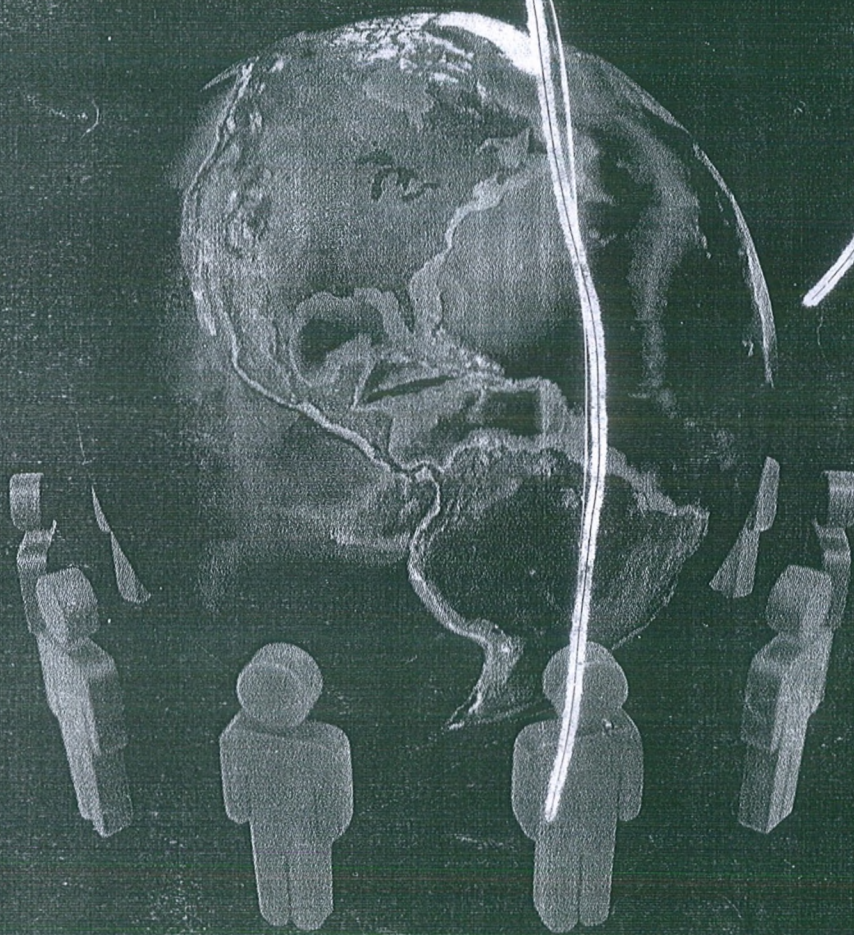


NEW DIMENSIONS OF MANAGEMENT IN THE GLOBALIZED ERA - 2016



Editors

Dr. V. Chinniah

Dr. J. Vijayadurai

Dr. K. Chandrasekaran

A STUDY ON WORKING WOMEN INVESTORS' RISK PERCEPTION TOWARDS INVESTMENTS IN COIMBATORE DISTRICT

Dr. P.Deivanai

Assistant professor, Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women University, Coimbatore

G. Santhakumar

Assistant professor, Department of Commerce, Saraswathi Narayanan College, Perungudi, Madurai

Introduction

People are earning more, but they do not know where, when and how to invest it. A proper understanding of money, its value, the available avenues for investment, various financial institutions, the rate of return/risk are essential to successfully manage one's finance for achieving life's goal. Now the present women, who is equally employed through their education have knowledge about various investment various aspects of investment and as a result they invest in various avenues such as shares, gold, mutual funds, commodities and bank deposits. Nowadays women engaged in various sectors has tempt to made their investment with an riskier assets such as shares, mutual fund, government securities, bonds etc., the investors attitude towards investment is quite less than the man. The women who enters in the investment very highly cautious about their safety and returns and so the women involvement in riskier investment is less than upto the moment. But women in developing countries slowly stepped their investments in investing with risky investment options which results in probability of getting losses or profits over the investment. but some women investors also facing a challenging carrier as objective in the present situation. Through this study, an analysis has been made into preferred investment avenues among working women in Coimbatore district. The results highlight that certain factors like education level, awareness about the current financial system, age of investors make significant impact while deciding the investment avenues. This study is based on personal interviews with salaried peoples, using a structured questionnaire. Actually, the present study identifies the preferred investment avenues among the individual investors using self assessment test. The word "Investment" is an Asset or an item that is purchased with the hope that will generate income or appreciate in the future. In an economic sense, an investment is the purchase of goods that are not consumed today but are used in the future to create wealth. In Finance, an investment is a monetary asset purchased with the idea that the asset will provide income in the future or appreciate and be sold at a higher price. In developing economic countries the women has also played an major role in investments. Women working in various sectors have enriched their knowledge upon the investment in various investment avenues the women were actively participated in various investment avenues and they are ready to take over the financial investment which were risky. Though the women were aware of the various investment avenues, they are still regressed to take risky investment.

The concept of study the risk perception of the women investors are helpful in identifying how the women investors perceives risk factor as an important element in considering upon investment before investing. The studying of risk perception of women values in different stages of progressing the women to enter into the field. Thus the risk perception of investors can be studied through analyzing the risk factors in both quantitative and qualitative risk factors of perception of risk. the quantitative factor for

studying of risk perception deals with the measuring of risk in various aspects of investment. the qualitative factors also reveals the risk perception in various sectors. The way of attaining risk perception of investors hardly helpful in making particular investment decisions, because this kind of standardized information neglects different levels of experience and financial literacy of the clients The main objective of the study are to ascertain the risk perception of women investors in various investment avenues and to analysis of the investors awareness towards various investment schemes

Research Design

The primary data were collected through questionnaire and analysis the women investors risk perception towards investments. The research has analysed the factors to be considered before investment and are the factors which affects the risk perception in investing through various financial aspects. The secondary data were collected from books, journals, and published studies and websites and the like. The researcher has adopted convenience sampling method for collection of data. However the researcher must careful to ensure that sample respondents are from the whole area of the study. This mainly depends upon the primary data which have been collected from 200 respondents during the month of December to march 2014. The investors are classified on the basis of age, gender, marital status, income, occupation, family size, working experience. The raw data collected and carefully classified, edited and tabulated for this analysis. The analysis table were prepared, analysis, and interpreted with the basis of percentage. Some of the questions was scored on five point Likert scale, and calculate the chi-square test and percentage analysis.

Relationship between socio economic factors and proportion of investment:

The chi-square test has been applied between socio-economic profile and the proportion of income on investment to find out the relationship between the socio economic factor has an influence on the proportion of income on investment. The chi-square test has been applied with 5 percentage level of significance.

Table 1 Socio economic factors and proportion of investment

Socio economic factors	Chi-Square	Degrees of freedom	p-value	Significant/ not significant
Age	32.969	15	.005	Not significant
Educational qualification	27.726	20	.116	Significant
Occupation	1.4932	20	.000	Not significant
Marital Status	12.031	5	.034	Significant
Residence	15.384	5	.009	Significant
Annual income	11.674	15	.000	Significant
Family members	8.987	10	.003	Significant
Working experience	28.408	15	.001	Significant

The table 1 explains that the socio economic factors has no significant influence on the proportion of investment, hence the hypothesis results that, the hypothesis is accepted in cases such as Age and Occupation.

Various Factors to be Considered Before Investment

An attempt has been made in this study to analyse the women investors attitude and risk perception towards various investments. An analysis has been made in this chapter with help of percentage analysis, chi-square test, Likerts five point table, Ranking analysis,. The following components are analyzed.

Table 2 Factors considered before Investing

S.NO	PARTICULARS	LIKERT SCORE	MEAN	PERCENTAGE	RANK
1.)	Company image	910	4.55	91	II
2.)	Premium	710	3.55	71	VII
3.)	Return	781	3.90	78.1	IV
4.)	Claim settlement	743	3.71	74.3	VI
5.)	Maturity	760	3.8	76	V
6.)	Risk coverage	819	4.09	81.9	III
7.)	Liquidation	974	4.87	97.4	I

The table 2 shows the various factors of consideration, where the investors considered before investing in a particular investment option. The majority of 97.4 percentage of the respondents who considers the liquidation factor, as they ranks first with the mean value of 4.87. whereas most of the respondents highly prefer the investment to be liquidative as the quick conversion of assets results in less risky. Therefore the respondents rank the liquidation factor before considering the investment.

Table 3 Qualitative factors affecting the risk perception of investors

S.No	Particulars	Likert score	Mean	Percentage	Rank
1.)	Unpredictability of returns	625	3.12	62.5	XIII
2.)	Knowledge on financial assets	711	3.55	71.1	VII
3.)	Chance of incurring loss	699	3.49	69.9	X
4.)	Lack of ability to control	803	4.01	80.3	II
5.)	Dependence on professional investment advice	706	3.53	70.6	VIII
6.)	Familiar in understanding	546	3.15	54.6	XV
7.)	Past experience	713	3.56	71.3	VI
8.)	Lack of communication	741	3.70	74.1	III
9.)	Lack of education	611	3.05	61.1	XIV
10.)	Loss of potential	680	3.40	68.0	XI
11.)	Manifestation of effects	737	3.68	73.7	IV
12.)	Exposure in willingness	723	3.61	72.3	V
13.)	Worry about family and children	629	3.14	62.9	XII
14.)	Novelty	951	4.75	95.1	I
15.)	Trust	705	3.52	70.5	IX

The table 3 shows the different variables of qualitative factors which affects the risk perception of women investors towards their investment. the majority of 95.1 percentage of the respondents were strongly agreed by the risk factor of novelty, hence they ranked first in the order of various factors affecting risk perception. The novelty on investment is highly perceived risk by the respondents and they are incapable of understanding the new technology and they rank first with mean value of 4.75. the majority of 80.3 percentage of the respondents lack the ability to control in investment, and their mean value is of 4.01.

Table 4 Status of risk in investment avenues:

Safe/Low risk investment Avenues	Likerts Score	Means Score	percentage	Rank
Saving Account	898	4.49	89.8	II
Fixed Deposits	865	4.32	86.5	III
Public Provident fund	720	3.60	72.0	XI
National Savings certificate	750	3.75	75.0	VIII
Post office savings	850	4.25	85.0	IV
Government securities	798	3.99	79.8	V
Moderate risk investment Avenues				
Mutual Fund	701	3.50	70.1	XII
Life Insurance	754	3.77	75.4	VII
Debentures	736	3.68	73.6	IX
Bonds	732	3.66	73.2	X
High Risk investment Avenues				
Equity Share market	653	3.26	65.3	XIII
Commodity market	622	3.11	62.2	XV
Forex Market	543	2.71	54.3	XVI
Traditional Investment Avenues				
Real Estated/Properties	768	3.84	76.8	VI
Gold/Silver	932	4.66	93.2	I
Chit Funds	650	3.25	65.0	XIV

The table 4 depicts the status of rank in different investment avenues using likert five point scale techniques. The different investment avenues has ranked by the risk preference order from low risk to high risk. The highest mean value of 4.66 has where the majority of 93.2 percentage of respondents were ranked first gold/silver as an low risk investment. Then the next mean value of 4.49 which ranks second is the savings account the women investors are highly opting for it and were sufficient in making investment.

Findings

- i. The respondents are asked to rank the factors to be considered before investment. the factors consisting such as company image, premium, return, claim settlement, maturity, risk coverage, liquidation.
- ii. The socio economic factors has no significant influence on the proportion of investment, hence the hypothesis results that, the hypothesis is accepted in cases such as Age and Occupation.
- iii. The hypothesis is rejected in all other factors such as educational qualification, marital status, residence, annual income, family members and working experience hence, there is a significant relationship.
- iv. The various factors of consideration, where the investors considered before investing in a particular investment option.
- v. The majority of 97.4 percentage of the respondents who considers the liquidation factor, as they ranks first with the mean value of 4.87. whereas most of the respondents highly prefer the investment to be liquidative as the quick conversion of assets results in less risky. Therefore the respondents rank the liquidation factor before considering the investment.

Conclusion

The study is made to find out the risk perception of women investors towards investments. The study reveals that the working women investors in Coimabatore city were not aware of the various investments other than gold and insurance, the impact on risk perception of investors affected in all mentioned investment options. Hence the proper guidance must provided to the investor who were aware of and the increasing of financial consultancy or services reduces the risk perception factor of working women in their investment activities

Reference

1. Kathrinasachse, helmutjungermann, Julia M.belting (2011) Investement risk perspective of individual Investors”- Journal of economic psychology (33 (2012) pp-437,447)
2. Haroomshafi and MuhammedAkram(2011) “Relationship between risk perception and employee investment behaviour”- Journal of economics and Behavioural studies vol.3, No;6 [pp345-351, ISSN 2220-6140].
3. Nidhiwalia, Dr.Mrs. Ravi kumar(2009) “Analysis of investors risk perception towards mutual funds services” -International Journal of Business Research and management” vol.4 No .5 may 2009
4. Nishi Sharma (2012) “Indian investors perception towards mutual funds” – Interntional journal of Business management and dynamics” ,vol2, No.2 Aug 2012,[pp-01 -09].

A STUDY ON BRAND PREFERENCE AND FACTORS INFLUENCING TO PURCHASE OF BABY CARE PRODUCTS IN COIMBATORE DISTRICT

Dr. P.Deivanai

Assistant professor, Department of Commerce,
Avinashilingam Institute for Home Science and Higher Education for Women University, Coimbatore

G. Santhakumar

Assistant professor, Department of Commerce, Saraswathi Narayanan College, Perungudi, Madurai

Introduction

Today, our little angels not only seem to occupy the mind space of the largest FMCG Brands, they're also beginning to occupy "floor space" in every Mall and Departmental Store across India. India is fast emerging as one of the world's fastest growing baby care market with its vast consumer base and fundamental cultural shifts. With the wide range of **Baby Care Products** offered by these Baby Brands, their proud moms and dads seem to be more excited than ever. Taking proper **care of baby** is always a significant affair in every mother's life. Babies are delicate, and all the mothers should put in extra effort while handling the baby. There are a variety of guides geared toward new born baby care. There is also a booming market for infant care products and even natural baby care. The current estimated market size of global baby care market is worth US\$ 44 Billion and the child care market around US\$ 255 Billion according to research and analysis (RNCOS Report) The market encompasses different segments in the baby care segment, which can be divided into: toys, feeding accessories, soothers, wipes, disposable diapers, body care products, carriages, strollers, and furniture. The children product market is divided into: toys and children's wear. Demand has grown due to a rising number of babies and children to be catered to. India is one of the most attractive retail destinations around the world and hence represents a high potential and untapped market for baby care products. With growing awareness, surging income levels, shifts in consumer behaviour, the country's nascent baby care market is fast transforming into the world's fastest growing baby care market. The rapid development of modern retail infrastructure is luring consumers for convenient shopping experience and transforming consumers into high retail spending. The study was undertaken to analysis the development of childcare industry in Coimbatore.

Objective

The following are the main objectives of the study

- i. To analysis the customer awareness of brand available for baby care product.
- ii. To study the Fast Moving baby care products in the market.
- iii. To identify the customer satisfaction level on various baby care brand.

Research Methodology

The study uses both primary and secondary data. The research has adopted convenience sampling for collecting the data. however, the research was much careful to ensure that sample respondents are from the whole area of the study .this mainly depends upon the primary data which have been collected from 120 respondents during the month of January and February 2013. The consumers are classified on the basis of age, gender, income. In this study, sample size is restricted to 120 customers of baby care products in

Coimbatore city. The raw data collected and carefully, edited and tabulation for this analysis. The analysis table was prepared analysis and interpretation was made on the basis of percentage. Some of the questions was scored on five point Likert's scale, and calculate the Chi square, Descriptive; Ranking methods were used for this research.

Baby hair care products

With an approximately Rs. 600-crore worth share in the Baby Care product market, **Johnson and Johnson** is undoubtedly one of the biggest Baby Care Brands in India and specializes in baby hair care products. Johnson & Johnson was founded more than 120 years ago. In the 50 years of operating in India, Johnson & Johnson Limited, India has gained a reputation for delivering high-quality products. Since then, we have brought to the world, new ideas and products that have transformed human health and well-being. Johnson & Johnson Limited India has been ranked as the Best Company to Work for amongst Healthcare companies in India and as one of the top 10 MNCs in India. The tearless formula works is their USP, accounting for the popularity of Johnson and Johnson products.

Table 1 Age Wise classification of duration of Consumption of Baby Product

Duration	Age Group				Total (%)
	15 - 24	25 - 35	36 - 45	46 -60	
Daily	2(3.12)	1(2.17)	0(0)	0(0)	3(2.5)
Occasionally	13(20.32)	9(19.57)	1(20)	1(20)	24(20)
Monthly	21(32.81)	13(28.26)	0(0)	1(20)	35(29.17)
Weekly	28(43.75)	23(50)	4(80)	3(60)	58(48.33)
Total	64(100)	46(100)	5(100)	5(100)	120(100)

It is inferred from the table 1 that out of 120 respondents 48.33 percent of respondents are purchasing baby products weekly.

Table 2 Service offered by Baby Care Products

Service	Age Group				Total (%)
	15 - 24	25 - 35	36 - 45	46 -60	
Home delivery	23(35.93)	12(26.09)	1(20)	3(60)	39(32.5)
Take away	14(21.87)	12(26.09)	0(0)	2(40)	28(23.33)
Delivery	25(39.06)	18(39.13)	2(40)	0(0)	45(37.5)
Online-ordering	2(3.12)	4(8.69)	2(40)	0(0)	8(6.67)
Total	64(100)	46(100)	5(100)	5(100)	120(100)

It is clear from the above table 2 that 37.5 percent of people are using delivery service. About 32.5 percent of the despondence prefer to use home delivery service, 23.33 percent are using take-away services.

Table 3 Age wise classification of Media Influence

Media Influenced	Age Group				Total (%)
	15 - 24	25 - 35	36 - 45	46 -60	
Television	31(48.45)	19(41.30)	3(60)	3(60)	56(46.67)
Newspaper	13(20.31)	5(10.86)	0(0)	1(20)	19(15.83)
Pamphlets	17(26.56)	21(45.66)	1(20)	0(0)	39(32.5)
Bill Boards	3(4.68)	1(2.18)	1(20)	1(20)	6(5)
Total	64(100)	46(100)	5(100)	5(100)	120(100)

The above table 3 expresses the majority of the Respondent, 46.67 percent are influenced by TV for purchasing baby care products, and 32.5 percent influenced by pamphlets.

Table 4 Age wise classification of variety of Baby Care Products

Variety	Age Group				Total (%)
	15 - 24	25 - 35	36 - 45	46 -60	
Diapers	11(17.19)	12(26.09)	0(0)	3(60)	26(21.67)
Ceralac	27(42.19)	15(32.61)	2(40)	1(20)	45(37.5)
Hair oil	12(18.75)	8(17.39)	0(0)	0(0)	20(16.67)
Shampoo	6(9.37)	5(10.87)	2(40)	0(0)	13(10.83)
Baby soap	8(12.5)	6(13.04)	1(20)	1(20)	16(13.33)
Total	64(100)	46(100)	5(100)	5(100)	120(100)

It is clear from the above table 4 out of 120 respondent 37.5 percent of the respondent likes to purchase ceralac. 21.67 percent of the respondent likes to use diapers. 16.67 percent of the respondent are prefer to use hair oil. 13.33 percent of the respondent likes to use shampoo. Fewer respondents like to use baby care soap.

Table 5 Period of usage of Baby Products

No. of Years	Respondent categories			Total
	Low size	Medium size	Large size	
Below 1 Years	10(83.33)	21(70)	40(51.28)	71(59.17)
2Years-3 Years	2(16.67)	8(26.67)	30(38.46)	40(33.33)
5Years	-	1(33.33)	8(10.26)	9(7.5)
Total	12(100)	30(100)	78(100)	120(100)

The above table 5 depicts that 59.17 percentage of respondent purchased the baby products less than 1 years. 33.33 percentage of the respondent purchased baby products between 2-3 years.

Table 6 Monthly Spending Behavior of Customer

S.No	Particulars	No. of Respondent	Percent
1.	Below Rs.500	25	20.83
2.	Rs. 500 – Rs.800	47	39.17
3	Rs.800-Rs.1000	30	25
4.	Rs. 1000- Rs.1200	8	6.67
5.	Above Rs.1200	10	8.33
Total		120	100

Source: Primary Data

As per table 6 out of 120 respondents spending behavior depends upon the income level . The majority of the respondent found that the 39.17% of the respondent spending behaviour in-between 500 to 800, and the next majority of the 25% of the respondent spending behavior in-between Rs.800 to 1000.

TABLE 7 The Attraction of Baby Care Products Showing on Rank Analysis

S.NO	Particulars	I	II	III	IV	V	Total	Total score	Mean score	Rank
1	More Variety	280	240	12	0	0	120	532	4.43	VII
2	Attractive package	170	220	81	8	0	120	479	3.99	IV
3	Delivery	320	172	33	4	0	120	529	4.41	IX
4	Quality	275	184	48	6	0	120	513	4.27	II
5	Price	185	248	39	16	0	120	488	4.06	V
6	Location	180	220	78	4	1	120	483	4.02	VIII
7	Quantity	270	216	27	2	0	120	515	4.29	I
8	Parking facility	305	180	36	2	1	120	524	4.36	X
9	Brand	235	212	51	6	0	120	504	4.20	III
10	Customers Service	320	180	27	2	2	120	526	4.38	XI
11	Advertisement	285	188	39	6	0	120	518	4.32	VI

It is clear from the above table the baby care products attracts the respondents. In this study most of the respondents give I rank to visually attractive of the quantity. Quality requires II rank among the respondents.

Findings of the Study

The entire respondents in the study area have purchased baby care product. The majority of 53 percent of respondents belong to 30-40 age group categories, Out of 120 respondents the majority of 68.30 percentage of the respondents are female. In this findings majority 47 percentage of the respondents are employed, The majority 55 percent of the respondents has completed their post graduate degree, In this study income wise classification of the respondents 55 percent of respondents are coming under 20000-400000 category, The majority of 90 percent of respondent purchase baby care product, In this findings majority 55 percent of respondents purchase their baby product in baby show room, In this study it is known that 50 percent of respondents use johnsons & johnsons baby hair oil, The majority of 80 percent of respondents have ranked quantity is best in baby brand, The majority of 60 percent of respondents use Himalayas baby powder and The majority of 70 percent of the respondents think that pampers is the best diaper of their baby.

Conclusion

The India Baby care market has experienced growth over the past few years due to changing consumer mindset and increasing penetration of baby care products. Rising income level, better product availability and increasing awareness have significantly transformed the baby care products industry landscape. By studying about the baby care brands a lot of knowledge is acquired. Even, Indian companies should concentrate on baby care industry and should bring new products which are of herbal type as baby skin is delicate and a great demand is for the natural products which will make the baby happy and the entire family happy. As India is very much populated and every second a new baby is taking birth, a great market can be seen by the baby care industry. Still there are several hidden needs which the marketer has to identify in the customer's needs towards the baby brand and has to come up with new products in order to gain the market share and to satisfy the customer on a great scale.

Reference

1. RamasamyK.,KalaivananG.andSukumarS.,“ConsumerBehaviourtowardsinst antfood products”,*IndianJournalMarketing*,Vol.XXXV,No.6,(2005)P-26.
2. Shanmuga sundaramS. And Reginald James, “Demographic and Psychological factors that influence the pattern and selection in soft drinks and tetra-packdrinks”, *Indian Journal Marketing*, Vol.XX,No.7,(1990)P-22.
3. Jayaraman R., “Demarketing Baby Foods”, *Indian Journal Marketing*,Vol.XIV,No.12, (1984) P-23.
4. RamanaA.V and ViswanathP., “consumer Behaviour and AwarenesswithspecialReferencetoEdibleOilUsers”,*IndianJournalMarketing*,Vol. XXXV,No.3,(2005)P-35

A STUDY ON WORKING WOMEN INVESTORS' RISK PERCEPTION TOWARDS INVESTMENTS IN COIMBATORE DISTRICT

Dr. P.Deivanai

Assistant professor, Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women University, Coimbatore

G. Santhakumar

Assistant professor, Department of Commerce, Saraswathi Narayanan College, Perungudi, Madurai

Introduction

People are earning more, but they do not know where, when and how to invest it. A proper understanding of money, its value, the available avenues for investment, various financial institutions, the rate of return/risk are essential to successfully manage one's finance for achieving life's goal. Now the present women, who is equally employed through their education have knowledge about various investment various aspects of investment and as a result they invest in various avenues such as shares, gold, mutual funds, commodities and bank deposits. Nowadays women engaged in various sectors has tempt to made their investment with an riskier assets such as shares, mutual fund, government securities, bonds etc., the investors attitude towards investment is quite less than the man. The women who enters in the investment very highly cautious about their safety and returns and so the women involvement in riskier investment is less than upto the moment. But women in developing countries slowly stepped their investments in investing with risky investment options which results in probability of getting losses or profits over the investment. but some women investors also facing a challenging carrier as objective in the present situation. Through this study, an analysis has been made into preferred investment avenues among working women in Coimbatore district. The results highlight that certain factors like education level, awareness about the current financial system, age of investors make significant impact while deciding the investment avenues. This study is based on personal interviews with salaried peoples, using a structured questionnaire. Actually, the present study identifies the preferred investment avenues among the individual investors using self assessment test. The word "Investment" is an Asset or an item that is purchased with the hope that will generate income or appreciate in the future. In an economic sense, an investment is the purchase of goods that are not consumed today but are used in the future to create wealth. In Finance, an investment is a monetary asset purchased with the idea that the asset will provide income in the future or appreciate and be sold at a higher price. In developing economic countries the women has also played an major role in investments. Women working in various sectors have enriched their knowledge upon the investment in various investment avenues the women were actively participated in various investment avenues and they are ready to take over the financial investment which were risky. Though the women were aware of the various investment avenues, they are still regressed to take risky investment.

The concept of study the risk perception of the women investors are helpful in identifying how the women investors perceives risk factor as an important element in considering upon investment before investing. The studying of risk perception of women values in different stages of progressing the women to enter into the field. Thus the risk perception of investors can be studied through analyzing the risk factors in both quantitative and qualitative risk factors of perception of risk. the quantitative factor for

studying of risk perception deals with the measuring of risk in various aspects of investment. the qualitative factors also reveals the risk perception in various sectors. The way of attaining risk perception of investors hardly helpful in making particular investment decisions, because this kind of standardized information neglects different levels of experience and financial literacy of the clients. The main objective of the study are to ascertain the risk perception of women investors in various investment avenues and to analysis of the investors awareness towards various investment schemes

Research Design

The primary data were collected through questionnaire and analysis the women investors risk perception towards investments. The research has analysed the factors to be considered before investment and are the factors which affects the risk perception in investing through various financial aspects. The secondary data were collected from books, journals, and published studies and websites and the like. The researcher has adopted convenience sampling method for collection of data. However the researcher must careful to ensure that sample respondents are from the whole area of the study. This mainly depends upon the primary data which have been collected from 200 respondents during the month of December to march 2014. The investors are classified on the basis of age, gender, marital status, income, occupation, family size, working experience. The raw data collected and carefully classified, edited and tabulated for this analysis. The analysis table were prepared, analysis, and interpreted with the basis of percentage. Some of the questions was scored on five point Likert scale, and calculate the chi-square test and percentage analysis.

Relationship between socio economic factors and proportion of investment:

The chi-square test has been applied between socio-economic profile and the proportion of income on investment to find out the relationship between the socio economic factor has an influence on the proportion of income on investment. The chi-square test has been applied with 5 percentage level of significance.

Table 1 Socio economic factors and proportion of investment

Socio economic factors	Chi-Square	Degrees of freedom	p-value	Significant/ not significant
Age	32.969	15	.005	Not significant
Educational qualification	27.726	20	.116	Significant
Occupation	1.4932	20	.000	Not significant
Marital Status	12.031	5	.034	Significant
Residence	15.384	5	.009	Significant
Annual income	11.674	15	.000	Significant
Family members	8.987	10	.003	Significant
Working experience	28.408	15	.001	Significant

The table 1 explains that the socio economic factors has no significant influence on the proportion of investment, hence the hypothesis results that, the hypothesis is accepted in cases such as Age and Occupation.

Various Factors to be Considered Before Investment

An attempt has been made in this study to analyse the women investors attitude and risk perception towards various investments. An analysis has been made in this chapter with help of percentage analysis, chi-square test, Likerts five point table, Ranking analysis,. The following components are analyzed.

Table 2 Factors considered before Investing

S.NO	PARTICULARS	LIKERT SCORE	MEAN	PERCENTAGE	RANK
1.)	Company image	910	4.55	91	II
2.)	Premium	710	3.55	71	VII
3.)	Return	781	3.90	78.1	IV
4.)	Claim settlement	743	3.71	74.3	VI
5.)	Maturity	760	3.8	76	V
6.)	Risk coverage	819	4.09	81.9	III
7.)	Liquidation	974	4.87	97.4	I

The table 2 shows the various factors of consideration, where the investors considered before investing in a particular investment option. The majority of 97.4 percentage of the respondents who considers the liquidation factor, as they ranks first with the mean value of 4.87. whereas most of the respondents highly prefer the investment to be liquidative as the quick conversion of assets results in less risky. Therefore the respondents rank the liquidation factor before considering the investment.

Table 3 Qualitative factors affecting the risk perception of investors

S.No	Particulars	Likert score	Mean	Percentage	Rank
1.)	Unpredictability of returns	625	3.12	62.5	XIII
2.)	Knowledge on financial assets	711	3.55	71.1	VII
3.)	Chance of incurring loss	699	3.49	69.9	X
4.)	Lack of ability to control	803	4.01	80.3	II
5.)	Dependence on professional investment advice	706	3.53	70.6	VIII
6.)	Familiar in understanding	546	3.15	54.6	XV
7.)	Past experience	713	3.56	71.3	VI
8.)	Lack of communication	741	3.70	74.1	III
9.)	Lack of education	611	3.05	61.1	XIV
10.)	Loss of potential	680	3.40	68.0	XI
11.)	Manifestation of effects	737	3.68	73.7	IV
12.)	Exposure in willingness	723	3.61	72.3	V
13.)	Worry about family and children	629	3.14	62.9	XII
14.)	Novelty	951	4.75	95.1	I
15.)	Trust	705	3.52	70.5	IX

The table 3 shows the different variables of qualitative factors which affects the risk perception of women investors towards their investment. the majority of 95.1 percentage of the respondents were strongly agreed by the risk factor of novelty, hence they ranked first in the order of various factors affecting risk perception. The novelty on investment is highly perceived risk by the respondents and they are incapable of understanding the new technology and they rank first with mean value of 4.75. the majority of 80.3 percentage of the respondents lack the ability to control in investment, and their mean value is of 4.01.

Table 4 Status of risk in investment avenues:

Safe/Low risk investment Avenues	Likerts Score	Means Score	percentage	Rank
Saving Account	898	4.49	89.8	II
Fixed Deposits	865	4.32	86.5	III
Public Provident fund	720	3.60	72.0	XI
National Savings certificate	750	3.75	75.0	VIII
Post office savings	850	4.25	85.0	IV
Government securities	798	3.99	79.8	V
Moderate risk investment Avenues				
Mutual Fund	701	3.50	70.1	XII
Life Insurance	754	3.77	75.4	VII
Debentures	736	3.68	73.6	IX
Bonds	732	3.66	73.2	X
High Risk investment Avenues				
Equity Share market	653	3.26	65.3	XIII
Commodity market	622	3.11	62.2	XV
Forex Market	543	2.71	54.3	XVI
Traditional Investment Avenues				
Real Estated/Properties	768	3.84	76.8	VI
Gold/Silver	932	4.66	93.2	I
Chit Funds	650	3.25	65.0	XIV

The table 4 depicts the status of rank in different investment avenues using likert five point scale techniques. The different investment avenues has ranked by the risk preference order from low risk to high risk. The highest mean value of 4.66 has where the majority of 93.2 percentage of respondents were ranked first gold/silver as an low risk investment. Then the next mean value of 4.49 which ranks second is the savings account the women investors are highly opting for it and were sufficient in making investment.

Findings

- i. The respondents are asked to rank the factors to be considered before investment. the factors consisting such as company image, premium, return, claim settlement, maturity, risk coverage, liquidation.
- ii. The socio economic factors has no significant influence on the proportion of investment, hence the hypothesis results that, the hypothesis is accepted in cases such as Age and Occupation.
- iii. The hypothesis is rejected in all other factors such as educational qualification, marital status, residence, annual income, family members and working experience hence, there is a significant relationship.
- iv. The various factors of consideration, where the investors considered before investing in a particular investment option.
- v. The majority of 97.4 percentage of the respondents who considers the liquidation factor, as they ranks first with the mean value of 4.87. whereas most of the respondents highly prefer the investment to be liquidative as the quick conversion of assets results in less risky. Therefore the respondents rank the liquidation factor before considering the investment.

Conclusion

The study is made to find out the risk perception of women investors towards investments. The study reveals that the working women investors in Coimbatore city were not aware of the various investments other than gold and insurance, the impact on risk perception of investors affected in all mentioned investment options. Hence the proper guidance must be provided to the investor who were aware of and the increasing of financial consultancy or services reduces the risk perception factor of working women in their investment activities

Reference

1. Kathrinasachse, helmutjungermann, Julia M.belting (2011) "Investment risk perspective of individual Investors"- Journal of economic psychology (33 (2012) pp-437,447)
2. Haroomshafi and MuhammedAkram(2011) "Relationship between risk perception and employee investment behaviour"- Journal of economics and Behavioural studies vol.3, No;6 [pp345-351, ISSN 2220-6140].
3. Nidhiwalia, Dr.Mrs. Ravi kumar(2009) "Analysis of investors risk perception towards mutual funds services" -International Journal of Business Research and management" vol.4 No .5 may 2009
4. Nishi Sharma (2012) "Indian investors perception towards mutual funds" - International journal of Business management and dynamics" ,vol2, No.2 Aug 2012,[pp-01 -09].

A STUDY ON BRAND PREFERENCE AND FACTORS INFLUENCING TO PURCHASE OF BABY CARE PRODUCTS IN COIMBATORE DISTRICT

Dr. P.Deivanai

Assistant professor, Department of Commerce,
Avinashilingam Institute for Home Science and Higher Education for Women University, Coimbatore

G. Santhakumar

Assistant professor, Department of Commerce, Saraswathi Narayanan College, Perungudi, Madurai

Introduction

Today, our little angels not only seem to occupy the mind space of the largest FMCG Brands, they're also beginning to occupy "floor space" in every Mall and Departmental Store across India. India is fast emerging as one of the world's fastest growing baby care market with its vast consumer base and fundamental cultural shifts. With the wide range of **Baby Care Products** offered by these Baby Brands, their proud moms and dads seem to be more excited than ever. Taking proper **care of baby** is always a significant affair in every mother's life. Babies are delicate, and all the mothers should put in extra effort while handling the baby. There are a variety of guides geared toward new born baby care. There is also a booming market for infant care products and even natural baby care. The current estimated market size of global baby care market is worth US\$ 44 Billion and the child care market around US\$ 255 Billion according to research and analysis (RNCOS Report) The market encompasses different segments in the baby care segment, which can be divided into: toys, feeding accessories, soothers, wipes, disposable diapers, body care products, carriages, strollers, and furniture. The children product market is divided into: toys and children's wear. Demand has grown due to a rising number of babies and children to be catered to. India is one of the most attractive retail destinations around the world and hence represents a high potential and untapped market for baby care products. With growing awareness, surging income levels, shifts in consumer behaviour, the country's nascent baby care market is fast transforming into the world's fastest growing baby care market. The rapid development of modern retail infrastructure is luring consumers for convenient shopping experience and transforming consumers into high retail spending. The study was undertaken to analysis the development of childcare industry in Coimbatore.

Objective

The following are the main objectives of the study

- i. To analysis the customer awareness of brand available for baby care product.
- ii. To study the Fast Moving baby care products in the market.
- iii. To identify the customer satisfaction level on various baby care brand.

Research Methodology

The study uses both primary and secondary data. The research has adopted convenience sampling for collecting the data. however, the research was much careful to ensure that sample respondents are from the whole area of the study .this mainly depends upon the primary data which have been collected from 120 respondents during the month of January and February 2013. The consumers are classified on the basis of age, gender, income. In this study, sample size is restricted to 120 customers of baby care products in

Coimbatore city. The raw data collected and carefully, edited and tabulation for this analysis. The analysis table was prepared analysis and interpretation was made on the basis of percentage. Some of the questions was scored on five point Likert's scale, and calculate the Chi square, Descriptive; Ranking methods were used for this research.

Baby hair care products

With an approximately Rs. 600-crore worth share in the Baby Care product market, **Johnson and Johnson** is undoubtedly one of the biggest Baby Care Brands in India and specializes in baby hair care products. Johnson & Johnson was founded more than 120 years ago. In the 50 years of operating in India, Johnson & Johnson Limited, India has gained a reputation for delivering high-quality products. Since then, we have brought to the world, new ideas and products that have transformed human health and well-being. Johnson & Johnson Limited India has been ranked as the Best Company to Work for amongst Healthcare companies in India and as one of the top 10 MNCs in India. The tearless formula works is their USP, accounting for the popularity of Johnson and Johnson products.

Table 1 Age Wise classification of duration of Consumption of Baby Product

Duration	Age Group				Total (%)
	15 - 24	25 - 35	36 - 45	46 -60	
Daily	2(3.12)	1(2.17)	0(0)	0(0)	3(2.5)
Occasionally	13(20.32)	9(19.57)	1(20)	1(20)	24(20)
Monthly	21(32.81)	13(28.26)	0(0)	1(20)	35(29.17)
Weekly	28(43.75)	23(50)	4(80)	3(60)	58(48.33)
Total	64(100)	46(100)	5(100)	5(100)	120(100)

It is inferred from the table 1 that out of 120 respondents 48.33 percent of respondents are purchasing baby products weekly.

Table 2 Service offered by Baby Care Products

Service	Age Group				Total (%)
	15 - 24	25 - 35	36 - 45	46 -60	
Home delivery	23(35.93)	12(26.09)	1(20)	3(60)	39(32.5)
Take away	14(21.87)	12(26.09)	0(0)	2(40)	28(23.33)
Delivery	25(39.06)	18(39.13)	2(40)	0(0)	45(37.5)
Online-ordering	2(3.12)	4(8.69)	2(40)	0(0)	8(6.67)
Total	64(100)	46(100)	5(100)	5(100)	120(100)

It is clear from the above table 2 that 37.5 percent of people are using delivery service. About 32.5 percent of the despondence prefer to use home delivery service, 23.33 percent are using take-away services.

Table 3 Age wise classification of Media Influence

Media Influenced	Age Group				Total (%)
	15 - 24	25 - 35	36 - 45	46 -60	
Television	31(48.45)	19(41.30)	3(60)	3(60)	56(46.67)
Newspaper	13(20.31)	5(10.86)	0(0)	1(20)	19(15.83)
Pamphlets	17(26.56)	21(45.66)	1(20)	0(0)	39(32.5)
Bill Boards	3(4.68)	1(2.18)	1(20)	1(20)	6(5)
Total	64(100)	46(100)	5(100)	5(100)	120(100)

The above table 3 expresses the majority of the Respondent, 46.67 percent are influenced by TV for purchasing baby care products, and 32.5 percent influenced by pamphlets.

Table 4 Age wise classification of variety of Baby Care Products

Variety	Age Group				Total (%)
	15 - 24	25 - 35	36 - 45	46 -60	
Diapers	11(17.19)	12(26.09)	0(0)	3(60)	26(21.67)
Ceralac	27(42.19)	15(32.61)	2(40)	1(20)	45(37.5)
Hair oil	12(18.75)	8(17.39)	0(0)	0(0)	20(16.67)
Shampoo	6(9.37)	5(10.87)	2(40)	0(0)	13(10.83)
Baby soap	8(12.5)	6(13.04)	1(20)	1(20)	16(13.33)
Total	64(100)	46(100)	5(100)	5(100)	120(100)

It is clear from the above table 4 out of 120 respondent 37.5 percent of the respondent likes to purchase ceralac. 21.67 percent of the respondent likes to use diapers. 16.67 percent of the respondent are prefer to use hair oil. 13.33 percent of the respondent likes to use shampoo. Fewer respondents like to use baby care soap.

Table 5 Period of usage of Baby Products

No. of Years	Respondent categories			Total
	Low size	Medium size	Large size	
Below 1 Years	10(83.33)	21(70)	40(51.28)	71(59.17)
2Years-3 Years	2(16.67)	8(26.67)	30(38.46)	40(33.33)
5Years	-	1(33.33)	8(10.26)	9(7.5)
Total	12(100)	30(100)	78(100)	120(100)

The above table 5 depicts that 59.17 percentage of respondent purchased the baby products less than 1 years. 33.33 percentage of the respondent purchased baby products between 2-3 years.

Table 6 Monthly Spending Behavior of Customer

S.No	Particulars	No. of Respondent	Percent
1.	Below Rs.500	25	20.83
2.	Rs. 500 – Rs.800	47	39.17
3	Rs.800-Rs.1000	30	25
4.	Rs. 1000- Rs.1200	8	6.67
5.	Above Rs.1200	10	8.33
Total		120	100

Source: Primary Data

As per table 6 out of 120 respondents spending behavior depends upon the income level . The majority of the respondent found that the 39.17% of the respondent spending behaviour in-between 500 to 800, and the next majority of the 25% of the respondent spending behavior in-between Rs.800 to 1000.

TABLE 7 The Attraction of Baby Care Products Showing on Rank Analysis

S.NO	Particulars	I	II	III	IV	V	Total	Total score	Mean score	Rank
1	More Variety	280	240	12	0	0	120	532	4.43	VII
2	Attractive package	170	220	81	8	0	120	479	3.99	IV
3	Delivery	320	172	33	4	0	120	529	4.41	IX
4	Quality	275	184	48	6	0	120	513	4.27	II
5	Price	185	248	39	16	0	120	488	4.06	V
6	Location	180	220	78	4	1	120	483	4.02	VIII
7	Quantity	270	216	27	2	0	120	515	4.29	I
8	Parking facility	305	180	36	2	1	120	524	4.36	X
9	Brand	235	212	51	6	0	120	504	4.20	III
10	Customers Service	320	180	27	2	2	120	526	4.38	XI
11	Advertisement	285	188	39	6	0	120	518	4.32	VI

It is clear from the above table the baby care products attracts the respondents. In this study most of the respondents give I rank to visually attractive of the quantity. Quality requires II rank among the respondents.

Findings of the Study

The entire respondents in the study area have purchased baby care product. The majority of 53 percent of respondents belong to 30-40 age group categories, Out of 120 respondents the majority of 68.30 percentage of the respondents are female. In this findings majority 47 percentage of the respondents are employed, The majority 55 percent of the respondents has completed their post graduate degree, In this study income wise classification of the respondents 55 percent of respondents are coming under 20000-400000 category, The majority of 90 percent of respondent purchase baby care product, In this findings majority 55 percent of respondents purchase their baby product in baby show room, In this study it is known that 50 percent of respondents use johnsons & johnsons baby hair oil, The majority of 80 percent of respondents have ranked quantity is best in baby brand, The majority of 60 percent of respondents use Himalayas baby powder and The majority of 70 percent of the respondents think that pampers is the best diaper of their baby.

Conclusion

The India Baby care market has experienced growth over the past few years due to changing consumer mindset and increasing penetration of baby care products. Rising income level, better product availability and increasing awareness have significantly transformed the baby care products industry landscape. By studying about the baby care brands a lot of knowledge is acquired. Even, Indian companies should concentrate on baby care industry and should bring new products which are of herbal type as baby skin is delicate and a great demand is for the natural products which will make the baby happy and the entire family happy. As India is very much populated and every second a new baby is taking birth, a great market can be seen by the baby care industry. Still there are several hidden needs which the marketer has to identify in the customer's needs towards the baby brand and has to come up with new products in order to gain the market share and to satisfy the customer on a great scale.

Reference

1. RamasamyK.,KalaivananG.andSukumarS.,“ConsumerBehaviourtowardsinst antfood products”,*IndianJournalMarketing*,Vol.XXXV,No.6,(2005)P-26.
2. Shanmuga sundaramS. And Reginald James, “Demographic and Psychological factors that influence the pattern and selection in soft drinks and tetra-packdrinks”, *Indian Journal Marketing*, Vol.XX,No.7,(1990)P-22.
3. Jayaraman R., “Demarketing Baby Foods”, *Indian Journal Marketing*,Vol.XIV,No.12, (1984) P-23.
4. RamanaA.V and ViswanathP., “consumer Behaviour and AwarenesswithspecialReferencetoEdibleOilUsers”,*IndianJournalMarketing*,Vol. XXXV,No.3,(2005)P-35

Editors

Dr. V. Chinniah is Professor and Head of Department of Management Studies, Madurai Kamaraj University, Madurai. He has Post Graduations in Commerce and Business Administration and also Doctorate in field Entrepreneurship. His specialized areas are the Financial Management and Entrepreneurship. In addition to 27 years of academic experience, he has been serving as Chairman, Members in various academic bodies, selection committees of various universities and government agencies in our country. He is also actively engaging in both academic researches leading to Ph.D. Research and Consultant to many firms in the field of Capital Market. His major areas of research include Financial Markets and various functional areas of Indian Corporate.



Dr. P. C. Sekar is a Professor of marketing and Behaviour Sciences in the Department of Management Studies. He has been actively involved in growth of the department in designing the curriculum of MBA, M.Phil Management and various PG Diploma Programmes in Management. As an authorized Supervisor for higher learning, has guided 30 Ph.Ds. in several areas of Management and simultaneously evaluated more than 100 dissertation of M.Phil Management. In addition to authoring and publication of 12 books, 50 research papers, has significantly contributed to the growth of the department by adopting innovative teaching and learning practices.

Dr. J. Vijayadurai is Associate Professor in the Department of Management Studies, Madurai Kamaraj University. He holds a Ph.D. in Business Administration. His areas of specialization are Marketing management and Entrepreneurship studies. In addition to class room teaching he is actively engaged in guiding a number of research scholars for their M.Phil and Ph.D. Degrees. He has a rich experience of 22 years of teaching and offering management consultancy to diverse types of organizations.



Dr. P. Kannadas has 18 years of academic experience and 2 years of Industrial experience in Pepsi Co India Pvt. Ltd. Specializing in Marketing with specific interest in Product Management and Consumer Behaviour. Has presented papers at National Level and International Level.



SHANLAX PUBLICATIONS
61,66, V.P.Complex, TPK Main Road
Vasantha Nagar, Madurai - 625 003
www.shanlaxpublications.com
shanlaxpublications@gmail.com

