



WORKING WOMEN’S PREFERENCE FOR BANK DEPOSIT AND POST OFFICE DEPOSIT: A COMPARATIVE STUDY

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Abstract

This paper made an attempt to study the preference of working women over bank deposit and post office deposit. Data was collected from 540 working women of Haryana through a well-structured questionnaire. Percentage analysis and descriptive statistics were used to get results. It was found that old age working women (45- 60 years), CA/CS and those whose monthly income is more than 120K prefer post office deposits over bank deposits. But all over, majority of working women of Haryana prefer bank deposit.

Keywords: Working Women, Preference, Bank Deposit, Post Office Deposit.

Introduction

In developing country like India, Investment activities undertaken by the people play a vital role in capital formation and for faster growth of the economy. Investment is an asset purchased with an idea, that the asset will generate income in future. In the words of Jane Cowdell, Mark Billings, 2001, “the amount of investment made in different sections, is the most important determinant of the growth of an economy. India, being a developing country, requires capital formation through savings and investments”.

Investment may be defined as an employment of funds with the aim of achieving additional growth, in value or additional income. Investment refers to the accumulation of some kind of asset with a hope to get a return from it.

Literature Review

Santhiyavalli, G., & Usharani, M. (2014) have argued in their paper “Investment Behaviour of Women Investor in Coimbatore City” about preference given by women investors. To conclude a structured questionnaire was distributed to 75 women of Coimbatore city and respondents were asked to select their preferred avenue. On their responses, percentage analysis was applied and it was concluded that majority of women prefer to invest in Gold followed by bank deposits, insurance schemes, mutual funds, government securities, PF and Real estate respectively. The study also revealed that Share/ debentures are the least preferred avenue by women investors of Coimbatore city. Goyal, M., & Sharma, A. (2014) analysed on “A study of Investment Behaviour of Middle-Income Group towards different kinds of Investment Avenues” in Kota, Rajasthan on 100 investors working in any of the sector either in service or business and whose annual income lies between INR two lakhs to 5 lakhs. A structured questionnaire was prepared to collect data from them. The purpose of the study was to know the investors’ preference for investment products. Data analysis was done through percentage analysis. It was found that majority of the respondents prefer to invest in bank/post office deposit whereas second preferable product is insurance as followed by real estate and bullions/ornaments. Least preferable product of investors of Kota is market/mutual fund.

Research Gap

After literature review, no such direct study making comparison between preference of working women of Haryana for bank deposit and post office deposit was found in Haryana. Also, majority of the studies focus on preference of retail investors rather than working women only.

Objectives of Study

Covering the research gaps of the previous studies, objectives of the present research is to study the preference of working women over bank deposit and post office deposit.

Research Methodology

The present study is descriptive in nature as through this study researcher tried to describe the preference of working women towards bank deposit and post office deposit.

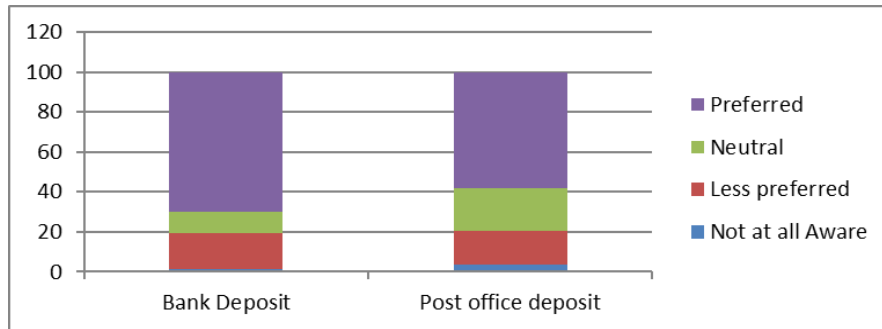
For the purpose of this study primary data was collected from 540 working women of Haryana through a well-structured questionnaire. To ensure the more purposeful outcome of the research, selection of women was done on judgemental basis covering whole state. Data analysis was done through percentage analysis, descriptive statistics and is presented by tables and chart.



Results and Discussion

Table 1.1: Comparison between preference of working women for bank deposit and post office deposit

	Not at all aware	Less preferred	Neutral	Preferred	Total	Preference Mean
Bank Deposit	6 (1.1%)	99 (18.4%)	58 (10.7%)	377 (69.8%)	540 (100%)	3.74
Post office deposit	18 (3.3%)	94 (17.4%)	113 (20.9%)	315 (58.3%)	540 (100%)	3.52



It is found that 98.9% working women have any preference about bank deposit whereas only 96.7% working women have any preference about post office deposit. Hence are aware about particular investment option.

Mean score (bank deposit= 3.74 and post office deposit= 3.52) depicts that all over bank deposit is preferred by working women of Haryana more than that of Post office deposit.

Demographic factor wise Comparison (based on mean score)

A) Age and Preference

	Bank Deposit	Post office deposit
18- 30 years	3.86	3.15
30- 45 years	3.71	3.66
45- 60 years	3.66	3.75

From the above table it is can be said that younger and middle-aged women (18- 30 years) and (31- 45 years) prefer more to invest in bank deposit rather than post office deposit. But old aged women of give their valuable preference to post office deposits.

B) Marital Status and Preference

	Bank Deposit	Post office deposit
Married	3.72	3.64
Unmarried	3.79	3.15
Others	3.78	3.75

It is clear that there is no difference in preference of working women having different marital status as they all prefer bank deposit more than post office deposit. Preference of unmarried working women is much stronger towards bank deposit than married and others.

C) Qualification and Preference

	Bank Deposit	Post office deposit
Higher Secondary or below	3.59	3.14
Bachelors Degree	3.92	3.47
Masters Degree	3.67	3.57

Working women having any qualification prefer bank deposit than post office deposit. It means that education does not have any considerable effect on selection for investment in bank deposit and post office deposit.



D) Family Type

	Bank Deposit	Post office deposit
Joint family	3.72	3.49
Nuclear family	3.76	3.54

This also shows that majority of working women choose bank deposit for their investment than post office deposit.

E) Income (monthly) and Preference

	Bank Deposit	Post office deposit
18K- 40K	3.73	3.33
40K- 80K	4.00	3.54
80K- 120K	3.84	3.79
Above 120K	3.23	3.48

Respondents belonging to highest income group prefer post office deposit more than bank deposit. Except this, majority of working women of Haryana prefers bank deposit for their investment.

F) Type of Work and Preference

	Bank Deposit	Post office deposit
Teaching	3.86	3.61
Health	3.89	3.39
CA/CS	3.20	3.80
Banking	4.37	3.65
Business	3.74	3.44
Others	3.40	3.22

Majority of CA/CS women of Haryana prefer post office deposit than bank deposits. However, other working women prefer bank deposit more for their investment.

Findings, Conclusion and Suggestions

The study was carried out to analyse the preference of working women over bank deposit and post office deposit. To achieve objective, percentage and descriptive analysis was used.

It was found that old age working women (45- 60 years), CA/CS and those whose monthly income is more than 120K prefer post office deposits over bank deposits, as there are some special schemes that is offered by post office which are more tax efficient. But all over, majority of working women of Haryana prefer bank deposit because it is very popular, easy, flexible, safe option. Moreover, it supports cashless transaction and also gives interest to their investors.

This study is helpful for the banks, post offices and government as they can plan their investment options accordingly and can attract women and focus on particular aspect to satisfy their needs. It is suggested to working women that post office is one of the good investment options as it provides more tax efficient schemes, they can raise their interest towards it. It is also suggested that before making investment it is necessary to read all terms and conditions very carefully to get away from risk. Moreover, institutions are suggested to plan their option targeting the particular section of society to raise their interest in financial investment.

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