PREFACE

Capital market is a market for long term funds. It refers to all facilities and institutional arrangements for borrowings and lending of medium term and long term fund. It deals not capital goods but concerned with raising of money capital for investment. In the capital market the supply of funds largely from individual savings, corporate savings, banks, insurance companies, specialized financing agencies and Government. The demand for long term capital comes mainly from private sector industries and Government.

During the post 1990 period, service sector in most of the Asian economies including India witnessed growth fueled by significant changes in their financial sector. India is now being ranked as one of the fastest growing economy of the world. During last one decade or so, role of Indian share market and mutual fund industry as a significant financial service in financial market has really been noteworthy. In fact since 1992, a number of research studies have underlined the importance of the two investment avenues, viz. shares and mutual funds in the Indian capital market environment. But the existing ‘Behavioral Finance’ studies on factors influencing shares and mutual funds investment are very few and very little information is available about women investors awareness, preference, attitude and satisfaction. Yet again, perhaps no efforts are made to analyze and compare the selection behavior of Indian women investors towards shares and mutual funds, particularly in post-liberalization period. Under this circumstance, this thesis makes an earnest attempt to study the investment behavior and attitude of women investors on shares and mutual funds in Indian perspective by making a comparative study.

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