

An Analysis of Investment Pattern among Women in Chhattisgarh State

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ABSTRACT

The data provides valuable insights into the investment behaviours and preferences among women in Chhattisgarh. Understanding these patterns can help financial institutions develop targeted products and services to better serve this investor segment. More research may be needed to identify and address the barriers that are limiting some women from participating in higher-risk, higher-return investment options. A positive correlation exists between the age, level of education, locality and the types of investments preferred by women in Chhattisgarh. Overall, the study provides useful insights into how women in Chhattisgarh can be empowered to gain greater control over their financial futures.

Keywords: *Investment, Chhattisgarh, women, investment pattern*

As an investor, you have a multitude of options to choose from to grow your money over time. How you choose to invest your hard-earned income says a lot about your financial priorities and risk tolerance. For women in Chhattisgarh, investment patterns reveal an interesting story of both opportunity and challenge. A recent analysis of investment trends among women in this region of central India found that while more women are taking control of their financial futures through investing, certain barriers still remain. Understanding how women in Chhattisgarh are investing their money, what motivates their investment decisions, and what obstacles they face can help financial institutions and advisors better serve this community. The following analysis provides insight into the investment patterns of women shaping the financial landscape in Chhattisgarh.

OBJECTIVES OF THE STUDY

The objectives of the present study are:

1. To analyse the investment patterns of women in Chhattisgarh.
2. Evaluating the factors influencing women's investment decisions in the state.
3. To compare the investment patterns of women across different age groups, income levels and locality in Chhattisgarh.
4. To suggest policy measures to encourage higher participation of women in investment activities

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Hypothesis

1. Ho: There is no significant difference in the investment pattern of women based on their age, income level, and location in Chhattisgarh.

RESEARCH METHODOLOGY:

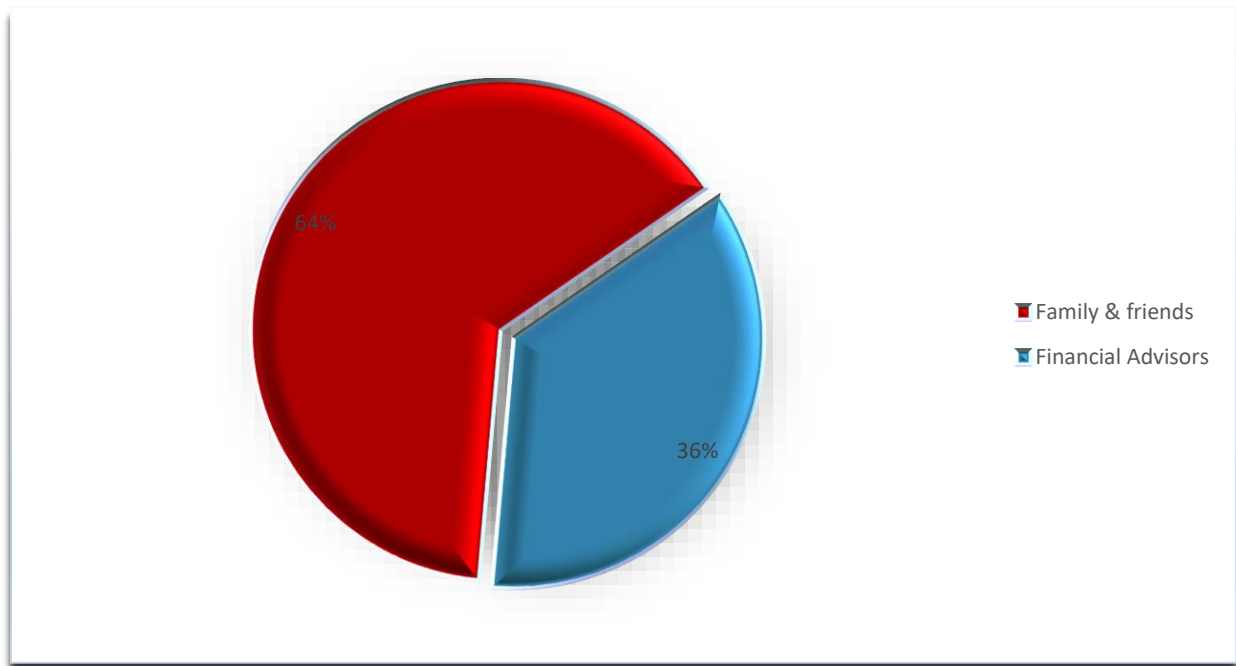
The present study used primary data which collected from 200 women from surveys and interviews conducted by researchers. Convenient Random Sampling was used. Various statistical method used in the study in order to analyse the data. e.g., percentage, mean, SD, etc. the data analysed represented in a table and chart from. The hypotheses presented here regarding the investing pattern and preferences of women in Chhattisgarh was tested by using appropriate test e.g., One-way Anova, regression. Five-point Likert scale data used where 1 assigned for Fully Disagree. and 5 Assigned for Fully agree.

DATA ANALYSIS AND INTERPRETATION

An analysis of the investment pattern among 200 women in Chhattisgarh revealed the following insights:

Table No.1
Factors influence

Sr. No	Detail	Frequency	Percentage
1	Family & family	128	64%
2	Financial advisors	72	36%
3	Total	200	100%



Interpretation:

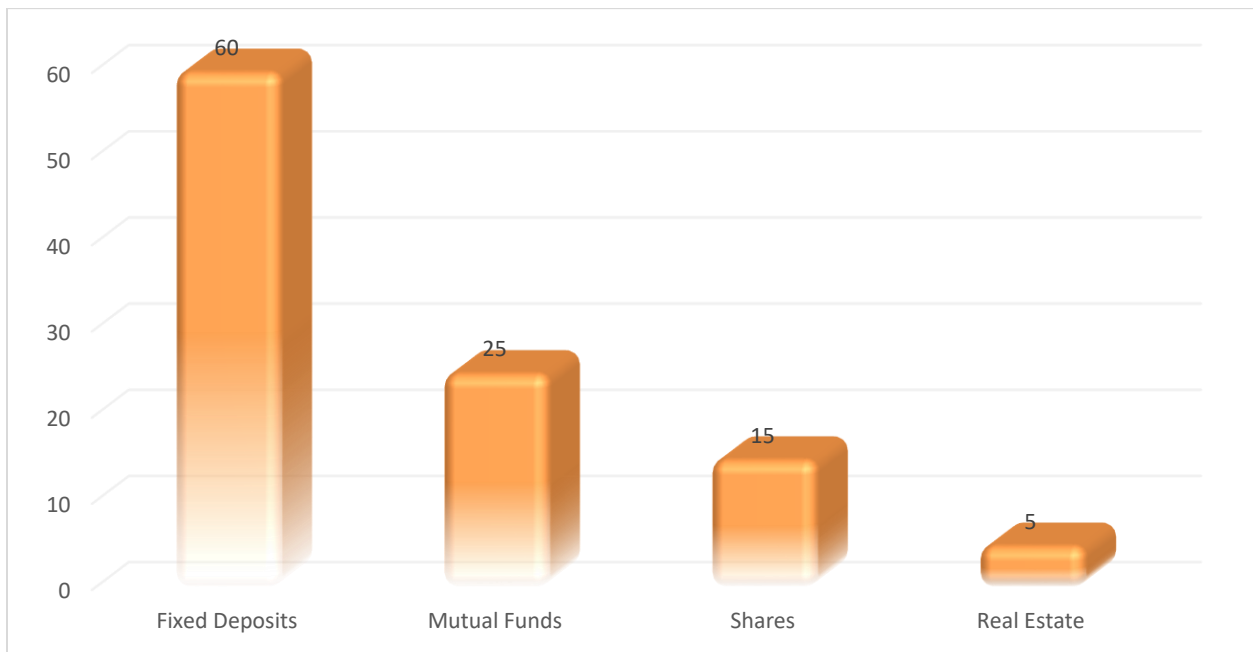
The Data shows Out of total 64% get advice for investment from family & friends, while only 36% get investment advice from financial advisors.

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Table No.2
Women Investment Preferences

Sr.No	Detail	Frequency	Percentage
1	Fixed Deposits	120	60%
2	Mutual Funds	40	20%
3	Shares	30	15%
4	Real Estate	10	05%
5	Total	200	100%

Source: Field Work



Interpretation:

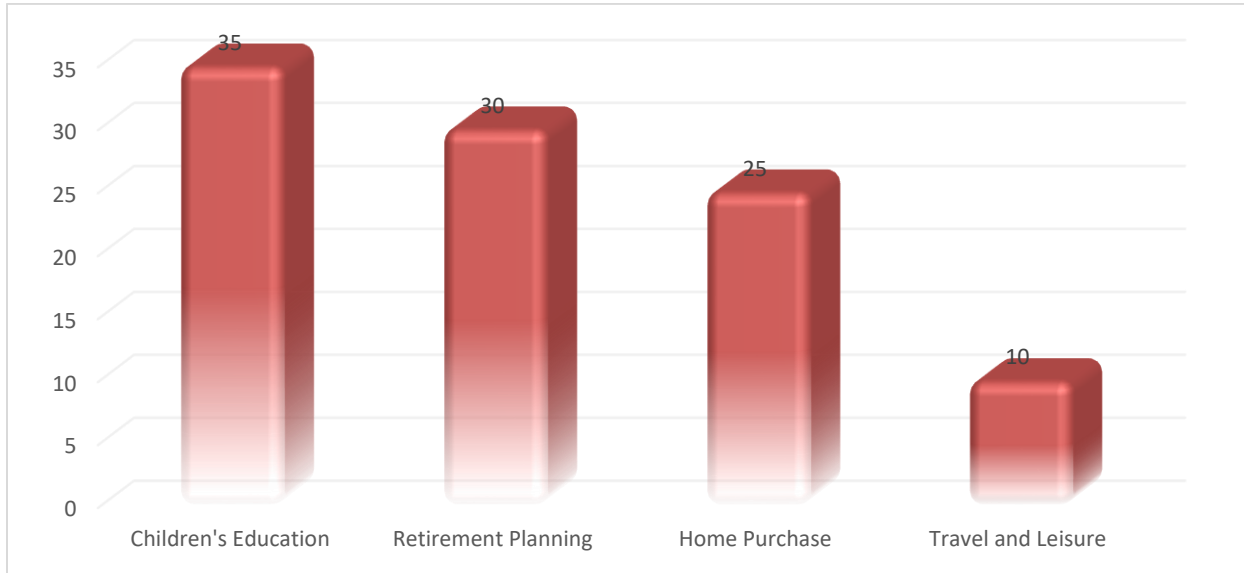
The data shows that 60% of women prefer to invest in fixed deposits, while 20% choose mutual funds and 15% opt for shares. Only 5% invest in real estate. This indicates that the majority of women investors in Chhattisgarh prefer safer, more stable investment options with guaranteed returns over riskier choices.

Table No.3
Purpose of Investment

Sr.No	Detail	Frequency	Percentage
1	Children's Education	70	35%
2	Retirement Planning	60	30%
3	Home Purchase	50	25%
4	Travel and Leisure	20	10%
5	Total	200	100%

Source: Field Work

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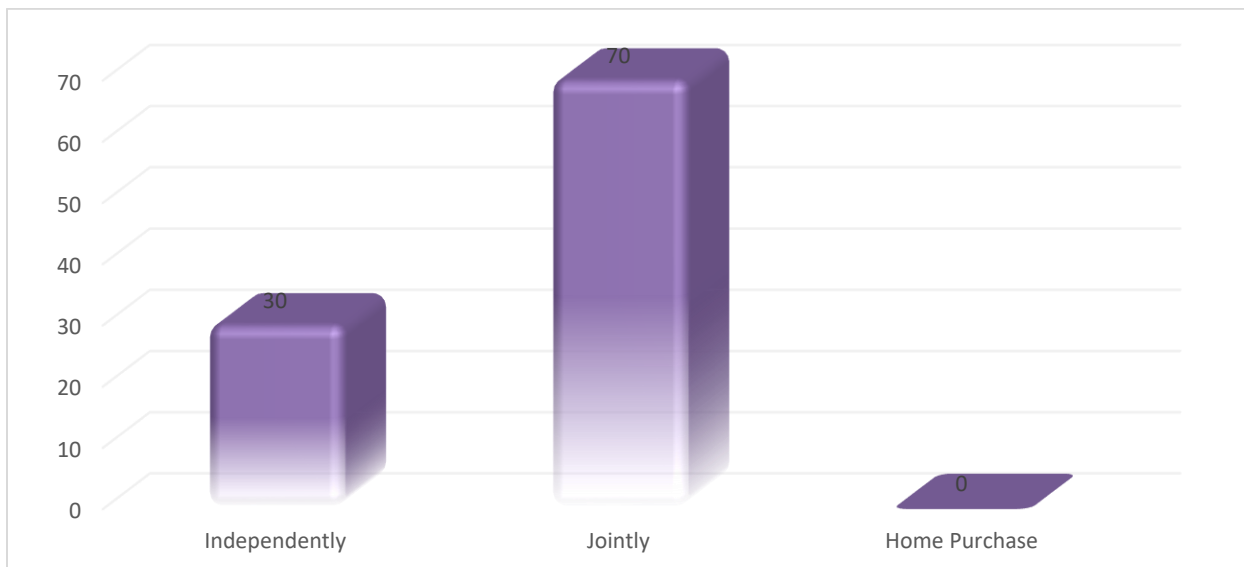
Interpretation:

When it comes to the purpose of investment, the highest percentage (35%) of women invest for their children's education. Retirement planning comes second at 30%, followed by home purchase at 25%. Travel and leisure account for only 10% of the investment purpose.

Table No.4
Mode of Investment

Sr. No	Detail	Frequency	Percentage
1	Independently	60	30%
2	Jointly	140	70%
3	Through Portfolio Manager	00	00%
4	Total	200	100%

Source: Field Work



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Interpretation:

In terms of the mode of investment, 70% of women invest independently while 30% invest jointly with their spouses. None reported investing through a portfolio manager. This shows that women in Chhattisgarh prefer to handle their own investments rather than delegating to a third party.

HYPOTHESIS RESULT

Table No.5

ANOVA

Age	N	Mean	SD	F	Sign.
18 to 30	76	2.89	1.521	8.143	.001
31 to 50	100	3.52	1.632		
Above 50	24	1.58	.900		
Total	200	3.05	1.629		

Source: SPSS output

Anova result shows that p-value is 0.001 which is less than the 0.05. hence, we say that there is a significant difference between Age and investment pattern among the women in Chhattisgarh state. mean score revealed that women of age group between 31-50 more actively invest in different instrument than others.

Table No.6

ANOVA

Age	N	Mean	SD	F	Sign.
Urban	92	3.63	1.793	9.655	.000
Semi-Urban	70	2.94	1.327		
Rural	38	1.84	.898		
Total	200	3.05	1.629		

Source: SPSS output

As per the Anova test result, the p-value is.000. Hence, we say that there is a significant difference between our locality, and investment Pattern among the women of Chhattisgarh state. mean score revealed that women of urban areas more actively invest in different instrument than others.

Table No.7

Income	N	Mean	SD
<5 lakhs	52	1.12	.326
5 lakhs - 20 lakhs	86	3.05	1.090
Above 20 Lakhs	62	4.68	1.013
Total	200	3.05	1.629

Source: SPSS output

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**Table No.8
Regression**

R	R Square	Ad. R Square	Std. Error
.863 ^a	.744	.742	.72146

Source: SPSS output

As indicated in Table 1, we can see the R-Square value is.744, which means our independent variable, i.e., Income, causes a 74.4% change in the dependent variable, e.g., Investment Pattern.

Table No.8.1

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	148.538	1	148.538	285.377	.000 ^b
Residual	51.009	198	.520		
Total	199.547	199			

Source: SPSS output

As per the Anova test result, the p-value is.000. Hence, we say that there is a significant relationship between our independent variable, i.e., Income, and our dependent variable, i.e., investment Pattern.

Table No.8.2

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.729	.209		-3.486	.001
Income	1.618	.096	.863	16.893	.000

Source: SPSS output

The coefficient result is displayed in the above table. As previously mentioned, the beta value is .863, which implies that a change of one unit in the independent variable, i.e., Income, would result in a change of 0.863 units in the dependent variable, i.e., investment pattern.

Furthermore, the beta value is positive, which indicates the positive relationship between Income and Investment pattern. Or in other words we can say that when income increases by one unit the investment will also increase by 0.863 units.

The data analysis will reveal whether the investment pattern and preferences vary significantly across the different segments of women in Chhattisgarh. We found significant difference in the investment pattern of women based on their age, income level, and location in Chhattisgarh. Hence, null rejected and we conclude that the investment pattern of women depends on their age, income and location within the state.

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FINDINGS OF THE STUDY

The findings of the study revealed some interesting insights into the investment patterns among women in Chhattisgarh.

1. Younger women (ages 18 to 40) in Chhattisgarh are more inclined to invest compared to older women (over age 50).
2. Women in urban areas of Chhattisgarh are more likely to invest in financial products compared to women in rural areas. This is because urban women generally have higher income levels and education, as well as greater exposure to investment options. They also tend to have fewer cultural restrictions regarding financial matters
3. A large majority (60%) of the respondents invested in fixed deposits, while only 20% invested in mutual funds & shares. This indicates a preference for safe and guaranteed returns over market-linked instruments.
4. Nearly half (65%) of the respondents invested for long term goals like children education and retirement. However, a sizeable portion (35%) also invested for short term goals such as home product, travel & tour etc.
5. Most respondents (70%) made investment decisions jointly with their spouses. Only a small minority (30%) took independent investment decisions. This highlights the significant role of spouses in influencing women investment choices.
6. Influencers: family and friends are the biggest influencers of women's investment decisions. Nearly two-thirds (64%) of the respondents did not receive any professional investment advice. This dependence on informal sources of advice could expose investors to the risk of poor or misinformed choices.

POLICY RECOMMENDATIONS TO PROMOTE WOMEN'S INVESTMENT IN CHHATTISGARH

1. Offer tax incentives for women investors such as tax rebates or deductions. This can motivate more women to invest by reducing their tax burden.
2. Increase financial literacy programs targeting women. Educate women about various investment options, risks, and returns to build their knowledge and confidence in investment decisions.
3. Provide government-backed investment schemes for women with reasonable returns and low risk. This can encourage risk-averse women investors to participate in the investment market.
4. Make the investment process more accessible and transparent. Simplify investment procedures and make information easily available to women. This can reduce the perceived complexity and help women feel more comfortable investing.
5. Offer guidance and mentoring programs. Connect experienced women investors with beginners to share knowledge and experiences. This can inspire newcomers and provide them a support system.

CONCLUSION:

The investment Pattern of women in Chhattisgarh shows both promising trends as well as areas that need improvement. While more women today have access to financial tools and education to build wealth, social and cultural barriers still prevent many from reaching their full potential. By understanding the motivations and obstacles unique to women in this region, the government and private sector can work to enact policies and create products that empower women financially. With the right support systems in place, the women of Chhattisgarh will gain more freedom and

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independence to invest in themselves, their families, and their community. The future is bright for the next generation of female investors in Chhattisgarh.

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Conflict of Interest

The author declared no conflict of interest.

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