Annual Reports of Banks from 2002 to 2015,
RBI reports, 2005, 2010, 2013 and 2016
CSO Data release

Ratios from 2002 to 2015 (Annexure)

Indicators & Ratios		2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
	. . .	3.16	3.29	3.13	2.92	2.8	2.28	2.34	2.26	2.75	2.55	2.39	2.47	2.41	2.51
	SR	3.68	3.28	3.22	3.01	2.49	2.49	2.54	3.01	2.8	2.65	3.82	3.26	3.74	3.78
	BOA	0.69	0.36	0.83	1.07	0.88	0.52	0.4	0.37	0.75	0.63	0.6	0.69	0.65	0.61
Profitability	ROI	10.18	9.22	8.23	7.83	7.49	7.32	7.06	6.81	6.85	7.43	7.42	7.51	7.46	7.55
	ROA	1.26	0.92	0.89	0.94	1.01	1.03	1	1.03	0.88	0.74	0.73	0.76	0.78	0.8
	NPM	9.78	12.75	10.79	10.48	10.87	10.75	10.7	11.25	11.59	9.15	7.66	7.89	7.74	8.08
Cost efficiency	ICR	2.47	2.36	2.24	2.07	1.84	1.62	1.56	1.48	1.6	1.44	1.41	1.39	1.41	1.3
	CIR	49.97	44.61	49.29	52.69	49.02	47.45	44.62	43.95	44.52	42.88	44.1	44.86	43.77	42.99
	OC / Unit O/P	1.76	1.68	1.54	1.41	1.18	1.03	0.97	0.92	0.99	0.91	0.9	0.96	0.92	0.88
Business Growth	MSL	48.72	47.73	49.55	48.43	48.35	48.6	50.67	52.71	53.76	53.72	52.61	53.98	53.56	54.01
	MSD	50.78	50.39	50.69	49.9	50.45	50.6	51.82	54.43	55.67	55.74	55.55	56.11	55.87	56.89
	NII/ Total Revenue	16.68	20.03	16	12.26	11.41	12.82	12.41	12.79	10.08	8.72	8.65	8.88	8.73	9.08
Management Efficiency	PPE	0.17	0.24	0.21	0.22	0.28	0.38	0.49	0.57	0.7	0.69	0.65	0.71	0.76	0.83
	BPE	26.02	31.89	38.31	49.01	61.83	78.32	93.59	115.3	127.8	142.2	192.7	217.87	240.11	280.13
Stability	SA / TA	87.15	86.66	84.88	82.15	82.66	79.96	8.52	79.49	80.18	82.54	87.58	89.11	91.47	92.08
	Net NPA / Net Advances	4.74	3.13	2	1.16	0.94	0.77	0.68	0.91	0.92	1.44	2	2.53	2.89	2.96

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Women Investors Awareness and Preference Towards Select Investment Avenues

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Abstract

The major features of an investment are safety of principal amount, liquidity, income stability, appreciation and easy transferability.The present study is based on awareness and preference of women investors towards select investment avenues. A sample of 50 investors has been chosen using convenient sampling method and data has collected through a structured questionnaire. The data was analyzed using Simple Percentage and Friedman rank test. The study discloses that among the selected investment avenues Bank Deposits is given top priority followed by Post Office Deposits, Insurance Policies, Gold & Silver, Shares, Mutual Funds, National Saving Certificate/ Public Provident Fund/ Provident Fund, Chit Funds, Real Estates, Debentures, Government Securities, Indigenous Bankers.

Keywords: Investment Avenues, Investment Awareness and Preference

Introduction

Investment means saving money for the purpose of earning profit in future. In other words investment is employing funds with the aim of achieving additional growth in value. Investment means parking of current funds to earn benefits or securing growth in future.Sacrifice of present certain value only can earn uncertain profit in future. Investment should be done to yield more return than rate of inflation. The current income of an individual can be put aside for two things either consumption or savings. Major element of any investment is time and risk. It purely depends upon individual capacity to give importance to either of the two elements, on the basis of one's need. There are plenty of areas where money can be invested like government bonds, equities, gold, real estate, stocks, fixed deposits, etc. A proper planning and analysis should be done in order to reach to a perfect decision of investment or portfolio management.

Women Investors

Nowadays women have engaged in all the fields such as education, medical, engineering, technical, military and business and so on. Because they get liberty to work and also to take decision in the family.

By the way they also entered in investing, some are investing by their own interest and knowledge and some are investing with the guidance or help of their spouse, family members, friends and relatives. So as well as men, women were started to shoulder their family. They are also investing for various reasons such as for earning returns, for their personal expenses, for supporting their family in future and in unexpected situations.

Statement of the Problem

India savings market has been expanding over the period of time and there are various investment avenues available in the market for the investors to make investment. Investors had an option of choosing the investment avenues which suits their needs. The individuals may be equal in all aspects, but their behavior is different in same situation. Nowadays No doubt, women are more successful.But women investors are lagging in various aspects of investment such as awareness, preference level of investment. So an attempt has been made by the researcher to identify the various source of information available for making investment, to evaluate the level of awareness among women investors and to analyses the preference of investors towards various investments outlets.

Objectives of the Study

The present study aimed at assessing the awareness and preference level of women investors and also satisfaction towards investment avenues. So the following objectives have been framed.

- ✓ To identify the socio-economic profile of the women investors.
- ✓ To measure the level of awareness among the women investors towards select investment avenues.
- ✓ To identify the women investors preference in select investment avenues.

Review of Literature

Brahmabhatt (2012) in their article titled "A Study of Investors Behavior on Investment Avenues in Mumbai Fenil". The study finds that people give more preference to savings which provided safety, high interest and low risk. Most women investors prefer to invest in gold than any other avenues of investment.
PriyaVasagadekar (2014) underwent a study "A Research Paper on Investment Awareness among Indian Working Women with Reference to Pune Region". The researcher concluded that women are low in financial literacy, it becomes hard for them to manage their portfolio and also the risk bearing capacity is also low for Indian Working Women.

Deepak Sood and Naveen Kaur (2015) conducted a study on "A Study of Saving and Investment Pattern of Salaried Class People with Special Reference to Chandigarh". It is evident from the study that most of the investors are saving their money for children education.

Thulasipriya (2015) conducted a study on "A Study of the Investment Preference of Government Employees on Various Investment Avenues". The study finds that the period of investment preferred by government employees is both long term and short term investment for their safe future.
Shanthi and Murugesan (2016)A study entitled "Investment Preferences of Salaried Women Employees". The study concludes that women are less likely to take investment risks for whatever reason many women are less willing than man to take risk.

METHODOLOGY

Data collection

To collect the data from the respondent's convenience sampling method is used, so the researcher has the liberty to choose their respondents whomever they find. Both primary and secondary data were collected. A well-structured and pre-tested questionnaire was issued to collect data from the respondents.

Sample size

A Sample of 250 respondents was taken for the study. And questionnaire was issued to all the 250 respondents and 227 filled questionnaires were returned back.

Framework Of Analysis

The study is undertaken with the aim of understanding the level of awareness and preference of women investors in and around PollachiTaluk. In this study statistical tool like Simple Percentage Analysis and Friedman Rank Test were used.

Limitations Of The Study

- ➢ Only women investors have been considered for the study.
- ➢ The study area is limited only to in and around PollachiTaluk.
- ➢ The sample size is restricted only to 227 investors.

ANALYSIS AND INTERPRETATION

Table 1: SOCIO-ECONOMIC PROFILE

	Number of Investors (N=227)	Percentage
Age Group		
Up to 25 years	55	24.23
26years-30years	43	18.94
31 years-35 years	55	24.23
36years-45years	58	25.55
46years-60years	12	5.29
Above 60years	4	1.76
Area of Residence		
Urban	112	49.34
Rural	115	50.66
Educational Qualification		
No Formal Education	52	22.90
Up to HSC	46	20.26
UG	46	20.26
PG	45	19.82
Diploma	14	06.17
Professional	24	10.57
Occupation		
Employee	70	30.84
Business	24	10.57
Professional	50	22.03
Agriculture	30	13.22
Home maker	46	20.26
Retired	7	3.08
Marital Status		
Married	159	70.04
Unmarried	63	27.75
Separated	5	2.21
Type of Family		
Joint	67	29.51
Nuclear	160	70.49
Number of Members in the Family		
Up to 3	120	52.86
4 - 5	88	38.77
Above 5	19	08.37
Number of Children in the Family		
1	89	39.20
2	124	54.63
3	14	6.17
Income per Month		
Below Rs.10,000	100	44.05
Rs.10,001-Rs.15,000	48	21.14
Rs.15,001-Rs.20,000	50	22.03
Above Rs.20,000	29	12.78
Total Family Income		
BelowRs.20,000	92	40.53
Rs.20,001-Rs.30,000	72	31.72
Rs.30,001-Rs.40,000	26	11.45
Rs.40,001-Rs.50,000	20	8.81
Above Rs.50,000	17	7.49
Type of Residence		
Own	163	71.81
Rented	64	28.19
Savings per Month		
Rs.500- Rs.5, 000	193	85.02
Rs.5, 001- Rs.20,000	27	11.89
Rs.20, 001 –Rs.50, 000	4	1.76
Above Rs.50, 000	3	1.33
Tax Assesse		
Yes	38	16.74
No	189	83.36

The most of 58 (25.55%) investors age group between 36-45 years.The majority of 115(50.66%) living in rural area.The majority of 52(22.90%) investors have no formal education. The most of 70(30.84%) investors are employees. The majority of 159(70.04%) investors are married. The majority of 160(70.49%) investors belong to nuclear family. The majority of 120(52.86%) investors have up to 3 members in the family. The majority of 124(54.63%) investors have two children in the family. The most of 100(44.05%) investors earnings is up to Rs.10, 000. The most of 92(40.53%) investors family income is up to Rs.20, 000. The majority of 163(71.81%) investors are living in their own house.The majority of 193(85.02%) investors savings is between Rs.500- Rs.5, 000 per month. The majority of 189(83.36%) investors are not tax assesses.

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AWARENESS AND PREFERENCE IN INVESTMENT AVENUES

Awareness and Preference Investment Avenues

The investors are classified based on the awareness they have in the investment avenues and the classification is shown in the following table.

Table 2

AWARENESS AND PREFERENCE IN INVESTMENT AVENUES

Investment Avenues	Number of Investor s (N=227)				
	Highly Aware	Aware	Not Aware	Mean Value	Rank
Share	79	92	56		
	(34.80%)	(40.53%)	(24.67%)	6.91	**5**
Debenture	24	120	83		
	(10.58%)	(52.86%)	(36.56%)	5.12	**10**
Mutual Fund	62	95	70		
	(27.31%)	(41.85%)	(30.84%)	6.64	**6**
Bank Deposits	110	90	27		
(Fixed Deposits)	(48.46%)	(39.65%)	(11.89%)	8.90	**1**
Post Office Deposits	107	93	27		
	(47.14%)	(40.97%)	(11.89%)	7.89	**2**
Insurance Policies	89	93	45		
	(39.21%)	(40.97%)	(19.82%)	7.59	**3**
Government Securities	57	73	97		
	(25.11%)	(32.16%)	(42.73%)	4.14	**11**
Chit Funds	66	112	49		
	(29.07%)	(49.34%)	(21.59%)	5.89	**8**
Real Estates	64	90	73		
	(28.19%)	(39.65%)	(32.16%)	5.78	**9**
Gold and Silver	93	99	35		
	(40.97%)	(43.61%)	(15.42%)	7.21	**4**
National SavingsCertificate/ Public Provident Fund/ Provident Fund	36	83	108		
	(15.86%)	(36.56%)	(47.58%)	6.01	**7**
Indigenous Bankers	40	105	82		
	(17.62%)	(46.26%)	(36.12%)	3.93	**12**

Shares

From the above table shows that, out of 227 investors 79(34.80%)investors are highly aware, 92(40.53%) investors are aware and the remaining 56(24.67%)investors are not aware about the shares and ranked Five.

Debentures

Out of 227investors, 24(10.58%) investors are highly aware, 120(52.86%) investors are aware and the remaining 83(36.56%) investors are not aware about the debentures and ranked Ten.

Mutual funds

From 227 investors, 62(27.31%) investors are highly aware, 95(41.85%) investors are aware and the remaining 70(30.84%) investors are not aware about the mutual funds and ranked Six.

Bank deposits

Among 227 investors, 110(48.46%) investors are highly aware, 90(39.65%) investors are aware and the remaining 27(11.89%) investors are not aware about the bank deposits and ranked One.

Post office deposits

From 227investors, 107(47.14%) investors are highly aware, 93(40.97%) investors are aware and the remaining 27(11.89%) investors are not aware about the post office deposits and ranked Two.

Insurance policies

From 227investors, 89(39.21%) investors are highly aware, 93(40.97%) investors are aware and the remaining 45(19.82%) investors are not aware about the insurance policies and ranked Three.

Government securities

From 227 investors, 57(25.11%) investors are highly aware, 73(32.16%) investors are aware and the remaining 97(42.73%) investors are not aware about the government securities and ranked Eleven.

Chit funds

From 227investors, 66(29.07%) investors are highly aware, 112(49.34%) investors are aware and the remaining 49(21.59%)investors are not aware about the chit funds and ranked Eight.

Real estates

From 227investors, 64(28.19%) investors are highly aware, 90(39.65%) investors are aware and the remaining (32.16%) investors are not aware about the real estates and ranked Nine.

Gold and silver

Out of 227investors, 93(40.97%) investors are highly aware, 99(43.61%) investors are aware and the remaining (15.42%) investors are not aware about the gold & silver and ranked Four

National saving certificate/ public provident fund/ provident fund

From 227investors 36(15.86%) investors are highly aware, 83(36.56%) investors are aware and the remaining 108(47.58%) investors are not aware about the national saving certificate/ public provident fund/ provident fund and ranked Seven.

Indigenous bankers

Among 227 investors 40(17.62%) investors are highly aware, 105(46.26%) investors are aware and the remaining 82(36.12%) investors are not aware about the indigenous bankers and ranked Twelve.

From the above table shows that, among the investment avenues Bank Deposits is given top priority followed by Post Office Deposits, Insurance Policies, Gold & Silver, Shares, Mutual Funds, National Saving Certificate/ Public Provident Fund/ Provident Fund, Chit Funds, Real Estates, Debentures, Government Securities, Indigenous Bankers.

CONCLUSION

From the above analysis, it is observed that the sample investors are varying in their Socio-economic profile, awareness about investment avenues, preference in investment avenues, factors considered before investment, satisfaction towards investment avenues and problems faced by women investors while making investments. Fried man ranking reveals that women investors give first preference to Bank Deposits is given top priority followed by Post Office Deposits, Insurance Policies, Gold & Silver, Shares, Mutual Funds, National Saving Certificate/ Public Provident Fund/ Provident Fund, Chit Funds, Real Estates, Debentures, Government Securities, Indigenous Bankers

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