

A Study on Investment Decision of Women College Lecturers in Various Investment Avenues with Special Reference to Bangalore

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Abstract: *Investment are very important decision which can have massive impact on life of investors. Having proper knowledge about the different avenues for investment, risk and return associated with each investment avenues and reasons for investment are important factors to be considered for investment decisions. Is investment for higher return? If yes are you ready for bearing risk borne for such investment, as there is a saying "nothing comes for free" so are the returns on investment, every investment whether it is equity shares, precious metals or real estate, has some risk associated with it, an investor should have lot of patience to reap the benefit of investment. This paper examines women college lecturers Investment decision on equity shares, real estate and precious metals as they are the best decision makers for matters related to finance, they consider investment for future of family and children, they prefer minimum risk and stable returns for investment, every investment decisions made by them are influenced by their family and friends which may be positive or negative, but the final decision of investment made by them are taken by reviewing all the factors and reasons for investment.*

Keywords: Investment decisions, Investment avenues, College Lecturers, Equity shares, Real estate, Precious Metals

1. Introductions

Investor is a person who buy or sell any Financial and Non Financial assets for return and bear risk for such returns, investor is a person who allocates his/ her hard earned money to gain additional Income and with expectation of multiplying their Investment.

Investment is a process of allocating the hard earned money of investor with expectation of return for such allocation over a specific period of time, Investment decisions are based on three important W.s of investment.

- Why do you want to Investment?
- When do you expect the return?
- Which avenue do you want to investment?

After finding answers for above 3 questions the investor decides on how much to invest and for how long to invest. Once concluding on proper review and study of investment the investor go ahead with his/her investment decisions. Any decisions related to investment are taken by males of family. There is very few females who contribute to investment decisions in a family reason being lack of market. Female college lecturers hold minimal part when compared to overall number of investors. The three important platforms or avenues for investment examined in this paper are equity shares, real estate and precious metals.

Shares are the unit or ownership in a company where the investor invests their money for some return and share in the residual profits of a company, the equity shares are major part of shares. The return on share depends on market condition which fluctuates based on many factors. Investing in shares requires extensive knowledge of market, risk associated with each shares, knowledge about company where you want to invest, risk bearing capacity of investors etc as shares are high risk bearing investments.

Real estate investment is investing on land or land forms, it is one of traditional way of investing which is followed from generations and it is also considered safest mode of long term investment, the investor has to wait patiently for more than 5 years for higher returns, the more investors waits the more are returns, there are 4 major types of real estate investment.

Residential real estate investment is investing in residential housing projects, Commercial real estate is investing commercial projects like malls, theaters, hotels, restaurants etc, Industrial real estate is investing in industrial purpose projects, Raw land or plot investment is investing on land or plots.

Precious metals are most important and preferred avenue to invest by most of the women investors it is age old tradition of investment as investment on precious metals is safest and returns on these multiply in short span of time. The most important part of preferred precious metals are yellow and white metal i.e. Gold and Silver as they are considered liquid assets and low risk high return investment. They can easily be purchased and sold for good returns.

2. Review of Literature

The most important factor considered by women college lecturer investment decision are risk and returns, as most of the women investors prefer safe and stable return on their investment.

Sagar Patil, Virupaxi Bagodi (2021): Discuss that investors decision to invest in any company depends on insider information and recommendation, corporate earning capacity, financial advisor and expert advice is of less importance as investors decision to invest depends on their risk bearing capacity.

Akshaya Babu, Anbu Selvi, Benadicta Felci Louis (2019): Discuss the perception of investors on investment decisions, it is shown that only some percentage of investors are aware of different investment avenues. Even if they have some knowledge they are hesitant to invest in financial instruments.

Jeet Singh and Preeti Yadav (2016): The study shows investors consider Dividends paid by the company while investing on equity they look for efficiency and capacity of management and take recommendations from stock brokers or experts to invest in equity shares. While females mostly go for friends and relatives for advice and they prefer safety and security for investment.

Malabika Deo and Vijayalakshmi Sundar (2015): The study focus on psychology of individual investors in making investment decisions. The most important factor influencing their decision are financial requirements, advice, recommendations, firms image, share price, etc. the investment decisions are also based on gender, demography and age

Manoj Kumar Dash (2010): Study on factors influencing investment decision making process among men and women under different age groups, investors use some source or expert opinion for investment decisions, accordingly risk adverse investors prefer government schemes and deposits for safe investment.

3. Research Methodology

- Research design:** A study follows descriptive research methodology based on which a questionnaire was constructed and administered to women college lecturers.
- Sampling Technique:** A convenient sampling technique is adopted for the study.
- Sampling Units:** Women College lecturers of Bangalore are the sampling units for study.
- Sampling size:** 20 women college lecturers are selected conveniently as respondents for study.
- Tools for data collection:** A structured questionnaire was prepared with open and close ended questions for collection of data.
- Sources of data collection:**
 - Primary source:** Direct responses were collected from the respondents through questionnaire.
 - Secondary source:** Books, Journals and Internet were used for collecting secondary data.
- Research Objectives:**
 - To find out factors influencing investment decision of females.
 - To find out reasons for investment made by females.
 - To find out which avenue females prefer most for investment.
 - To determine knowledge of female college lecturers about investment avenues, risk and return associated with it.

h) Research Problem

In India, women investors have minimum knowledge about the avenues available for investment because of which women prefer traditional method of investment, the return

on traditional investment is very low, This study is an attempt to know the investors preference for investment, risk bearing capacity of women investors, factors influencing investment decisions of women college lecturers and to know the level of awareness they possess on various investment avenues.

Perception of women college lecturers on Investment decision of various investment avenues (equity shares, real estate and Precious metals)

Most of the women college lecturers have moderate knowledge about investment as most of the investments are done by male of family, about 35% of females have very little knowledge about investments, and without basic knowledge about investment it will be difficult to make any decision regarding the same.

Table 1: Knowledge about investment

Particulars	No. of Respondents	Percentage
Little	07	35
Moderate	10	50
Extensive	03	15

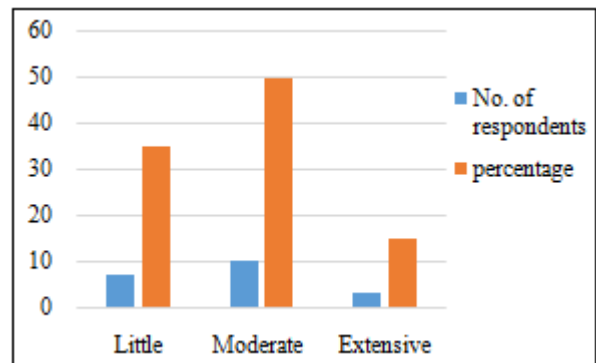


Figure 1: Knowledge about investment

Women investors prefer precious metals and real estate for investments as it is safest and high return avenue, about 45% of women investors opt for precious metals as it is conventional and also practiced over generations, precious metals are liquid asset which is also one of the important reason to invest.

Table 2: Investment avenue preference

Particulars	No. of respondents	percentage
Equity Shares	03	15
Real estate	07	35
Precious metals	09	45
All of the above	01	5

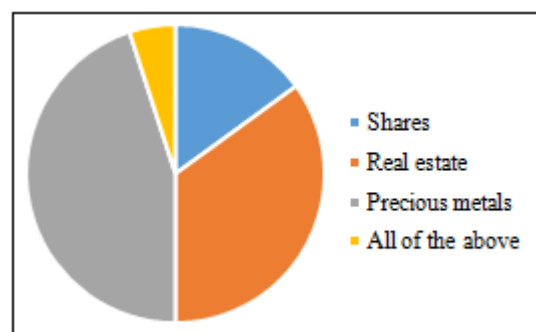


Figure 2: Investment avenue preference

Table 3 Terms of Investment

About 50% of women college lecturers prefer open term for investment to have all time access to their investments rather than fixing the investment to specific period of time.

Table 3

Particulars	No. of respondents	Percentage
0 – 5 years	05	25
5 – 7 years	02	10
Up to 10 years	03	15
Open term	10	50

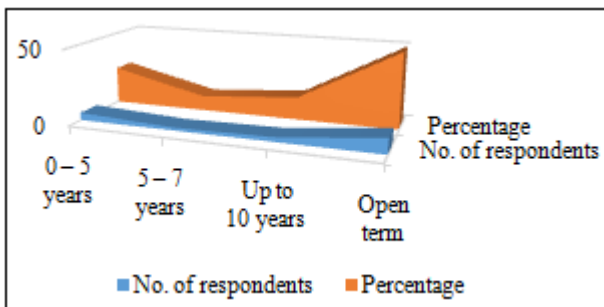


Figure 3: Terms of investment

Table 4: Preference of investment with risk involved with return

Women investors are risk averse they prefer low risk for return, about 70% of investors never want to take risk even if there are returns associated with it, about 30% of women investors rarely take risk for returns.

Table 4

Particulars	No. of respondents	Percentage
Always	0	0
Rarely	06	30
Never	14	70

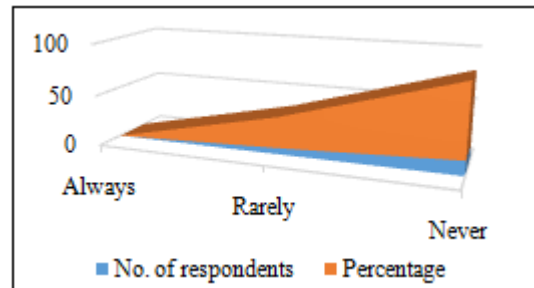


Figure 4: Preference of investment with risk involved with return

Table 5: Factors considered before investing

When it comes to investing hard earned money women college lecturers prefer low risk and high return investments rather than high risk low growth investments. About 30% go for low risk and stable growth with that it is clear that female investors are reluctant to take risk.

Table 5

Particulars	No. of respondents	Percentage
Low risk and high return	14	70
High risk and low growth	00	00
Low risk and stable growth	06	30

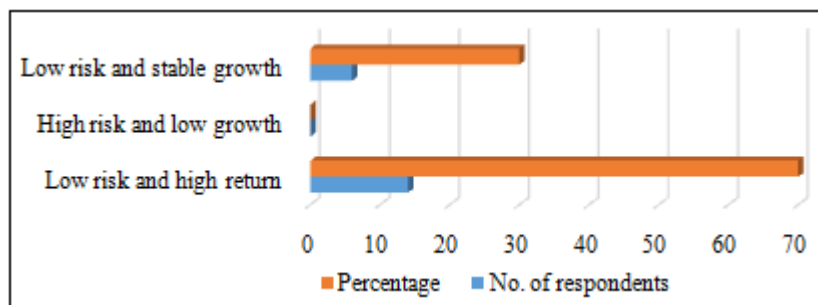


Figure 5: Factors considered before investing

Table 6: Factors influencing investment in equity share.

Most of the women investors prefer investing in equity shares if there are high dividends paid by the company, reputation of the company is good in the market, and also based on the recommendation of market experts only 5% of investor prefer investing in equity for high dividend.

Table 6

Particulars	No. of respondents	Percentage
High dividends	01	5
Company reputation	00	00
Recommendation from expert	00	00
All of the above	19	95

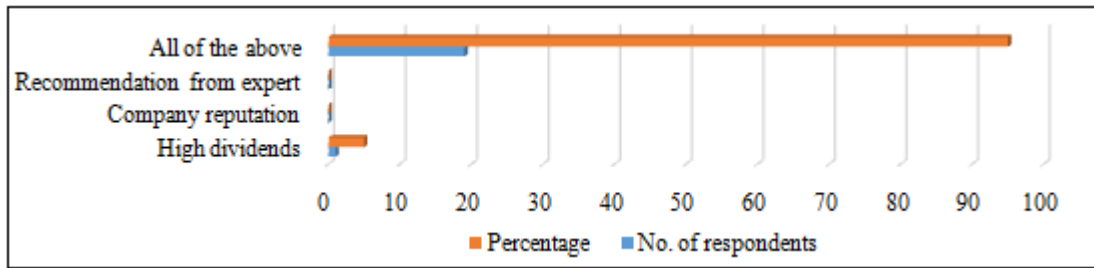


Figure 6: Factors influencing investment in equity shares

Table 7: Factors influencing investment in real estate and precious metals

Women investors mostly invest in real estate and precious metals for its safety, low risk and good returns. There is very minimal risk involved in this type of investment.

Table 7

Particulars	No. of respondents	Percentage
Safety and low risk	01	05
Good returns	01	05
Both a and b	18	90

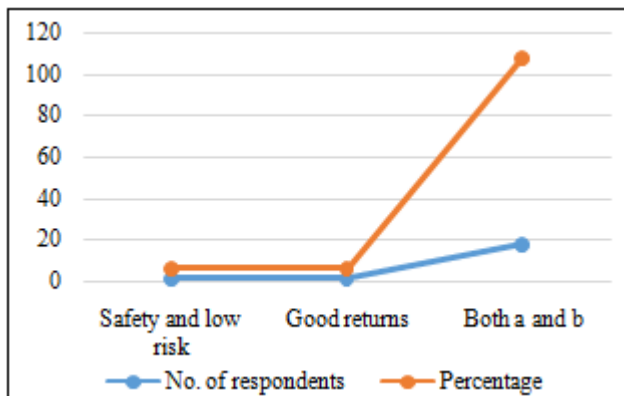


Figure 7: Factors influencing investment in real estate and precious metals

Table 8: Reasons for long term investments

Women college lecturers invest in any of the avenue for low risk and good return, to secure their retirement, tax saving and children future, almost 85% of female investors invest for children future as the returns from investment can be saved and used for children future.

Table 8

Particulars	No. of respondents	Percentage
Retirement corpus	01	5
Children future	17	85
Tax benefits	02	10

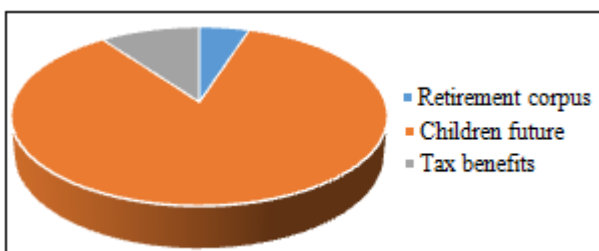


Figure 8: Reasons for long term investments

Table 9: Imagine 6 months after making investment in share market, the market starts to perform badly because of which your own investment goes down by a significant amount, what would your reaction be?

About 40% of women investors react to the condition by transferring the invested money to precious metals, 35% of the women investors transfer money to real estate only a minimal percent of investor prefer to wait and let the market grow back.

Table 9

Particulars	No. of respondents	Percentage
Transfer money to real estate	07	35
Transfer money to precious metal	08	40
Wait for the market and investment to grow back	05	25

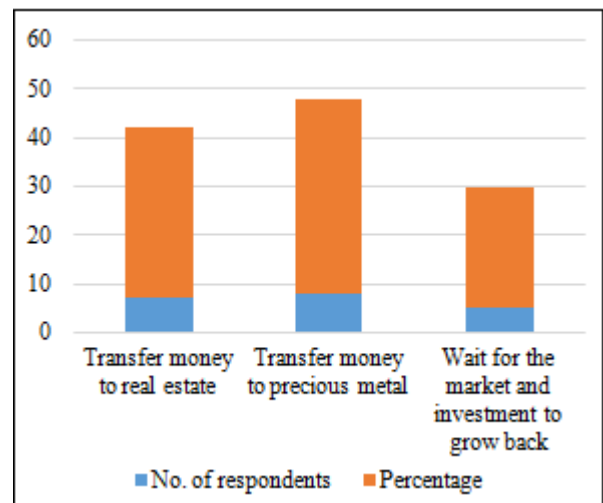


Figure 9: Reaction of female investor to the market fall

4. Limitations

- 1) The study is limited to only 20 respondents in Bangalore
- 2) The study was restricted to women college lecturers in Bangalore.

5. Conclusion

Women are the best decision makers as they have lot of patience which means they are ready to wait for their investment to grow, with very less knowledge about avenues of investment and working of financial markets, women college lecturers prefer age old traditional investment avenue of investing in real estate and precious metals as they consider it safe and secure with good return, precious metals

is most important avenue where most of the women investors invest as they are liquid asset (can be converted to cash in short span of time). The investment made by women college lecturers is for the future of their children.

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