to examine the “**Weaknesses of women in terms of investing and risk-taking**”. The authors identified that the differences in wealth, income and employment, gender discrimination in labour markets, difference in access and ability to use available information, misperceptions of investment advisors, less human capital investment, greater family responsibilities, and shorter work life prevented women from making investments.

MuthuPandi M. (2000)12 has conducted a study on the title “**Factors Influencing Investment Decisions**”. This reveals the various characteristics of an investor. A sample of 100 investors was selected in Madurai city. The study reveals that marital status, nature of occupation and income of investors affect the investment decision.

Rasathi D20 (2006) in her study dealt with the “**Investment pattern of women employees**”. This study concludes that “Future is uncertain”. So, the women employees should increase their savings and invest their money in a profitable way through proper planning.

OBJECTIVES OF THE STUDY:

1. To study the expenditure pattern of the respondents.
2. To find out their investment pattern.
3. To discover purpose of Investment.
4. To find out the level of awareness of the respondents towards Investment avenues.
5. To measure the level of satisfaction of the respondents in investment.
6. To offer suitable suggestions.

RESEARCH METHODOLOGY

The researcher selects 120 working women as respondents for this research. The researcher utilized both primary and secondary data for the present research. The simple random sampling method was used. Researcher used Simple percentage and Garrett ranking techniques for data analyzing.

LIMITATION OF THE STUDY:

- ❖ In the present study the researcher considered only expenditure and investment pattern of the respondents.
- ❖ The researcher selected only 120 samples due to time constrain.

HYPOTHESIS:

- ❖ There is no significant relationship between Income and expenditure pattern of the respondents.
- ❖ There is no significant relationship between income and level of investments.

ANALYSIS AND RESEARCH FINDINGS:

The researcher focuses on the investment and expenditure pattern of working women in Tenkasi district. The variables such as the age of the respondents, marital status, monthly income, expenditure pattern, investment pattern, purpose of investments, level of awareness on investment and level of satisfaction on investment pattern.

TABLE 1 - AGE WISE CLASSIFICATION

Age	Below 25 years	25 – 35	36 – 45	Above 45	Total
	36	18	38	28	120
Percentage	30 %	15 %	32 %	23 %	100%

Source : Primary data

TABLE 2 - MARITAL STATUS

Marital status	Married	Un-Married	Total
	87	33	120
Percentage	73 %	27 %	100%

Source : Primary data

TABLE 3 – MONTHLY INCOME

Monthly Income	Below Rs.15000	Rs.15000 – 25000	Rs.25001 – 30000	Above Rs.30000	Total
		28	50	29	13
Percentage	23 %	42 %	24 %	11 %	100%

Source: Primary data

TABLE 4 – PREFERENCE TOWARDS EXPENDITURE

S. No	Expenditure	Rank					Total score	Mean score	Rank
		I	II	III	IV	V			
1	Entertainment expenses	11	28	35	36	10	5527	46.06	V
2	Children education expenses	24	20	42	15	19	6146	51.22	II
3	Household expenses	35	31	16	13	25	6382	53.18	I
4	Family medical expenses	28	22	26	25	19	6130	51.08	III
5	Personal care expenses	25	19	14	35	27	5753	47.94	IV

Source: Primary data

TABLE 5 – PATTERN OF INVESTMENT

Investment	Investment in banks deposit	Investment in Gold	Post office savings	Share market	Others	Total
	47	33	19	13	8	120
Percentage	39 %	28 %	16 %	11 %	6	100%

Source: Primary data

TABLE 6 – PURPOSE OF INVESTMENT

S. No.	Purpose	Rank				Total Score	Mean Score	Rank
		I	II	III	IV			
1.	Marriage purpose	18	34	44	24	5740	47.83	III
2.	Old age provisions	15	36	23	46	5327	44.39	IV
3.	Children education purpose	56	17	22	25	6605	55.04	I
4.	Future expectations	31	33	31	25	6088	50.73	II

Source: Primary data

TABLE 7 – LEVEL OF AWARENESS

Level of Awareness	Much Aware	Moderately aware	Not much aware	Total
	48	32	40	120
Percentage	40 %	27 %	33	100%

Source: Primary data

TABLE 8 – OVERALL SATISFACTION ON INVESTMENT PATTERN

Opinion on satisfaction	Satisfied	Not- satisfied	Total
	77	43	120
Percentage	64 %	36 %	100%

Source: Primary data

RESULT OF HYPOTHESIS:

H₁ : There is no significant relationship between Income and expenditure pattern of the respondents.

The calculated value is = 15.886
 The table value is = 27.296
 Degree of freedom = 15

Since the calculated value is less than the table value, so the null hypothesis is accepted the alternative hypothesis is rejected. There is no significant relationship between Income and expenditure pattern of the respondents.

H₂ : There is no significant relationship between income and level of investments.

The calculated value is = 10.8340
 The table value is = 9.588
 Degree of freedom = 5

Since the calculated value is higher than the table value, so the null hypothesis is rejected the alternative hypothesis is accepted. There is a significant relationship between income and level of investments. Income increased then automatically investment also increased.

FINDINGS OF THE STUDY:

- It is found out that, among 120 respondents, 32% of them belong to 36 – 45 years of age.
- It is discover that, 73% of the respondents were married.
- It is disclose that, 42% of the respondents come under Rs.15000 – 25000 monthly incomes.
- Their main expense is Household expenses. They spend mostly in the area of housekeeping.
- Their main investment option is bank’s fixed deposits. Because they wants to safeguard their principle amount and more over they don’t have much knowledge about share market.
- Their main purpose for investment is Children education purpose.
- 40% of the respondents much aware of various investment avenues available in the society.
- 64% were overall satisfied with their investment schemes and pattern.

SUGGESTIONS:

- ✓ Women should reduce their unwanted or unnecessary expenses. It will improve their financial position.
- ✓ Before investing women should collect relevant information and analyze it and there after invest that particular investment.
- ✓ In the study area, respondents not having much knowledge about share market investment. So government and every company should create awareness among the people about share market investment.
- ✓ Family members should also support women workers financially.

CONCLUSION:

After analyze this information the researcher finally concluded that, in the study area women are well educated and having employment too. They spend their major income in the area of housekeeping, but they are also spending in the area of entertainment and their personal care expenses. In future they will reduce these two expenses and utilize this income into various investments. This will increase the family as well as national income of the nation.

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