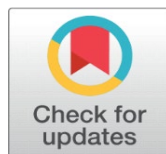
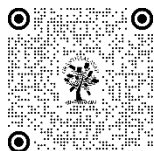


A STUDY ON INVESTMENT PERCEPTION BY MEN AND WOMEN ABOUT DIFFERENT INVESTMENT AVENUES WITH SPECIAL REFERENCE TO WESTERN REGION OF MUMBAI

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ABSTRACT

Investment avenues are the topics where different perception is seen by men and women. The basic investment objectives are to save the money and make future stable. But when it comes to men and women the objectives are differ on the basis on short term goals and long-term goals. Investors invest in different investment avenues to fulfil their requirement and their desires in the future. And for that purpose, they invest according to their purpose.

Keywords: Perception, Investors, Objectives



1. INTRODUCTION

Investing is a crucial aspect of financial planning, and the perception and behaviour surrounding investment decisions significantly impact an individual's financial security and wealth accumulation. In recent years, the increasing importance of financial literacy and investment participation has sparked a growing interest in understanding how different segments of society approach investing. Gender, in particular, is a critical factor that influences investment decisions, as men and women may have distinct perspectives, preferences, and risk appetites when it comes to selecting investment avenues.

The western region of Mumbai, being one of the most economically vibrant and diverse areas in India, represents a significant portion of the country's financial activities. With a mix of urbanization, a highly developed infrastructure, and a wide range of investment options available, it provides a fertile ground for studying how individuals approach

This study aims to explore the investment perceptions, preferences, and behaviour of men and women in the western region of Mumbai concerning various investment avenues such as stocks, mutual funds, real estate, bonds, and other financial instruments. By examining these differences, the research seeks to identify the factors that influence decision-making, including financial knowledge, risk tolerance, socio-economic factors, and cultural influences.

Moreover, the research will evaluate whether there are gender-based disparities in investment choices and analyse the level of financial literacy among both men and women in the region. Understanding these perceptions and behaviour's will provide valuable insights into the current state of financial inclusion and how different investment avenues can be marketed and tailored to suit the needs of both genders.

The significance of this study lies in its potential to foster more inclusive and informed investment decisions, not just for individuals but also for financial institutions, policy-makers, and educators who aim to bridge the gender gap in financial planning and investment participation. Through this research, the goal is to create a better understanding of how gender influences investment decisions and contribute to the development of strategies that promote equal opportunities for both men and women in managing their financial futures.

2. REVIEW OF LITERATURE

- **Dr. R.RAMKI et al. (2021)** in their find out about "INVESTORS BEHAVIOUR OF STOCK MARKET INVESTMENT", stated that Investment plays a significant role in our nation's financial security. Humans are always looking for investment alternatives that offer the highest risk-to-reward ratio. The purpose of this study was to assess investors' investment habits, preferences, and perceptions, as well as their awareness of and use of SEBI's rules and regulations.
- **Ms. Rumman Ali et al. (2022)** in their find about "Investors perception towards stock Market (with special reference to M.P)", stated that Investments in the financial market have become commonplace for everyone. The market development is relying upon the contributing protections. Investors' investment decisions were the primary focus of this study. This study used primary data from a structured questionnaire to conduct its research. The majority of investors are affected by market activity, according to this study's findings.
- **Kinjal Manani et al. (2023)** found out "IMPACT OF BEHAVIOURAL FINANCE ON INVESTMENT DECISION- A STUDY OF INVESTMENT BEHAVIOUR IN MUMBAI REGION", stated that in the previous financial investment theories, investors always consider rational behavior. Anyway, the pattern has changed, nowadays financial backer way of behaving is a vital component that impacts the venture choice. This study aims to examine how investment decision-making is affected by overconfidence bias, representativeness bias, emotional bias, herd mentality bias, and confirmation bias. Structured questionnaires with a 5-point Likert scale were used to collect data from 200 investors in the Mumbai Region to determine how these variables affected their decision-making. The impact was assessed using multiple linear regression models following the reliability test. It has been seen that specific social predispositions factors fundamentally affect the speculation conduct.
- **Vijay. S et al. (2018)** in his study "A Study on Investors Perception Towards Sharemarket in Sharekhan Ltd", mentioned that The globalization of monetary business sectors has been expanding the size of the local area of retail financial backers' throughout the course of recent a very long time by giving a wide assortment of market and venture choices Consequently, it pursues their speculation choices process more perplexing The variables impacting financial backer's discernment are profit from venture, market pattern or hazard, transient benefit, cost of the offer, profit strategy, past monetary execution, organization notoriety, notoriety of the load up, current income of the organization and well-qualified assessment This study centers the principal factors impacting financial backer's insight.
- **Gupta et al. (2001)** studied the Indian household investors' preferences, future intentions and experiences and found that bonds were regarded as an investment for the retired people but that did not have much appeal for young people. The market penetration achieved by mutual funds was found to be much lower than equity shares for all age classes.

- Sekar B, Uma G (2020) The study declares that there is high awareness level among investors regarding LIC, bank deposits and various schemes in life insurance. High level of aware also states that there is need for high level of awareness regarding the requirement of the market so that market will be investment ready and also investors will have proper arrangements for right decisions at the right time.

3. OBJECTIVES

1. To analyse the investment preferences of men and women in the western region of Mumbai.
2. To evaluate the factors influencing investment decisions among men and women in the region.
3. To determine whether there are gender-based disparities in risk perception and decision-making in investments.

HYPOTHESIS

H0: There is no difference in the investment perception between men and women

H1: There is difference in the investment perception between men and women

4. RESEARCH METHODOLOGY

This study is being done on primary as well as secondary data. Both methods for data collection was used. Primary data was collected through questionnaire and 45 respondents were included in this survey. Secondary data was collected through different research papers, books as well as thesis.

SIGNIFICANCE

It will help in understanding Gender-Based Investment Behavior in the region and on that basis financial literacy and awareness program can be taken. He research will provide valuable information for policymakers working toward financial inclusion. By understanding the investment habits of different genders, the government and financial regulators can implement policies that encourage inclusive financial participation, ensuring both men and women have equal access to investment opportunities.

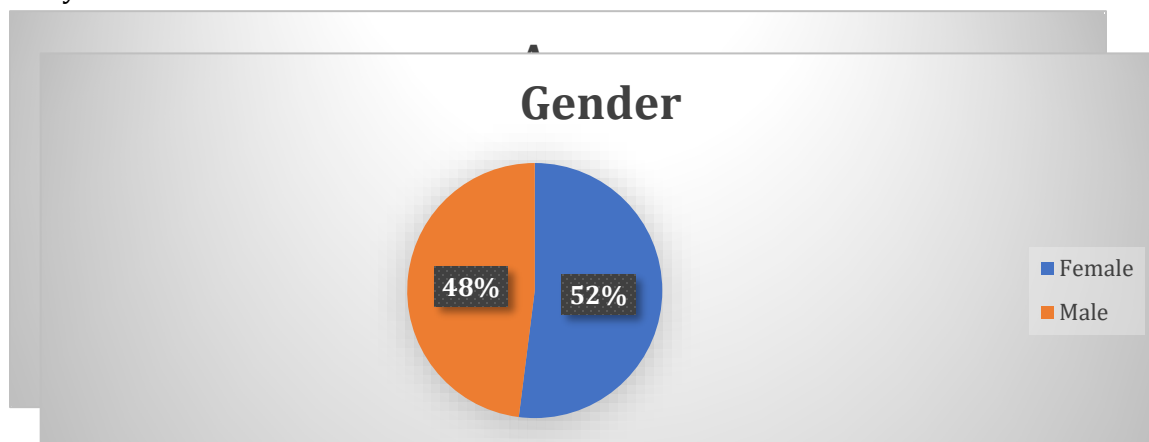
LIMITATIONS OF STUDY

This study was done in Mumbai region only and therefore it cannot be applied for the different regions. Also, 50 respondents were taken for survey which may not refer the whole population from this area.

5. DATA INTERPRETATION

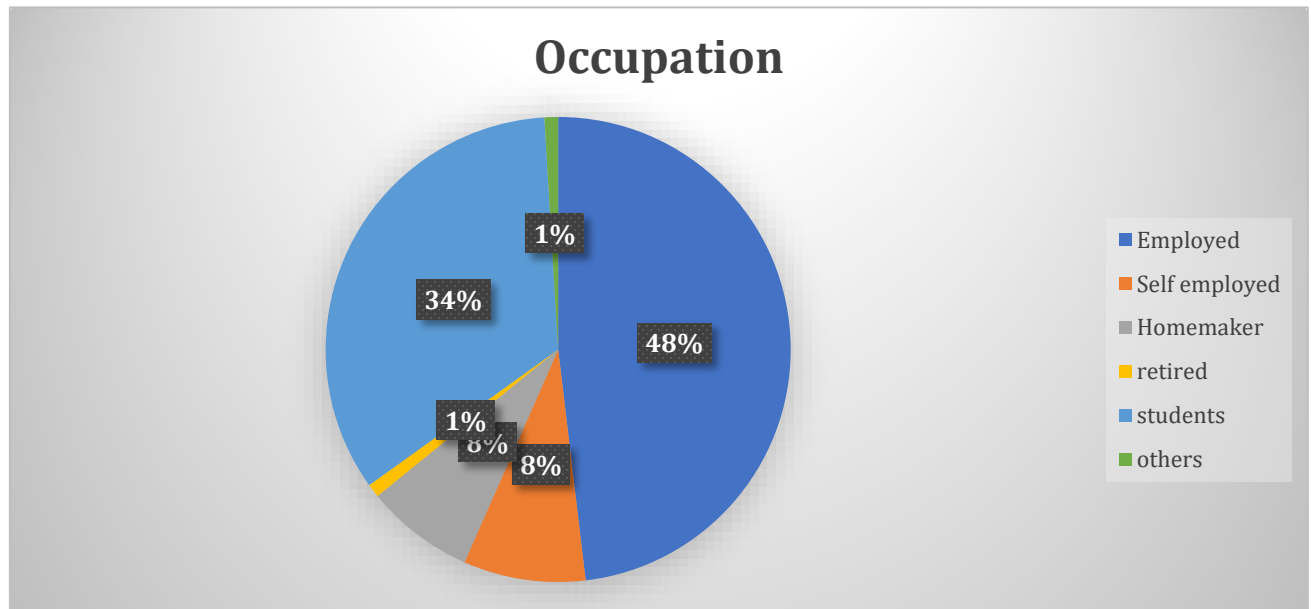
Data used for data interpretation was collected through primary data. 90 respondents were included for this purpose. Questionnaire was formed and circulated among the men & women both. Question asked to investors. Such a way that it can was framed in establish relation between man & women investments.

1. Out of total respondents 47% falls in the age group of Below 25. After that major respondents are in the age group of 26-35 years

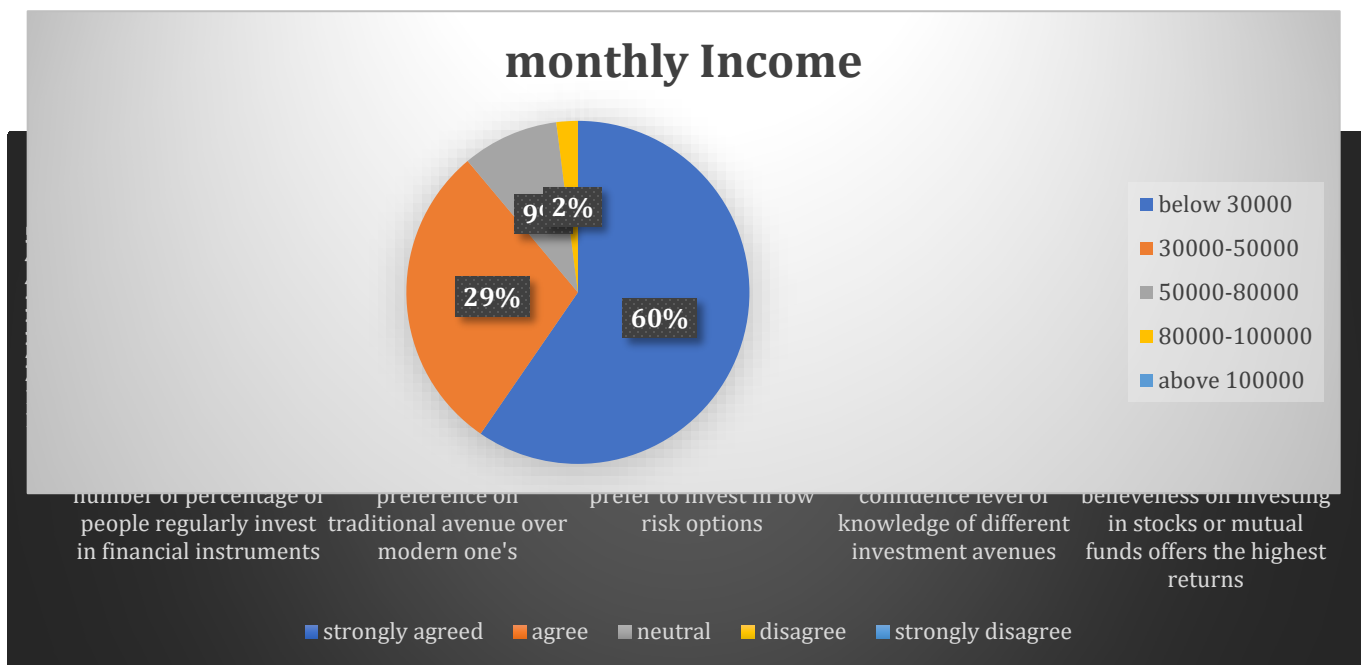


2. 52% of the population was female and 48% of Population was male while respondents.

3. 48% of the total respondents were employed and 34% were students. Some of the respondents were self-employed (Business) or Homemaker.

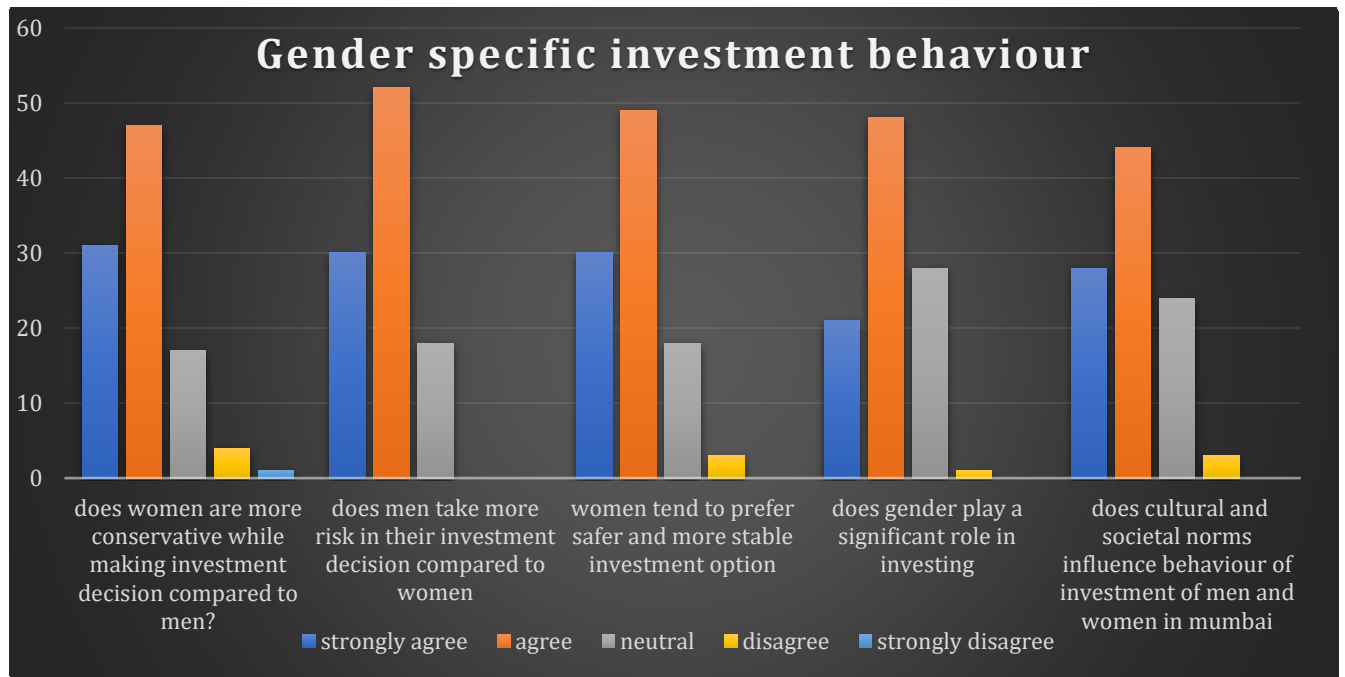


4. 60% of the total respondents have less than 30000 income.while 29% of the total respondent have 30000-50000 as monthly income.

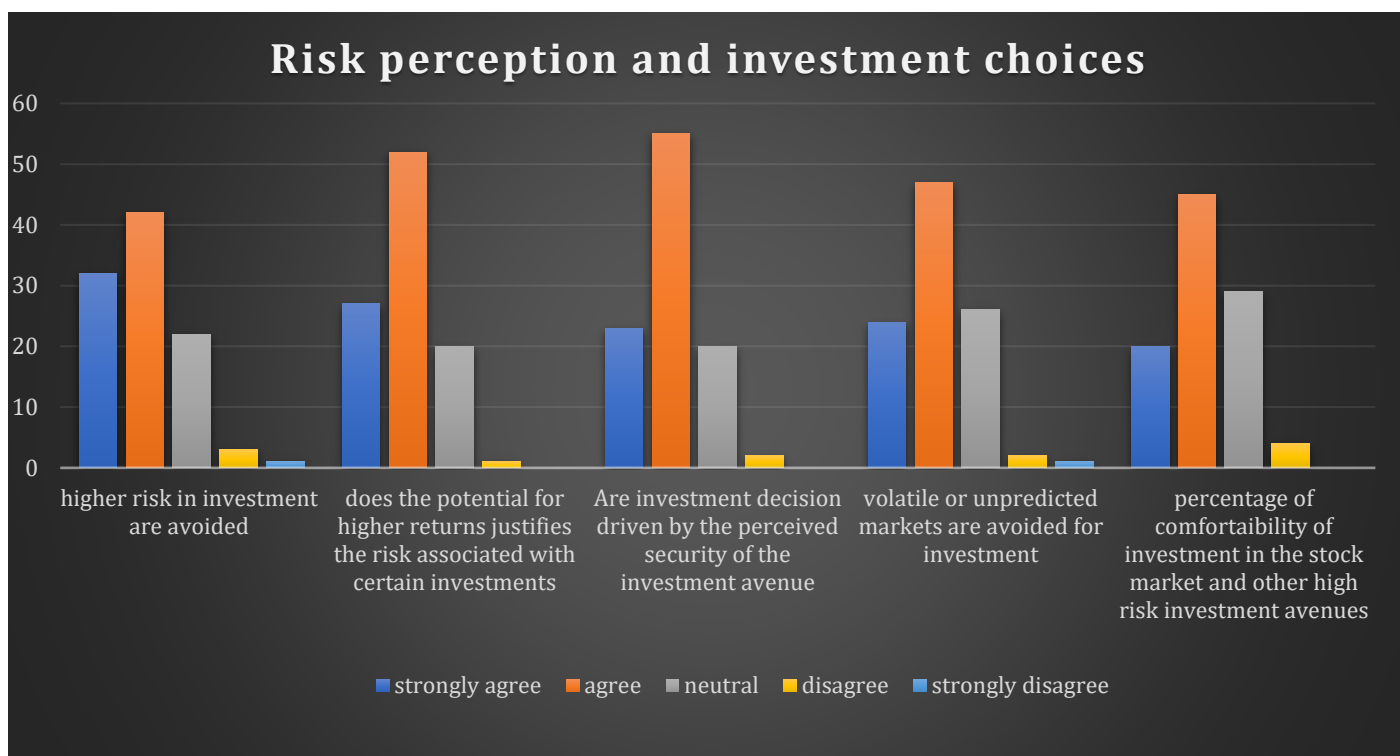


5. According to the "General Investment Preferences" survey, the majority of people choose conventional, low-risk investments, have faith in their understanding of finance, and think equities and mutual funds yield substantial returns. This implies a careful yet knowledgeable attitude to investing.
6. The graph highlights significant disparities in risk perception and decision-making, illuminating gender-specific investing behavior. Most people concur that while males take greater risks, women are more cautious and favor safer investments. In Mumbai, both men and women are influenced by society and cultural conventions, which are perceived to have a substantial impact on gender when making investment decisions. Even while a large number of respondents strongly concur with these trends, others disagree or are neutral, indicating that investing behavior is changing. Although external variables like market exposure and financial awareness may

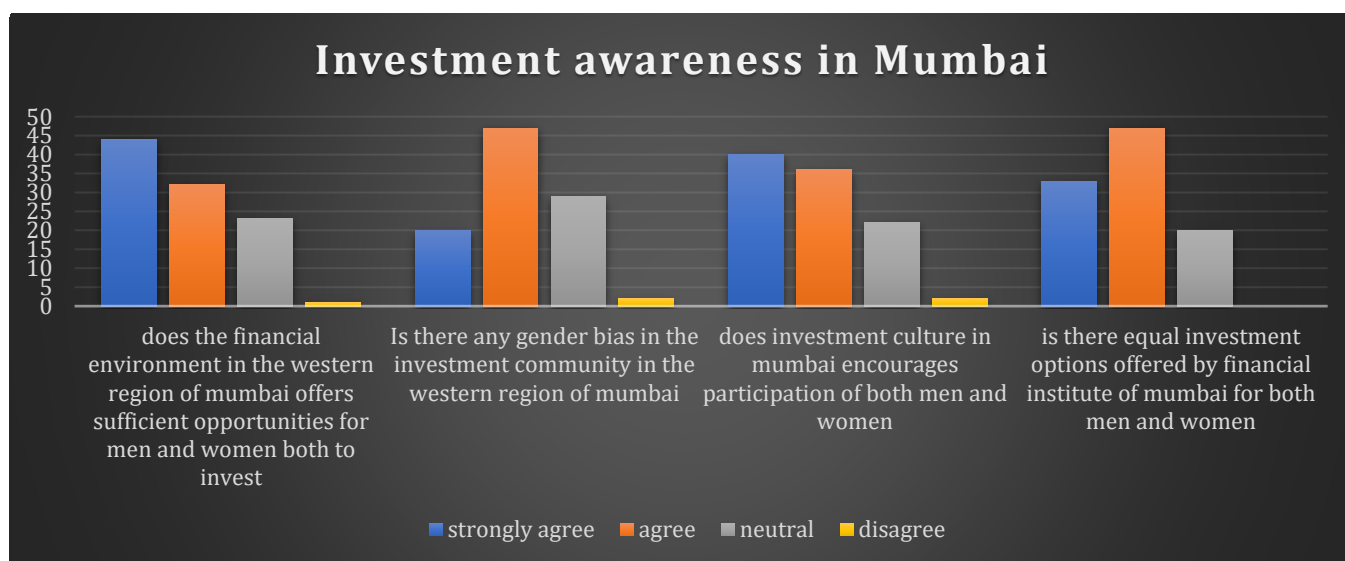
progressively change these attitudes, the research generally shows that conventional gender-based investing patterns continue to exist



- The graph shows how investors perceive risk and make investing decisions. The majority of respondents choose security above high-risk and volatility investments. Most people concur that greater returns outweigh risk, yet perceived security is what really influences investing choices. A conservative attitude to investing is highlighted by the comparatively low level of comfort with stock markets and high-risk routes.



8. The graph illustrates Mumbai's awareness of investment, especially in the western area. It draws attention to differing views on gender prejudice and financial possibilities. A sizable portion firmly believe that both men and women can invest in Mumbai's financial climate. But a lot of people also admit that there is gender prejudice in the investing world. Although Mumbai's investing culture is seen as promoting male and female involvement, worries over equal investment opportunities still exist. Some people disagree or are indifferent, while others think financial institutions offer equal possibilities. Overall, the data points to advancements in investment inclusion, but it also shows persistent gender differences in access to investments.



6. CONCLUSION

According to research on gender-specific investment behavior, males tend to take greater chances and women tend to be more conservative, maintaining established investment patterns. Due to sociological and cultural conventions in Mumbai, gender has a big impact on investing decisions. Although a large number of respondents accept these distinctions, some express opposing or neutral opinions, suggesting a change in viewpoints. The relationship between

gender and investment behavior may lessen as market exposure and financial awareness rise. A more equitable and inclusive investing environment in the future can result from promoting equal access to investment options, financial literacy, and risk awareness.

CONFLICT OF INTERESTS

None.

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None.

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