

## Saving and Share Market Participation by Women

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The share market of a country plays a vital role in the growth of its industry and commerce. Government, economists, market analysts and even the central bank of the country keeps a close watch on the activities of the share market. The participation of women in share market or in any kind of investment option is important for the growth of the country. Despite the fact that women are financially successful and have the control on investment decisions than ever before, they are showing less participation in the share market. Therefore, this study has made an attempt to understand the saving patterns of women and to see whether any association exists between the saving patterns and share market participation, and finally to find out factors for less participation. The data for the study were collected, using purposive sampling from employed females using a structured questionnaire. The findings of the study revealed that women are more risk averse. Among the factors identified, lack of interest and risk factor have the highest influence as a reason for lower participation of women. Compared to other investment options such as savings accounts, property, jewelry, women find the share market as unfamiliar and uncomfortable. Significant proportion of women are not willing to take a risk to gain higher benefits. Even though the necessary information and support are provided women are not interested in participating in the share market. Furthermore, when it comes to existing female investors most of them are not active shareholders and they have strong backup from the male family members. In conclusion, women save but their choice of investment modes are limited. Therefore, increasing awareness is important to ensure that their savings are productive to them and the country. Even for the few female share market investors they would be further encouraged if some institutional support is provided.

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