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## **A STUDY ON AWARENESS AMONG WOMAN REGARDING INVESTMENT IN SHARE MARKET IN INDIA**

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### **ABSTRACT**

*In India investment in share market is not only the growing opportunity for Indian domestic Investors but also it is good opportunity for the foreign investors also because Indian stock exchange is one of the highest growing and returning stock exchange all over the world. But at the same time I have observed in my few previous research relating to share market, that almost time the participation of females are significantly less than male. So in this research we will study about the reason and suggestion of woman participation in stock market, and we will also focus the way to improve this ratio. As all of us know that the contribution of females is growing very rapidly at work place but at the same time definitely the participation of woman is increasing in stock market but not at that much speed as man. As per this study we cover the reason behind the lack of awareness and lag of woman participation in the stock market. We will consider the various directions of lack of awareness and activeness of woman in stock market like lack of education, lack of financial independence, weak financial position, lack of family support, family responsibilities, lack of risk taking ability, etc. and at the same time we will also consider that how participation can be improved through their education and awareness.*

**Keywords:** Domestic Investors, foreign investors, Indian Stock Market, Women Participation.

### **INTRODUCTION**

Stock market is a place where various types of investors invest and take financial participation in others companies without taking any management burden. They can become the shareholder (owner) of the company without taking any management burden.

There are various instruments available in the market i.e. shares, debenture, government bonds etc. in short there are various opportunities are available for the various types of investors in the market. In market there may be various types of investors i.e. Individual investors, foreign institutional investors, QIB (Qualified institutional buyers) etc.

In India Share market is controlled and governed by Securities Exchange Board of India (SEBI), and the major part of share market is operated through Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) and shares are kept in electronic form in the custody of depositories i.e. CDSL and NSDL.

Share market is very good opportunity for many people to earn money apart from their regular work and income, now a day many people have also developed their career in this field in other words it also have become an employment opportunity for new young generation in the form of Professional Consultant, Full time investors, Portfolio manager etc.

Few years ago it was only the cup of tea for rich and royal family but now a days due to dematerialization it have become the common for all even a middle man can invest and start with very less amount.

But when we are talking about the various benefits of share market, we should not forget that always the other side of mirror is dark and dirty. So we must take consideration in share market also regarding the various types of risk because there are always operator's plays in the market and always they look and take the opportunity to trap new, small and individual investors, which leads to ruined the life of many people and sometime also cause of family unrest and ultimately suicide also.

Many time it have been observed that many people got trapped in various operator running shares and finally loss their whole wealth of life within few hours or days and also become insolvent..

### LITERATURE REVIEW

**Investment behaviour of women investors, Subramanya, Manasa, August 2015:** In this study the researcher have focused on the individual characters of women regarding investment in India. The main intention of researcher is to find out the attitude of women towards investment habit. The researcher focuses upon shaping of financial future.

**Investment Behavior of Women in India, Priya Kansal and Neha Zaidi, November, 2015:** M/s Priya and Neha have analysed that there are gender biasness in investment patterns in India. This study says that women are more conservative than men in case of investment decision. They also said that woman is less confident man in investment decisions. They also focus on factors that influence investment behaviour and ways that affect investment decision among women.

**INVESTMENT BEHAVIOUR OF WORKING WOMEN IN INDIA, Sanjeevni Gangwani, Haya Ali Al Mazyad, 2020:** The researcher focuses on the behaviour of working women regarding investment behaviour. The study point out those working women wants to become financially independent. The study says that they want to invest and save their wealth for handling critical situation at point of time in life. Definitely journey of life are uncertain and the women also want to become self-dependent to face those uncertain situations.

**Investment behaviour of women entrepreneurs, Jyoti M. Kappal, Shailesh Rastogi, June 2020:** The focus of researcher is to understand the new kind of investors with reference to women entrepreneurs. This study also focused upon the factors drive the investment behaviour of and decision of women in India. This research shows that women like to invest for long term and try to reduce risk. As per this study woman are conservative regarding study.

**A Study on Investment Behaviour and Attitude of Women Investors of Bangalore, Karnataka, R. Ganapathi, Varsha Madhavan, January, 2021:** In this study researcher attempts to study the attitude and behaviour of women in investment regarding socio-economic system, awareness and preferences and financial literacy of women in India. This study covered the pandemic period and

impact of that on woman investors also. This study also concentrated on risk and uncertainty of share market. It also studies on the psychological behaviour of Indian women.

**A Study of Investment Pattern of Indian Women, Ayushi Modi:** M/s Ayushi focused upon the spending pattern of the women in India. She also concentrated on the pattern of investment of women in India. She stressed on the factors influencing the behaviour of Women towards financial investments. The primary aim of the study is to find out that and create awareness regarding uncertainty. It also included the investing pattern of women in India. It also classified the woman in different categories as per income. It also included the decision making pattern of women and factors influence their decisions.

### OBJECTIVES

1. To understand the level of awareness of women about share market
2. To understand the causes of less number of women in share market
3. To find out the way to improve the participation of woman in share market
4. To understand the threats interest of women in share market

### HYPOTHESIS

**H1:** Women are well aware about share market.

**H0:** Women are not aware about share market.

**H1:** Women are actively participating in share market.

**H0:** Women are not actively participating in share market.

### METHODOLOGY

Research can be based on Primary data or Secondary data. Primary data related to the data, which is directly collected data from primary sources, however secondary data are the data which is collected and used by someone else.

For this study I am using Primary as well as secondary data for the study purpose. Most of the study is based on primary data only; however secondary data is used for only for introduction and Literature review. For this study I have taken responses from 110 respondents.

### DATA COLLECTION

Data is collected through primary and secondary data sources. Following is the summary of data collected through primary sources.

Number of Respondents = 110

### DATA INTERPRETATION

**Q.1. Your Gender (This Data collection is only for Female so if male participant have started then please left):**

Gender	Number of Responses	Percentage (%)
Female	110	100%
Male	00	00
Total	110	100%

**Interpretation:** As per the topic study is only focused on women investment behaviour, so 100% data is collected and interpreted from women only.

**Q.2. Occupation:**

Occupation	Number of Responses	Percentage (%)
Business	Nil	Nil
Profession	20	18.20%
Student	82	74.50%
Housewife	04	3.65%
Any Other	04	3.65%
<b>Total</b>	<b>110</b>	<b>100%</b>

**Interpretation:** My study covered most of young female investors from Third year graduation and M.Com. In my study contribution of Business women investors is Nil, Professional Women investors are 18.20%, Students 74.50%, Housewife 3.65% and others 3.65%.

**Q.3. Age:**

Age in years	Number of Responses	Percentage (%)
Less than 20	08	8.20%
20 to 30	88	80%
30 to 45	11	10%
More than 45	2	1.80%
<b>Total</b>	<b>110</b>	<b>100%</b>

**Interpretation:** In my study 8.20% respondent are less than 20 years, 80% respondents are between 20 to 30 years, 10% Investors are between 30 to 45 years, 1.80% investors are more than 45%.

**Q.4. Marital Status?**

Age in years	Number of Responses	Percentage (%)
Married	18	16.50%
Unmarried	91	83.50%
<b>Total</b>	<b>110</b>	<b>100%</b>

**Interpretation:** In my study 16.50% respondents are married however 83.50% respondents are unmarried.

**Q.5. Do you think there are dominance of males in share market as compare to females?**

Do you think there are dominance of males in share market as compare to females?	Number of Responses	Percentage (%)
Yes	73	67%
No	36	33%
<b>Total</b>	<b>109</b>	<b>100%</b>

**Interpretation:** In my study 67% female investors believe that share market is dominated by male people only. However, only a small part of female i.e. 33% does not think that share market is dominated by male people only.

**Q.6. Do you have your demat account (Account for trading in shares)?**

Do you have your demat account (Account for trading in shares)?	Number of Responses	Percentage (%)
Yes	36	32.70%
No	74	67.30%
<b>Total</b>	<b>110</b>	<b>100%</b>

**Interpretation:** In my study only 32.70% female have demat account however 67.30% have do not demat account. It indicates that there are still very much chances of improvement in investment behavior of female investors.

### Q.7. Do you trade or invest in Share Market?

Do you trade or invest in Share Market?	Number of Responses	Percentage (%)
Yes	25	22.70%
No	85	77.30%
Total	110	100%

**Interpretation:** In my study only 22.70% female invest in share market however 77.30% females do not invest in share market. From the above study we can easily interpreted that a large part of female investor are not interested in share market due to various reasons.

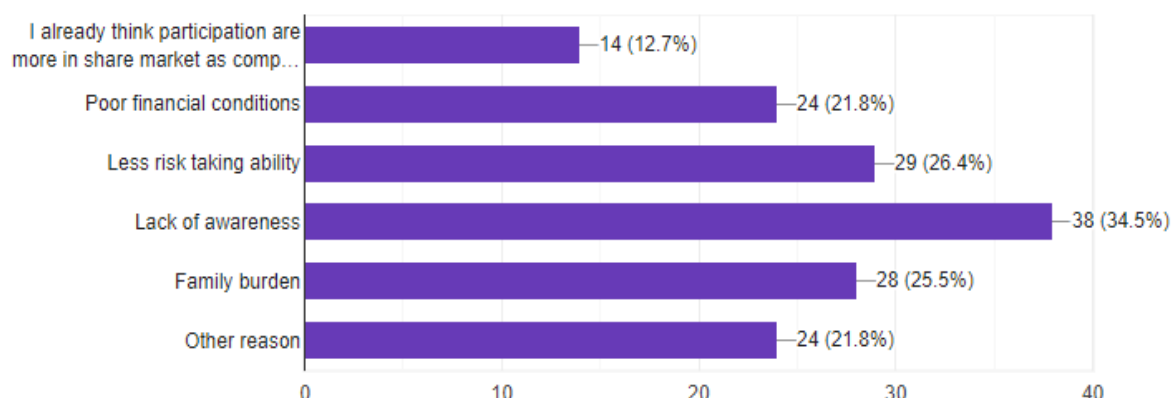
### Q.8. Do you really think that participation of female is less in share market as compared to male?

Female is less in share market as compare to male	Number of Responses	Percentage (%)
Yes	79	71.80%
No	31	28.20%
Total	110	100%

**Interpretation:** In my study 71.80% females are agree that the number of female investors in share market is less than male however only 28.20% female investors do not agree with the statement. It means a large part of females believe that the male is already dominated in the share market.

### Q.9. If you think that number of participation of female in share market is less in share market then what are the reasons behind it?

If you think that number of participation of female in share market is less in share market then what are the reasons behind it?	Number of Responses	Percentage (%)
I already think participation are more in share market as compare to men	14	12.70%
Poor financial conditions	24	21.80%
Less risk taking ability	29	26.40%
Lack of awareness	38	34.50%
Family burden	28	25.50%
Other reason	24	21.80%



**Interpretation:** This point tried to find out that why female investors are less in share market then we got various reasons of less participation like 21.80% females say that Poor financial conditions, 26.40% Less risk taking ability, 34.50% lack of awareness, 25.50% family burden and 21.80% other reasons are responsible for less participation of women in share market.

**Q.10. How do you think that number of participation of female can be raised in share market?**

How do you think that number of participation of female can be raised in share market?	Number of Responses	Percentage (%)
By improving financial conditions	40	36.40%
Through more awareness	41	37.30%
By increasing saving	19	17.30%
Other ways	10	09.10%
Total	110	100%

**Interpretation:** This point tried to find out that how investment participation of women can be increased in share market then we got various ways such as

**Q.11. Do you think that investment in shares market may be good opportunity for female investors?**

Do you think that investment in shares market may be good opportunity for female investors?	Number of Responses	Percentage (%)
Yes	100	90.90%
No	10	09.10%
Total	110	100%

**Interpretation:** As per this data 90.90% female think that there are good opportunity for woman in share market only 9.10% female do not think so. So it is very clear from this study that the attitude of woman is very positive towards share market regarding their future opportunities.

**Q.12. Do you think investment in share market may make women more financial empowered?**

Do you think investment in share market may make women more financial empowered?	Number of Responses	Percentage (%)
Yes	96	87.30%
No	14	12.70%
Total	110	100%

**Interstition:** Here 87.30% respondent think that share market will make them financially strong, however only 12.70% do not agree with it. So it shows that the woman have good confidence towards share market.

### Q.13. Do you think that woman can choose share market as career?

Do you think that woman can choose share market as career?	Number of Responses	Percentage (%)
Yes	96	87.30%
No	14	12.70%
Total	110	100%

**Interpretation:** This point focused upon the attitude of women regarding share market as career. Here 87.30% woman agree that share market can be an opportunity for as career.

### Q.14. Do you think that woman have more confident investment decision as compare to men?

Do you think that woman have more confident investment decision as compare to men?	Number of Responses	Percentage (%)
Yes	84	76.40%
No	26	23.60%
Total	110	100%

**Interpretation:** Here 76.40% woman says that they have more confident decision making capacity as compared to male.

## SCOPE OF THE STUDY

This study covers the awareness of women about stock market. This study includes the analysis of risk taking ability, investment behaviour and attitude of women regarding Indian stock market. This study also includes the various factors influencing the investment decision of women in India.

## LIMITATION OF THE STUDY

This study is subject to limitation of time period and also ignorance of the respondent upto a certain limit.

## FINDINGS

1. In this study I found that the ratio of woman in participation of share market is less than man.
2. I found that the demat account of woman is less.
3. I found that the women are more confident about the share market but they are not ready to invest in the share market due to their various personal, social and economical reasons.

## SUGGESTIONS

1. There are need to create more awareness among woman regarding share market.
2. There are need to bring more confidence among woman about share market.
3. There are need to improve their financial position.
4. There are need to motivate woman to come up in share market.

## RECOMMENDATION

This study is only based on woman similar further study can be conduct on men behavior

## CONCLUSION

From above study we ultimately found that the women have very positive attitude towards share market but due to various barriers like family burden, financial problem etc., there contribution is less as compared to male.



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