This chapter reveals the key findings of the study from the primary data collected from selected samples from three districts of Western U.P. to identify the perceptions and behavioural related issues in investment decision making process by employed women.

MAJOR FINDINGS OF THE STUDY

6.1 Employed Women’s Opinion on The Factors Influencing their Investment Decision

There is a significant relationship between Educational Qualification and respondents’ opinion on the factors influencing their investment decision. factor of advice of husbands/ father which influence women’s investment decision is the highest (63.2%) among the respondents having Graduation degrees. The factors advice of friends / experts is the highest (4.3%) among professional degree holder respondents. But high school degree holders and uneducated don’t take their investment decision by themselves. But when we talk about the combined Investment decision making process by husband and wife, post graduates degree holders have the highest (50%) and the lowest (12.12%) by uneducated group.

It is observed from the study that that percentage of the advice of husband / father on investment decision making process is the highest (90.2%) among the respondents who are labour. The factor the advice of friends / experts influences the
investment decision highly (10.6%) among the self employed women. Employed women would like to take support of their husband also in Investment Decision making process i.e. recorded as 44.23% among self employed women It is inferred from the table that the percentage of high level of factor of Advice of Husband / Father on investment decision making process is the highest (88%) among the unmarried respondents. 57.14% Divorce responds follow the advice of friends but married and unmarried responds don’t follow this.

There is a statistically relationship between annual income and the factors influencing employed women's investment decision. The respondents (81.65%) who earn less than Rs. 1,00,000.00 per annum have the advice of husband / father in their investment decision making process. It is witnessed from the study that the respondents who earn 1-2 lakh per annum take their investment, decision combined with their husband, that is recorded as 63.6% while the others factors have the less impacts than this . 52.7% of The employed women used to take their investment decision independently who earn 3 to 4 lakh per annum.

6.2 Factors On Which Employed Women's Investment Decision Depends

It is seen from the study that age of the respondents have a correlation with the factors on which investment decision depends, is the highest 83.7%, from the returning of investment avenues among above 50 age group respondents. The percentage of high level of agreement (15%) on investment decision is done by past performance of investment avenues for 31-40 years age group respondents. Investment decision of employed woman (40.8%) is depending on future growth of investment avenues. Investment decisions of professional degree holders depend on
future growth of investment avenues. Although uneducated women’s investment decision depends on the returning of investment.

Future growth inspires the investment decision making process i.e. recorded as 40.4% among the self employed respondents. 90.2% of labour respondents’ investment decision depends on returning of investment avenues. Government employed respondents’ investment decision depends on past performance of investment avenues. Married and divorcee respondents highly influenced by returning of investment avenues while unmarried respondents’ take their investment decision by the future growth of investment.

It is portrayed from the table that the percentage of investment decision making process by the returning of different investment avenues in the highest (83.3%) who have above Rs 5 lakh income group and the lowest (33.3%) among the respondents who earn between Rs. 3 to 4 lakh per annum. The percentage of past–performance of agreement on investment is the highest (22.6%) who earn Rs. 4 to 5 lakh per annum. The investment decision making process by the future growth also plays a very crucial role. The percentage of future growth of agreement on investment is the highest (49.3%) among the respondents who earn Rs. 1 to 2 lakh per annum.

6.3 Investment in Saving Deposits of Bank/Post-Office

Investment in saving deposits of bank/post–office has a significant relationship with different age groups of employed women. It is known from the study that the percentage of long term of agreement on investment of savings in savings deposits of
bank / post – office is the highest (39.7%) among 41-50 age group respondents. The percentage of short term of agreement on investment of savings in savings deposit of bank / post – office is the highest (39.4%) among below 30 age group respondents. Educational qualification of employed women has a statistically significant relationship with the term of agreement on investment of savings in saving deposits of bank/ post – office because they a have any tendency not to take any risk for their investment.

The percentage of low term of agreement on investment of savings in savings deposits of bank / post – office is the highest (82%) among the labour employee respondents and long term of agreement is the lowest (11.5%) among the self employed respondents. It is inferred from the study that there is a significant association between the nature of employment and term of agreement on investment of savings in savings deposits of bank / post – office.

The presence of correlation between marital status of the respondents and term of agreement on investment of savings in savings deposits of bank / post – office holds goods; particularly married employed women want to put their money in savings deposits of bank / post – office. The percentage of term of agreement on investment of savings in savings deposits of bank / post – office is the highest (57.6%) among the respondents who belong to less than Rs. 1,00,000 income group . From this study, it may be calculated that there is a close association between the income of the respondents and the term of agreement on investment of savings in savings deposits of bank / post – office.

6.4 Investment in Fixed Deposit in Post- Office
It is observed from the study that the percentage of term of agreement on investment of savings in post–office fixed deposits is the highest (46.8%) for 41–50 age group respondents and the lowest (18.6%) among above 50 age group respondents. It is identified from the said table that “the age of the respondents and term of agreement on investment in post – office fixed deposits” is disproved. This shows that there is no close relationship between the age and the term of agreement of investment in post – office fixed deposits.

The correlation between the educational qualifications of the respondents and term of agreement towards investment in fixed deposit of post office is proved. This shows that there is a significant relationship between the educational qualification and term of agreement on investment of savings in post – office fixed deposits. The respondents who are graduates show more interest to make investment in fixed deposit in post office.

It is understood from the study that the self employed respondents have shown more interest in making investment of savings in post office fixed deposit as compared to the respondents employed with other sectors. Nature of employment of the respondents and term of agreement on investment of savings in post–office fixed deposits holds good. This reveals that there is a significant association between the nature of employment and level of agreement on investment savings in post–office fixed deposits.

The relationship between marital status of the respondents and their attitude for investing in post office fixed deposit, have been depicted in the study The percentage of term of agreement on investment savings in post – office fixed deposit
is the highest (46.5%) among married respondents and the lowest (18%) among unmarried respondents selected for the study. In order to find the association between the marital status of the respondents and the term of agreement on investment of savings in post–office fixed deposits, chi–square analysis has been deployed. Marital status of the respondents and the term of agreement on investment savings in post–office fixed deposits does not hold good. This reveals that there is no significant relationship between the marital status of the respondents and the term of agreement on investment of savings in post office fixed deposits.

It is seen from the table that percentage of the term of agreement on investment savings in post – office fixed deposits is the highest (66.7%) among the respondents who earn above Rs. 5,00,000 per annum. It is clear from the study that Rs. 4,00,000 to Rs. 5,00,000 income group is more stable to make investment in fixed deposit of post-office. It is witnessed from the study that “Presence of relationship between income and the level of agreement on investment savings in post – office fixed deposits holds good. There is a close association between the income of the respondents and the term of agreement on investment savings in post – office fixed deposits.

6.5 Investment in Fixed Deposit of Bank

The study reveals that the respondents belonging to different age groups have shown more or less inclination towards making investment of savings in fixed deposits of bank. The percentage of term of agreement to investment of savings in bank fixed deposit is the highest (51.1%) among 31 – 40 age group and the lowest (18.6%) among 41 – 50 age group respondents. There is a correlation between age
of the respondents and term of agreement to investment of savings in bank fixed deposit is proved. This shows that there is a close relationship between the age and term of agreement on investment of savings in bank fixed deposit.

The respondents who are graduates show more interest to make investment in fixed deposit of bank. There is the association between the educational qualification of the respondents and the term of agreement to investment of savings in bank fixed deposit. The study shows that there is a relationship between the educational qualification of respondents and the agreement to investment of savings in bank fixed deposit.

It is observed from the study that 43.2% of the respondents are government employee and they show more interest in bank fixed deposit. However, a significant relationship is observed between the nature of employment of the respondents and their desire for investment in bank fixed deposit. Similarly, marital status has bearing on investment desire for fixed deposit of bank. Employed married women show greater interest to invest bank fixed deposit.

A significant relationship between annual income of the respondents and their interest for investing in bank fixed deposit is also observed. That percentage of long term agreement to investment of savings in fixed deposit of bank is the highest (50%) among the respondents who earn above Rs. 5,00,000 per annum and the lowest (16.1%) among the respondents who earn Rs. 4,00,000 – Rs. 5,00,000.

6.6 Investment in Gold
The correlation is observed between the age of the respondents and their willingness to invest in gold. The agreement to investment of savings in gold is the highest (49.4%) among 31 – 40 age group respondents and the lowest (14%) for above 50 age group respondents. There is a correlation between age of the respondents and level of agreement to investment of savings in gold.

Educational qualification of the respondents has a statistically relationship with the level of agreement on investment in gold. The percentage of term of agreement to investment of savings in gold is the highest (54%) among intermediate qualified respondents and the lowest (15.6%) among post – graduated respondents. In order to find out the association between the educational qualifications of the respondents the term of agreement to investment of savings in gold chi – square analysis has been employed. The study shows that there is a relationship between the educational qualification of the respondents and their term of agreement to investment of savings in gold.

The study finds out that the respondents who are self employed show more consistency in making investment in gold as compared to the respondents employed with other sectors. The study shows that there is significant association between the nature of employment and the term of agreement to investment of savings in gold.

The presence of correlation between marital status of the respondents and term of agreement on investment of savings in gold holds goods; particularly married employed women want to put their money in gold. The married respondents give more importance to make investment in gold yet all the other respondents have more or less same inclination towards gold.
It is clear from the study that Rs. 3,00,000- Rs. 4,00,000 income group is more stable to make investment in gold. The percentage of term of agreement on investment of savings in gold is the highest (66.7%) among the respondents who belong to above Rs. 5,00,000 income group. From this study, it may be calculated that there is a close association between the income of the respondents and the term of agreement on investment of savings in gold.

6.7 Respondents’ Preference to Investment Avenues in Investment Decision Making Process

The study portrays the respondents’ preference on making investment in different investment avenues. Saving deposit in Bank is ranked first and Saving Deposit in post – office is in second place. Fixed Deposit in post – office and fixed deposit in Bank capture 3rd and 4th position. Purchase of gold and life insurance occupy 5th and 6th position respectively.

6.8 Respondents' Perception Towards Importance of Investment

With regard to identify the perception of the selected samples about the importance of investment, it is clear from the study that “Investment is required for generate income out of saving to meet with current need” has been ranked first by the selected sample respondents. It is followed by “Investment is required for my children's education” as ranked second. “Investment is required for any unforeseen future and investment is required for long term benefit” occupy 3rd and 4th position. Investment is required for the purpose of my house and for tax benefit occupies 5th and 6th position respectively. Investment is required for other reasons occupy 7th
position. “It is evident from the study that majority of the respondents prefer to do investment for generate income out of saving to meet with current need. It vividly reflects the sentiment of Indian middle class who are forced to save their hard earned money.

6.9 Respondents’ Opinion on Different Investment Activities and Their Decisions

With regard to rank the perception of selected samples towards investment activities of employed women and their investment decision making process. It is clear from the study that employed women are confident about their ability to invest has been ranked first and first rank is given to neutral when it is asked whether they keep themselves up to date on investment activities in investment decision making process but employed woman are Strongly Agree with fifth rank. When it is asked that whether they make changes in their investment as needed, first rank goes to Strongly Agree but employed women are strongly disagree that’s rank is 4th and they are disagree with 5th rank. The table depicts that employed woman match their investment to their goals bags the first rank. When it is asked whether they regularly review and compare their investment performance with market bench mark, they are neutral with first rank, disagree with 2nd rank but agree with 3rd rank. The employed woman feel proud when they make good investment decision ranks first and Employed woman are Strongly Agree with this.

6.2 Suggestions
The women are the unavoidable basic onus source of welfare for long term period of the family and to integrate the nation also. I would like to give some suggestions to improve the investment pattern and investor preferences among the employed women.

- The Women’s protection against exploitation and crimes in all the steps essentially.
- The efforts should be made to attract women investors by providing right information and knowledge about the market through advertisement.
- There is a dire need to initiate steps to inculcate saving habit among the growing employed women.
- The savings are to be pooled and channelized into productive investments. There by enhancing the return to the investor, this may result in the further investment in corporate securities also.

Different groups of investors like, professionals, businessman pay less attention while evaluating the pros and cons of investing in different securities. The need and benefits of the systematic and analytical evaluation of different alternatives and competitive avenues need to be explained to them. Then only it is possible to park their surplus funds in economical viable condition.

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