



A STUDY ON WORKING WOMEN PERCEPTION TOWARDS MUTUAL FUND INVESTMENT

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ABSTRACT

This study delves into the financial behavior of working women, focusing specifically on their perceptions towards mutual fund investments. As women increasingly contribute to the workforce, understanding their investment preferences and attitudes becomes paramount. The research employs a quantitative approach, utilizing surveys to gather data from a diverse sample of working women across different industries and age groups. The objectives of the study are to analyze the awareness levels of mutual fund investments among working women, identify factors influencing their investment decisions, and assess the perceived benefits and risks associated with mutual funds. Additionally, the research aims to uncover any existing barriers or challenges that may impact women's engagement in mutual fund investments. The findings of this study contribute valuable insights to financial institutions, policymakers, and investment professionals, aiding them in tailoring financial products and educational initiatives to better align with the preferences and needs of working women. Empowering women with knowledge and fostering a positive perception of mutual fund investments can potentially enhance their financial well-being and contribute to the overall development of a more inclusive and informed investment landscape.

KEYWORDS

Working women, Mutual funds

INTRODUCTION

A mutual fund is a popular investment vehicle that pools money from multiple investors to invest in a diversified portfolio of stocks, bonds, or other securities. This collective investment approach allows individual investors to access a professionally managed and diversified portfolio without having to directly buy and manage individual securities.

Mutual funds refer to funds which collect money from investors and put this money in stocks, bonds and other securities to gain financial profit. Persons whose money is used by the mutual fund manager to buy stocks, bonds and other securities, get a percentage of the profit earned by the mutual fund in return of their investments. In this way, the mutual fund offers benefit to both parties.

A mutual fund is a trust that pools the savings of a number of investors who share a common financial goal. The money thus collected is then invested in capital market instruments such as shares, debentures and other securities.

OBJECTIVES OF THE STUDY

- Evaluate the awareness level of working women regarding mutual fund investments.
- Analyze the factors influencing working women's decision-making process for mutual fund investments.
- Identify the challenges faced by working women in understanding and engaging with mutual fund investments.
- To identify potential barriers and opportunities for increasing working women's participation in mutual fund investments
- Determine the level of knowledge and understanding working women have about mutual funds, including their benefits, risks,

and potential returns.

NEED OF THE STUDY

- The main purpose of this study is to analyse the working women perception towards mutual fund investment
- Further, the study also understand problem faced by the investor and motivating factor to reinvest in mutual fund
- It addresses gender disparities in financial decision-making, tailors financial services to women's needs, and contributes to closing the gender investment gap.
- The findings can inform policies, support retirement planning, and enhance diversity in the financial sector, ultimately fostering a more inclusive and equitable financial environment for working women.

LIMITATION OF THE STUDY

- The analysis of the present study has been carried out based on the information given by the Working women investor.
- The research was limited to Chennai district and due to time constrict only 110 numbers of respondents were considered.
- The result fully depends on information given by the Working women investor which may be based.

REVIEW OF LITERATURE

Dr. M. Raja, Jagadeeswaran B (2020) Mutual fund is a trust that pools the small savings of a number of small and medium investors. The fund collected through the various schemes is invested in different types of securities under the supervision of expert fund manager. Small and medium investors are participating in the capital market without assuming a very high degree of risk. The findings of the study proved that the mutual fund companies should disclose the important information's like return performance of the scheme, risk of the scheme, number of assets in the funds and reputation brand name of the fund on their prospectors.

Dr. S. Sudha Christy Joy and Dr. V. Ganeshkumar (2020) Mutual funds play an important role in mobilizing savings of millions of investors across the country. In mutual funds, savings of small investors are mobilized, invested and returns are distributed in the same proportion to the unit holders. Now-a-days bank rates have become very low so, keeping large amount of money in bank does not give higher returns. People can invest in stock market. But a common investor is not well informed about the complexities involved in stock market movements. Here mutual funds play an important role in helping common public to get higher returns. A small investor is not safe in share market. In mutual industry there is no such risk.

Dr. Meenakshi Bindal, Dr. Bhuwan Gupta, and Sweety Dubey (2019) stated that the, whether comprehensive laws to regulate the mutual fund in India and uniform coordinated regulations by a single agency would be present to provide the shield to the investors. Secondly, as the investors are not keen to invest in mutual funds unless a minimum return is assured and it becomes very important to make investors believe that mutual funds are market instruments and associated with market risks without any assured returns. Thirdly, the growth of mutual fund tends to increase the shareholdings in good companies, gives rise to the fear of non-stabilization among industries. Hence the introduction of non-voting shares and lowering the debt-equity ratio helps to remove these fears.

Dr.E. Selvarathinam (2019) The objectives of the study are to identify the investor's attitude on mutual funds and to analyze the factors affecting investor's attitude towards mutual fund. The study aims at finding out the attitude of the small investors towards investment in mutual funds in selected study area, by adopting random sampling for 100 respondents, simple statistical tools are used for analyzing the data whatsoever collected in this study. The present investigation outlined that the investors have positive approach towards investing in mutual funds.

Pieter Bosmans (2018) stated that mutual funds have an important place in the Belgian investment market. Andalsorevealed that the sample size of this study was small, as the market for open-ended equity funds within Belgium is smaller than in other countries. This could have had an impact on the performance persistence evaluation, as it is more difficult to find persistent patterns with smaller samples performance persistence is evaluated using a nonparametric and parametric test. Results depict that net risk-adjusted returns are statistically indistinguishable from zero across the three models. When looking at risk-adjusted returns preexpenses, Jensen's and Fama-french's model yield significantly positive α s at the 5% significance level, and Carhart's model α is significant at the 10% level. Belgian mutual funds perform well enough to earn back their transaction costs and investment expenses. However, funds do not provide added value to investors beyond providing liquid access to a diversified portfolio.

P.Tamilselvan and Dr.R.Mohanraj (2018) Financial markets are continually becoming more efficient by providing more potential solutions to the investors. Although mutual funds industry is vastly growing in the economy, they do face difficulties in differentiating their products to sudden changes in the economy. Thus, it becomes crucial to understand and analyze investor's perception and expectations, and disclose certain extremely valuable information to support financial decision making of mutual funds.

RESEARCH DESIGN

The research design is the conceptual structure within research is conducted it constitutes the blueprint for the collection measurement and analysis of data. In the research survey conducted, the research design adopted is "DESCRIPTIVE RESEARCH DESIGN"

SOURCES OF DATA

- **PRIMARY DATA** – Questionnaire Given To 110 Respondents
- **SECONDARY DATA** – Websites, Published reports & review of literature from published articles

HYPOTHESIS**HYPOTHESIS – 1**

H0 : There is no significant difference between the age and person familiar with concept of mutual fund.

H1 : There is significant difference between the age and person familiar with concept of mutual fund.

PERCENTAGE ANALYSIS

PARTICULARS					
Age	Below 25	26 - 30	31 - 35	Above 35	
	60.09%	20.91%	5.45%	4.55%	
Familiar with concept of mutual fund	Not at all	Slightly	Modernately	Quite	Very
	16.36%	23.64%	40%	11.82%	8.18%

INTERPRETATION

- Table it is interpreted that the number of respondents were 60.09% are below 25, 20.91% are 26 – 30, 5.45% are 31 – 35, 4.55% are Above 35.
- Table it is interpreted that the number of respondents were 16.36% are Not at all, 23.64% are Slightly, 40% are Modernately, 11.82% are Quite, 8.18% are Very.

INFERENCE

- Majority 60.09% of the respondents are in the age category below 25.
- Majority 40% of the respondents are Modernately with Familiar with concept of mutual fund.

Chi-Square Test**Age * Familiar with mutual fund Cross tabulation**

		Familiar with mutual fund					Total	
		Not at all	Slightly	Moderately	Quite	very		
Age	Below 25	Count	18	26	32	0	0	76
		Expected Count	12.4	18.0	30.4	9.0	6.2	76.0
26 - 30		Count	0	0	12	11	0	23
		Expected Count	3.8	5.4	9.2	2.7	1.9	23.0
31 - 35		Count	0	0	0	2	3	5
		Expected Count	.8	1.2	2.0	.6	.4	5.0
Above 35		Count	0	0	0	0	6	6
		Expected Count	1.0	1.4	2.4	.7	.5	6.0
Total		Count	18	26	44	13	9	110
		Expected Count	18.0	26.0	44.0	13.0	9.0	110.0

INTERPRETATION

The p value is $<.001$ is Greater than significant value 0.05. Thus null hypothesis (H0) is accepted and (H1) is rejected

FINDINGS

- Majority 69.09% of respondents are in the age category Below 25
- Majority 50.91% of the respondents are completed UG
- Majority 72% of the respondents are unmarried
- Majority 40.91% of the respondents are earning below Rs.15000
- Majority 40% of the respondents are chose moderately
- Majority 57.27% of the respondents are chose never
- Majority 35.45% of the respondents are chose Neutral
- Majority 33.64% of the respondents are chose rarely
- Majority 33.64% of the respondents are chose Neutral
- Majority 36.36% of the respondents are chose somewhat
- Majority 40% of the respondents are chose moderately
- Majority 34.55% of the respondents are chose Neutral
- Majority 38.18% of the respondents are chose Neutral
- Majority 38.18% of the respondents are chose moderate challenge
- Majority 39.09% of the respondents are chose Neutral
- Majority 35.45% of the respondents are chose moderately
- Majority 40.91% of the respondents are chose Neutral
- Majority 34.55% of the respondents are chose moderately important
- Majority 43.64% of the respondents are chose Neutral
- Majority 38.18% of the respondents are chose Agree
- Majority 37.27% of the respondents are chose moderately
- Majority 44.55% of the respondents are chose Neutral
- Majority 41.82% of the respondents are chose moderately

Suggestion

- Investigate how perceptions vary across different demographic factors such as age, income levels, education, and marital status. This could provide nuanced insights into the diverse needs and preferences of working women.
- Include an assessment of the financial literacy levels among working women and explore whether higher financial literacy correlates with more positive perceptions and informed decision-making regarding mutual fund investments.
- Examine the risk tolerance levels of working women and how these relate to their choice of mutual funds. Additionally, explore their investment objectives, whether they prioritize short-term gains, long-term wealth accumulation, or a balance of both.
- Investigate the influence of work-life balance on working women's investment decisions. Understanding how professional and personal responsibilities shape financial choices can offer valuable insights for financial planners.
- Analyze the impact of social circles and peer comparisons on investment decisions. Explore whether working women are influenced by colleagues, friends, or family members in their choice of mutual fund investments.
- Assess the perception of working women towards financial institutions offering mutual funds. Factors such as trust, transparency, and perceived customer service can play a crucial role in shaping investment decisions.
- Evaluate the effectiveness of existing financial awareness and education programs targeted at working women. Identify gaps in knowledge and understanding that could be addressed through targeted educational initiatives.
- Investigate the level of technological adoption among working women in managing their investments. Assess their comfort and preferences regarding online platforms and digital tools for mutual fund transactions and information.
- Examine how current market trends, economic conditions, and global events impact the perceptions and investment decisions of working women. This could provide insights into the adaptability and resilience of their investment strategies.
- Consider conducting a longitudinal study to track changes in perceptions and investment behavior over time. This could capture the evolving dynamics of working women's engagement with mutual fund investments.

Conclusion

The variety of investment objectives identified, ranging from short-term gains to long-term wealth accumulation, underscores the necessity for financial institutions to tailor their products and services to accommodate this diversity. Recognizing the influence of social factors on decision-making, institutions should consider strategies that leverage positive peer influences to foster a supportive investment environment. Moreover, the study highlights specific challenges and barriers that working women face, including perceived risks, time constraints, and the need to balance work and personal responsibilities. Addressing these challenges requires a multifaceted approach that integrates flexible solutions, acknowledging the dynamic nature of women's lives and commitments. The increasing importance of technology in the investment landscape cannot be overstated. Financial institutions must adapt to the preferences of working women, investing in user-friendly online platforms and digital tools to enhance accessibility and convenience. As we move forward, understanding the long-term trends and external factors influencing working women's investment decisions becomes pivotal for adapting strategies to evolving market conditions. This study not only contributes to academic knowledge but also serves as a practical guide for financial institutions aiming to create a more inclusive and responsive investment environment, ultimately promoting the financial well-being of working women.

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