

A Literature Review on Investment Patterns of Salaried Women Employees

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Abstract: To avoid critical situations at any stage of their lives, women should start thinking and understand the significance of money, savings and its investment aspect. To prepare for their financial needs, they need to build skills. The research study was focused on the respondents' responses to the salaried women' savings and investment. There are a range of different investment options available, such as banks, gold, real estate, postal savings, life insurance, mutual funds, etc. The research was carried out on various government and private women working sector. This paper is submitted by referring various papers from different journals with the required knowledge.

Keywords: Financial needs, Investment, life insurance, Mutual funds.

I. INTRODUCTION

Savings means sacrificing current consumption in order to boost the standard of living and meet future requirements. Since blood circulation is important for the survival of the person, investment are also necessary for an uncertain future. Investment requires the use of capital in order to increase income or production performance in the future. Examples of investment are a sum invested in a bank or equipment that is bought in anticipation of receiving income in the long run. Depending on their particular need, return and risk, the salaried women employees have to choose suitable investment options. It is necessary to have a investment plan because it will help to achieve financial goals such as a safe future, education for children, meeting the family's requirements. In terms of personal finance, investment refers to the preservation of money for future use.

INVESTMENT INSTRUMENTS

- Bank
- Recurring deposit in post office
- Mutual fund
- Life insurance
- Corporate bonds
- Gold
- Debentures
- Equity share market
- Real estate
- Chit fund

II. LITERATURE REVIEW

Maheswari (2016) reveals in her study that most of the respondents are less likely to earn, even though they earned more, they only distributed a minimum portion of their profits to save. The number of respondents invested in financial assets is high, but the amount of financial assets invested is smaller. Respondents are drawn only from rural areas with low-income individuals, less qualified, not well employed and have committed to bank deposits, post office and life insurance and not to mutual funds, shares, debenture, bonds and lack of knowledge of new schemes and financial asset opportunities, leading to lower investment in higher risk financial assets.

Deepak Sood and Dr. Navdeep Kaur (2015), has reveals in their study that relationships between annual saving and age, wages, wise jobs in the industry, people's education. It was suggested here that LIC and bank deposits are the most favoured investment options and high returns, tax benefits and protection were most of the factors affecting investment decisions. The study concluded that most individuals save their money for the schooling, marriage of children and to fulfil the other goals of life. The saving and spending patterns of employees of the salaried class are likely to increase.

B. Thulasipriya (2015) had conducted the analysis of government employees' investment preferences in various investment avenues Employees also tend to put their money into risk-free financial goods.

Prof. PriyaVasagadekar's (2014) concludes that today's women enjoy the best employment offers with high take home pay packages. The current need for working women in India to increase their wealth has become more significant. As most women have

a low level of financial literacy, it is difficult for them to handle their portfolios on their own. The risk-bearing ability of women working in India is also limited. This is because of a lack of sound financial understanding.

Sonali Patil, Dr. Kalpana Nandawar (2014), examined the numerous investment avenues as well as the factors to consider when choosing an investment with a sample size of 40 salaried employees by conducting a questionnaire survey in Pune, India. Personal interviews and a standardised questionnaire are used to obtain primary data for the study. The percentage, chisquare test, and Individual Correlation Coefficient were used to evaluate the collected primary data. The study concludes that salaried workers routinely consider protection and a strong return on investment.

Harshavardhan N. Bhavsar (2013) attempts to assess the relationship between the salaried women employees savings and investment habits. It illustrates the essential relationship between income and saving. The research was performed on various salaried women employees from government and private sector. Working women culture has begun to understand the importance of the value of money and money. They are set up to plan a budget for the proposed expenditures and equate it with their actual expenses, so that they are not impacted by other enticing and trendy expenses. This study concludes that the key avenues of investment in the form of bank deposits are mainly related. It is evident from the research undertaken that most salaried women employees save their money for the schooling, marriage and other welfare costs of their children.

Varsha Virani (2013), exposed that the analysis shows the trend of investments. This illustrates the significant effect on investment due to the salaried women employees' level of income. The salaried women employees have been investing for future needs despite low revenue. It has been rising day by day to enhance people's living standards. They stop wasting money on a heavy, lavish lifestyle and prefer the usual standard of living. The majority of the respondents invest money in the form of a bank deposit for the protection of an unforeseen future. Bank deposits are the principle assets. This analysis concludes that their study explains that the primary objective of investment is schooling, marriage and protection after retirement for children.

L. Pandiyan and T. Aranganathan (2013), in their study, seven underlying aspects of investment are being studied. Life is assured, avoiding investments in corporations and private interests, Lack of children's advice on investing, Tough assignment, but promising for the future, Building knowledge of government investment habits, Investment requires experience and many erroneous investment decisions. The research shows that, with the exception of Difficult Job, the respondents have a high attitude status on all levels, but are good for the future. With regard to "Tough job, but promising for the future," respondents with a moderate attitude are found.

Dr. R. Sellappan , Ms. S. Jamuna& Ms. Tnr. Kavitha (2013) find out that in making investments, married women are more curious than unmarried women. Like younger women, investing in shares in mutual funds, insurance and fixed deposits is mostly like investing in older women. Middle-aged individuals prefer to invest in real-estate investment sources. Therefore, many investment schemes focused on age segmentation and marital status variables can be introduced by the government, bankers and financial institutions to receive more funds.

Prakash and Sundar (2013) study titled on 'Women understanding and preference analysis: investment paths' concludes that most of the women discuss gold/silver with their family and friends before making investment decisions and investments prefer bank deposits.

V.R. Palanivelu & K. Chandrakumar (2013) highlights that certain Factors impacting salaried workers, such as education level, knowledge of the current financial system, investor age, and so on, have a substantial effect on investment options.

D. Umamaheshwari and K. Suganthi (2012), exposed the research was to establish the salaried women employees investment habits. It was done with the various salaried women employees of the government and private sectors. The salaried women employees was investing money for future needs. Today the group of salaried women employees has begun to recognise the value of capital. Compared to the real costs faced by salaried women employees, the budget planned expenditures are not impacted by other enticing and trendy expenses. The research reveals that the majority of salaried women employees invest money in the form of bank deposits, gold, deposits from the post office and LIC.

Dr. Ananthapadmanabha Achar (2012) studied salaried women employees spending behavior -An Observational Study." The investment behaviour of salaried women employees in the study region determined individual characteristics of salaried women employees such as age, gender, material status and life style in the research. They considered monthly family income, family life cycle stage and upbringing status to be determinants investment actions, the attitude of salaried women employees to consumption, investment would represent their economic behaviour, affecting the quality of life and influencing their career and education system in turn.

Dr. SaritaBahl(2012)concluded that there are Younger women have also formulated an investment strategy. Women who work in the private sector have a higher level of trust when it comes to investing their money. When women begin to earn money and become financially stable, they spend it. The majority of working women have put their money into savings. Working women put their money into insurance policies because they don't want to take risks in order to make a profit and want to have a stable future.

Dr. S. Mathivannan and Dr. M. Selvakumar (2011) studied on "Saving and investment trend of working women -a study with reference to Tamilnadu's Sivakasi Taluk." The study concludes that the working women group today has confirmed that it recognizes the importance of money and the value of money. They are initiated to prepare a budget for the proposed expenses and compare it with their actual expenses, so that other tempting and fashionable expenses do not influence them.

Ajmi Jy. A. (2008), evaluated with the aid of a questionnaire, the determinants of risk tolerance of individual investors from 1500 respondents. The study found that men are less risk averse than women, that less trained investors are less likely to take risks, that age plays a role in risk tolerance, and that wealthier investors are more risk tolerant.

Mittal and Vyas (2007) Women are more risk averse and prefer low risk fixed income investments. Age, marital status, and previous trading experience have major impacts on investors' information processing and ultimate investment decision making.

Herrmann, Andrew. F. (2006) findings of the estimation and discussion backed up the initial assumptions about the roles of race and gender in investment preferences. The evidence pointed to substantial effects with respect to race and gender, using different specifications and leveraging multiple risk/return steps.

Graham et al (2002) believe that when it comes to making investment choices, women interpret knowledge differently than men.

Somasundaram (1998) the majority of investors anticipated a rate of return, with village-based investors anticipating a lower rate of return than city-based investors. He discovered a positive relationship between age and expected return, a negative relationship between income and expected return, and no major effect on expected return from family expenses. Female investors, those with a low level of jobs, and those with a bachelor's degree predicted higher returns.

Bajtelsmit and Bernasek (1996) Men have more resources to save or invest, are more interested in investment, and will be more likely to seek information than women, owing to women's lower level of education, wages, wealth, and participation in financial matters. As compared to women, men have more resources to save or invest, are more involved in investment, and will be more likely to search information.

Rajarajan (1996) studied the topic "Influence of Life-Style and Risk Bearing potential in the investment pattern" of Madras city's chosen individual investors. He came to the conclusion that the size of the investment, portfolio selection, risk category, and locus of control all have an effect on the anticipated rate of return on investments.

Jain Sushil K. (1993) studied the share selection process, which is a critical component of a successful investment. He stressed that before making an investment, the investor should analyse market conditions to assess the best time to buy or sell shares. He came to the conclusion that choosing the right time to invest as well as the right companies would help investors get the best returns.

Rethnasamy and Sebastian (1979) conducted a survey in Thiruchirappalli with the goal of determining the marginal propensity to save and urban people's saving actions. They estimated that the marginal tendency to save in the city was 0.41, since "about 40% of people save for their children's education and the other 30% for property purchase."

Narayana(1979) studied the topic "Income Savings and Expenditure in the Household Sector in Chittoor District". He claimed that the three most important variables in any economy are wages, savings, and investment. The level of income affects the current level of income, while previous capital goods investments affect the current level of income. The willingness of a society to save and invest is crucial to a country's economic growth, and the pace at which savings and investments are harnessed is also crucial to the success of industrialization and economic modernization.

III. CONCLUSION

From the review, it is inferred that money plays a critical role in one's life in today's world and that the working women's community has begun to understand the value of money. They know the value of money, so they are inspired to plan the budget themselves and reduce their expenditures to meet the potential consequences. Working women's are able to earn cash from several forms of investments, and they are very straightforward about making the right choices investing in various instruments.

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