

LACK OF AWARENESS ABOUT VARIOUS INVESTMENT AVENUES AMONG WOMEN IN INDIA

Navita Roy

Asst. Prof., Jaipur National University, Jaipur

Abstract

Saving and investment are the two major elements which help in reaching the financial goals of an individual. If you are earning then there must be a balance between your expenditure, saving and investment. Majority of the people save atleast some portion of their earning and further invest it in different avenues of their choice. At present so many investment avenues are available but majority of the people are still restricted to only few instrument like FD's, Gold, Bonds etc. This paper is a study to find out the various reasons which restrict people to choose other investment options.

Keywords: *Avenues, Financial goals, Time value of money, Diversification*

INTRODUCTION

Investment in the right direction is as important as your saving in right proportion if you want to reach your financial goals in life. At present so many tools like FD, Bonds, Debentures, Gold, Shares, Mutual Funds, ETF, Post Office Schemes, Financial Derivatives etc. are present in the market where you can earn smart returns. There is a certain amount of risk associated with each tool and it all depends on a person's risk taking ability, term period and also trust in that. If we talk about the traditional FD's and Post office schemes then the return which they give is almost equal to the rate of inflation i.e a person is getting nothing if we consider time value of money and same is with RD, but still prefer because its safe. If we talk about the other option after FD's people prefer investing in Gold, Real Estates and Insurance etc. Share and Mutual funds are nowadays one of the high return earning instruments but are highly risky. Shares, Mutual Funds, Derivatives etc. are long term instruments and if purchased for longer duration then it will surely let you earn good returns. Mutual funds are little safer then shares because it consist of so many funds which diversify your investment into various avenues of different companies and reduces risk of loss.

LITERATURE REVIEW

Akhilesh Mishra (2008), 'Shared assets is the better investment plan' the investigation closes because of absence of awareness, the vast majority of the individuals are not keen on Mutual subsidizes investment and furthermore proposed that the Mutual Funds financial specialists need information about its related terms.

Jain Dhiraj, et al. (2012), "Financial specialist's Attitude towards Post Office Deposits Schemes – Empirical Study in Udaipur District, Rajasthan" The Study investigates about Post office reserve funds. Also, it has assumed an indispensable job to interface the entire of the nation. It gives banking offices without banks. Its job has been changed and it turns into an extraordinary compared to other investment roads to affluent financial specialist and utilizations them productively in country building exercises.

Murugan (2012), "Financial specialists disposition towards investment choice in Nellore district" The exploration investigates the majority of the speculators are generally uninformed of the corporate investment roads like value and inclination shares, common assets, corporate obligation protections and stores. The investigation investigates respondents are exceptionally mindful of conventional investment roads like land, bullion, bank stores, disaster protection plans, and little reserve funds plans. Further, the financial freedom females are low cooperation in investment choices.

Sarita Bahl (2012), "Investment Behavior of Working Women of Punjab" the investigation investigates that the respondents set aside a lot of effort to get ready for the investment.

Sidharthul Munthaga, J. (2013), "Investment Pattern of Rural Investors in Nagappattinam District of Tamil Nadu", The Study closes the vast majority of the respondents are intrigued to put resources into protection, Post Office Savings (NSC), Public Provident Fund (PPF) and Bank Deposit (BD) aside from Investors having over fifty years.

Rajesh Arora (2013) attempted an investigation on singular financial specialist awareness level and choice conduct towards common reserve plans in Delhi and inferred that the individual speculator favored vis-à-vis individual correspondence rather than web based correspondence. Wellbeing of capital is a higher priority than to development based installments. Singular financial specialists want to choose themselves on where to contribute. Dominant part of the financial specialists favored open finished assets than the nearby finished assets. Plan execution, notoriety or brand name and cost proportion were viewed as generally significant while choosing the common assets.

Uma Maheshwari S. and Ashok Kumar M. (2014) investigated the investment awareness and mentality of the financial specialists to see the degree of fulfillment with their investments. The examination presumed that there is critical association among the segment components of the salaried class and their awareness with the investment approaches. The outcomes likewise demonstrated that huge level of salaried speculators of Coimbatore know to take wise investment choices and 33% of the salaried class don't select the privilege monetary arrangement because of absence of investment awareness.

Ishwara P. (2014): The creator has made an endeavor to consider the conduct and levels of fulfillment towards different investment options by salaried class representatives. Larger part of the individuals acted in a positive manner while picking their investments. The awareness level about attractive protections was relatively low.

Priya Vasagadekar (2014) considered ladies working in various modern parts in Pune. They were asked to comprehend their investment propensities, their role in investment decision making, ideal investment roads and hazard bearing limit. It was discovered that a significant number of women didn't have definite information pretty much all the investment instruments. Ladies likewise for the most part wanted to put resources into safe investment roads like Bank Fixed stores and Post-office sparing plans.

Sidharth Muthaga, J., et al. (2014), "A Study on the Attitude of the Respondent towards Investment Choices in Thanjavur District" The Study concluded that most of the financial specialists are interesting in putting resources into bank stores, post office reserve funds plans and protection and a portion of the respondents are keen on common assets and value shares.

Deepak Sood and Navdeep Kaur (2015): People set aside cash for different reasons, for example, kids' training, their marriage and different objectives of life. A close study of these factors revealed that individuals despite everything liked to put their reserve funds in customary investment channels because of absence of information on stock and product markets.

Sasirekha P. and Jerinabi U. (2015) have embraced an examination fair and square of awareness on investment concerning experts of Information innovation and uncovered that 38 % of the speculators have just normal degree of awareness on the investment. It is demonstrated that there is a relationship between age, level of training, nature of family, economic wellbeing, yearly salary, nature of association, local location, and reserve funds potential with level of awareness and not noteworthy for sex and number of acquiring individuals. Consequently it is reasoned that all the components aside from sexual orientation and number of procuring individuals have upheld the relationship with level of awareness.

C. Sathiyamoorthy et al. (2015): Investment is attempted with a desire for return which is in relation to the hazard accepted by the speculator. As per them, factors like period of speculator, instruction level and number of relatives are the affecting variables for individuals while making investment choices.

RESEARCH METHODOLOGY:

PURPOSE OF THE RESEARCH:

OBJECTIVE

1. To know the reason for very low or no investment in avenues like Shares, ETF, Derivatives etc.
2. To understand the reason behind lack of awareness among people regarding other investments tools.
3. To make some suggestions in order to enhance investment awareness among people.

METHODS OF DATA COLLECTION:

- Primary data is collected through questionnaire filled by 200 respondent.
- Secondary data is collected from Journals, Newspapers and various Websites.

DELIMITATIONS OF THE RESEARCH:

The research was conducted in Jagatpura, Jaipur by filling questionnaires from 500 individuals (service professionals+businessman).

LIMITATIONS OF THE RESEARCH:

The research has physical and economical constraint. Not everyone provided us the data according to their own personal preference and some of them knew about only few avenues.

FINDINGS:

- People prefer investing in avenues having less risk and mostly focuses on traditional FD's & Bonds where the principle amount is safe and interest rate is fixed.
- Lack of awareness about various investment tools in the market. So, many are there who have money to invest and are ready to take risk also but have no idea where to put in.

- Investors fear about present financial scenario in our country and world. They are worried about the market fluctuations and uncertainties in the economic conditions around the world arises due to political disturbances and war conditions.
- There is a lack of proper guidance and transparency from investment companies which creates a blockage in investors mind.
- Lack of trust on other avenues. Everyday we hear about so many scams and fraud inside the companies, which leads to poor performance of shares firm and ultimately closure or dilution of the firm.
- People prefer short term benefit while investing than long term. Due to uncertainties, risk and motive of short term benefits investors in our country mostly go for maximum of 3 to 5 yrs terms.

CONCLUSION

Despite so many avenues present in the market which can earn good returns in future people want to play on the safer side. Lack of knowledge and the danger in Risk taking stops them to go for alternative options. A strong concrete financial plan is needed to fulfill financial goal of an individual and for that a proper diversified portfolio is required. One has to consider the inflation factor, time, and value of money because it helps in calculating the right return for their investments.

SUGGESTIONS

- In order to create awareness among people government and other financial organizations must organizes conferences, webinars and train their executives in such a way that they can guide investors for choosing better avenues and fulfill their financial goals.
- Transparency must be maintained and service should be given to the investor for building trust. Each and every single information whether it is company related or instruments related, must be told to the investor.
- Banks must provide a wide range of options in every branch, so that a large number of people can get benefits. Banks are the most trustable and important source, through which a large number of investors can be reached.
- Executives should be able to analyze the investor risk taking appetite and must consider time value of money and inflation before suggesting anything. They also try to understand the needs of the investor and help them to earn better from their savings.

REFERENCES:

- <https://www.ijser.org/researchpaper/A-RESEARCH-PAPER-ON-INVESTMENT-AWARENESS-AMONG-INDIAN.pdf>
- <https://www.semanticscholar.org/paper/INVESTMENT-PATTERN-AND-AWARENESS-OF-SALARIED-CLASS-Sathiyamoorthy-Krishnamurthy/cfe5523cd9dcf4fb5cadba1a9a7cb6ff8a5632ea>
- <https://shodhganga.inflibnet.ac.in/handle/10603/139705>
- [https://www.worldwidejournals.com/indian-journal-of-applied-research-\(IJAR\)/article/investor-s-attitude-towards-investment-and-risk/NzUxNg==/?is=1&b1=77&k=20](https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/article/investor-s-attitude-towards-investment-and-risk/NzUxNg==/?is=1&b1=77&k=20)