

# How does Investment Avenue Affected by Demographic Factors of Women in West Bengal?

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**Abstract:** This study aims to explore the influence of demographics like occupation, age, level of education, region, marital status, religion and family size on investment avenues in relation to West Bengal. Women investors prefer to go for investment in post office, bank deposits, PPF, NSC, share market, bond, mutual funds, gold, chit fund, LIC and real estate for the purpose of earning additional income, liquidity, safety, contingency benefits, tax benefits, future emergencies etc.

**Keywords:** Demographic factors, investment avenues, women investors, West Bengal.

## 1. INTRODUCTION

Savings and investment behaviour is very crucial for the expansion of economic condition of a country. People especially, women investors prefer to go for different investment avenues to invest their saved money as per their investment objectives like child education and marriage, purchase of land, contingency benefits, family emergencies and enhance liquidity etc. (Desigan and Kalaiselvi, 2006; Santhiyavalli and Usharani 2014; Charkha and Lanjekar, 2018). Women investors in India mostly prefer to invest their saved money in bank deposits, post office, PPF, gold market, real estate, Mutual fund, Bond, share market and so on (Venkateshraj, 2015). Women investors' investment decision towards savings and investment avenues varies (Sireesha and Laxmi, 2013). Obviously, a research question may arise: Are investment avenues affected by the demographics of women investors? Hence, it is mostly helpful for the policy makers to understand the behavior of investors. The women investors' investment behavior varies in relation to demographic characteristics. This work, attempts to study the impact of investors' demographics of women investors on the investment avenues in West Bengal.

## 2. LITERATURE REVIEW

Rehman *et al.* (2011) discovered that savings of middle income group was significantly related to the income of women in Multan, Pakistan. By applying

multiple regression analysis it was observed that investment behaviour was positively affected by their child education, marital status, liabilities, age and income. Delafrooz and Paim (2011) pinpointed that significant differences exist between financial behavior with respect to age, education, income and financial literacy of 2246 Malaysian employees. By using multiple regressions analysis the study demonstrated that indicators had a remarkable influence on the savings behavior. Bashir et al. (2013) explored the variations in saving behavior in connection to gender in Punjab, Pakistan mainly based on primary data. By applying chi-square test the study identified association between saving behaviors and demographic background of respondents. Again, linear regression also determined the impact of demographics like income, age, education and marital status on investment decision of women. Geetha and Ramesh (2011) examined that investors' perceptions varied due to living pattern, diversity in social life, income level etc. on 210 investors of Kurumbalur, India. By applying chi-square technique the study identified women investors of different ages had a tendency to invest their saved money in post office deposits bank deposits and insurance. Geetha and Ramesh (2012) observed significant relationship exists between gender and sources of awareness on investment avenues of 475 investors of Nagapattinam, Tamilnadu. By using chi-square test and ANOVA it was found that women prefer mostly post office deposits and insurance for investment. Parimalakanthi and Kumar (2015) determined that, urban and middle income level investors within the age of 31-35 years of 107 investors from Coimbatore city have positive investment behaviour towards the investment avenues. ANOVA that independent t test has been applied and also found that married female investors have positive investment behavior. Rengarajan et al. (2016) explored by using chi-square test that significant association exists between demographic variables of investors on the savings behavior on 457 investors from Sriperumpudur, Chennai. Sharma et al. (2017) determined the impact of age, gender, birth order, culture and income on investment behavior of 200 women investors in Singapore. Here, by using correlation analysis the study identified positive relationship found between income and number of investment where, negative relationship found between the age and future investments.

### **3. DATA AND METHODOLOGY**

This study mainly based on primary data which has been collected through survey method with by using a structured questionnaire. For doing so, 1500 women investors have been chosen from Fifteen districts of West Bengal,

namely South 24-Parganas, North 24-Parganas, Murshidabad, Nadia, Uttar Dinajpur, Purba Burdwan, Bankura, Pashim Medinipur, Pashim Burdwan, East Medinipur, Kalimpong, Darjeeling, Jalpaiguri, Kolkata and Hoogly have been selected through multi stage sampling method where convenience sampling has been followed for the selection of respondents from those selected districts.

Here, 19 variables have been used are region, occupation, age, marital status, education, religion family size, income, bank deposits, national savings certificate, post office, public provident fund, gold market, LIC schemes, chit funds, share market, real estate market, mutual funds and bond market. Cronbach Alpha test and binary logistic regression analysis has been applied in this study.

#### 4. RESULTS AND ANALYSIS

Binary logistic regression analysis has been conducted to determine the influence of demographics on investment avenues. Here, demographic variables were taken as independent variables.

**Table 1**  
**Binary Logistic Regression Analysis (DV: BD)**

		B	Wald	Sig.
Step 0	Constant	2.175	650.077	.000
Step 1 <sup>a</sup>	Occupation	-15.182	.922	.988
	Region	0.35	2.834	.418
	Marital status	-19.4813	12.030	.007
	Age	0.84	27.508	.000
	Educational qualification	-15.3943	33.878	.000
	Monthly Income	-12.4973	.591	.964
	Family size	-18.707	4.289	.232
	Religion	-0.8495	32.397	.000
	Constant	94.206	.000	.996

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

Table 1 shows binary logistic regression analysis which indicates significant relationship between BD and marital status, age, education and religion; except occupation, religion, income and family size.

Table 2 shows binary logistic regression analysis which indicates significant relationship between POD and region, marital status, age, education and family members; except occupation, income and religion.

**Table 2**  
**Binary Logistic Regression Analysis (DV: POD)**

		<i>B</i>	<i>Wald</i>	<i>Sig.</i>
Step 0	Constant	2.355	658.516	.000
Step 1 <sup>a</sup>	Occupation	-18.846	6.514	.368
	Region	1.171	9.600	.022
	Marital status	.812	10.291	.016
	Age	1.683	21.406	.000
	Educational qualification	1.744	25.197	.000
	Monthly Income	-9.400	.033	1.000
	Family size	.715	12.956	.005
	Religion	.307	2.763	.251
	Constant	35.167	.000	.998

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

**Table 3**  
**Binary Logistic Regression Analysis (DV: NSC)**

		<i>B</i>	<i>Wald</i>	<i>Sig.</i>
Step 0	Constant	.803	206.764	.000
Step 1 <sup>a</sup>	Occupation	-1.165	17.630	.007
	Region	.470	4.621	.202
	Marital status	.090	21.960	.000
	Age	.687	17.371	.001
	Educational qualification	-1.184	40.791	.000
	Monthly Income	5.539	2.123	.713
	Family size	-1.974	19.549	.000
	Religion	.314	6.670	.036
	Constant	4.526	8.006	.005

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

Table 3 shows binary logistic regression analysis which indicates significant relationship between NSC and occupation, marital status, age, education, family size and religion; where it comes insignificant relationship for region and income.

Table 4 shows binary logistic regression analysis indicates significant relationship between LIC and occupation, region, marital status, education and family size; except age, income and religion.

**Table 4**  
**Binary Logistic Regression Analysis (DV: LIC)**

	B	Wald	Sig.	
Step 0	Constant	1.624	544.101	.000
Step 1 <sup>a</sup>	Occupation	.751	19.898	.003
	Region	-.742	9.026	.029
	Marital status	-0.782	18.036	.000
	Age	-.251	2.177	.536
	Educational qualification	-19.763	68.528	.000
	Monthly Income	4.300	3.957	.412
	Family size	1.082	15.550	.001
	Religion	-.128	.911	.634
	Constant	23.584	.000	.998

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

**Table 5**  
**Binary Logistic Regression Analysis (DV: PPF)**

	B	Wald	Sig.
Step 0	Constant	1.494	501.228
Step 1 <sup>a</sup>	Occupation	3.269	30.572
	Region	-.750	52.116
	Marital status	-.572	19.885
	Age	-.254	17.412
	Educational qualification	-19.889	25.301
	Monthly Income	5.571	25.302
	Family size	-1.826	4.010
	Religion	.488	6.254
	Constant	24.910	.000

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

Table 5 shows binary logistic regression analysis that indicates significant relationship between PPF and occupation, region, marital status, age, education, income and religion; except family size.

**Table 6**  
**Binary Logistic Regression Analysis (DV: Gold)**

		<i>B</i>	<i>Wald</i>	<i>Sig.</i>
Step 0	Constant	.958	275.750	.000
Step 1 <sup>a</sup>	Occupation	-.751	16.439	.012
	Region	.325	1.277	.735
	Marital status	.344	32.552	.000
	Age	0.964	36.741	.000
	Educational qualification	-1.134	27.560	.000
	Monthly Income	4.570	.564	.967
	Family size	-.674	8.462	.037
	Religion	.344	6.688	.035
	Constant	3.584	4.782	.029

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

Table 6 shows binary logistic regression analysis significant relationship between gold and occupation, marital status, age, education, religion and family size; where it comes insignificant relationship for region and income.

**Table 7**  
**Binary Logistic Regression Analysis (DV: Real Estate)**

		<i>B</i>	<i>Wald</i>	<i>Sig.</i>
Step 0	Constant	.988	289.415	.000
Step 1 <sup>a</sup>	Occupation	-0.050	66.825	.000
	Region	-3.010	39.279	.000
	Marital status	.161	29.185	.000
	Age	.348	2.514	.473
	Educational qualification	-1.268	42.566	.000
	Monthly Income	4.601	13.208	.010
	Family size	1.105	8.061	.045
	Religion	.673	22.235	.000
	Constant	4.933	10.542	.001

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

Table 7 shows binary logistic regression analysis indicates significant relationship significant relationship between real estate and occupation, region, marital status, education, income, religion and family size; except age.

**Table 8**  
**Binary Logistic Regression Analysis (DV: Chit Fund)**

		<i>B</i>	<i>Wald</i>	<i>Sig.</i>
Step 0	Constant	.889	244.707	.000
Step 1 <sup>a</sup>	Occupation	-.532	15.480	.017
	Region	-3.257	41.099	.000
	Marital status	-0.935	19.402	.000
	Age	.202	35.688	.000
	Educational qualification	-21.283	10.657	.100
	Monthly Income	4.318	16.132	.003
	Family size	.726	8.438	.038
	Religion	.286	3.741	.154
	Constant	26.915	.000	.998

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

Table 8 shows binary logistic regression analysis indicates significant relationship between chit fund and occupation, region, marital status, age, income and family size; except education and religion.

**Table 9**  
**Binary Logistic Regression Analysis (DV: Share market)**

		<i>B</i>	<i>Wald</i>	<i>Sig.</i>
Step 0	Constant	.461	75.714	.000
Step 1 <sup>a</sup>	Occupation	.108	29.532	.000
	Region	.016	16.601	.001
	Marital status	-0.755	49.525	.000
	Age	0.107	52.729	.000
	Educational qualification	-.585	42.315	.000
	Monthly Income	5.717	14.961	.005
	Family size	.668	6.871	.076
	Religion	.348	9.171	.010
	Constant	1.353	1.046	.307

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

Table 9 shows binary logistic regression analysis which indicates significant relationship between share market and occupation, region, marital status, age, education, income and religion; where it come insignificant relationship for family size.

**Table 10**  
**Binary Logistic Regression Analysis (DV: Mutual Funds)**

		B	Wald	Sig.
Step 0	Constant	.331	39.978	.000
Step 1 <sup>a</sup>	Occupation	1.529	46.410	.000
	Region	-.391	7.641	.054
	Marital status	.761	34.344	.000
	Age	.890	15.183	.002
	Educational qualification	-20.684	9.878	.130
	Monthly Income	1.985	6.492	.165
	Family size	-.842	12.510	.006
	Religion	.373	12.510	.006
	Constant	17.561	.000	.999

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

Table 10 shows binary logistic regression analysis indicates significant relationship between mutual fund and occupation, marital status, age, religion and family size; except relationship for region, education and income.

**Table 11**  
**Binary Logistic Regression Analysis (DV: Bond Market)**

		B	Wald	Sig.
Step 0	Constant	.433	67.208	.000
Step 1 <sup>a</sup>	Occupation	.372	33.970	.000
	Region	-.205	8.907	.031
	Marital status	-1.047	25.821	.000
	Age	.411	14.445	.002
	Educational qualification	-20.724	38.154	.000
	Monthly Income	5.715	2.053	.726
	Family size	.988	24.834	.000
	Religion	.036	3.726	.155
	Constant	20.330	.000	.998

a. Variable(s) entered on step 1: occupation, region, marital, age, education, income, family, religion.

Table 11 shows binary logistic regression analysis indicates significant relationship between bond market and occupation, region, marital status, age, education and family size; except income and religion.



## 5. CONCLUSION

Cross tabulation analysis revealed that there is significant relationship between demographics and investment avenues like post office deposit, NSC, PPF, LIC, gold, chit fund, real estate, share market and bond market; except bank deposit, mutual fund. Binary logistic regression analysis revealed that occupation, region, marital status, age, education and family size and bond market are important predictors and have significant impact on investment avenues.

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