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Indian Working Women's Gold Obsession and Stock Market Dilemma: An Empirical Investigation

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Abstract

This paper attempts to investigate the adoring Gold market and panic-stricken Stock market in India by exploring the perception of Indian working women. The researcher analyses the influence of demographic variables and gold obsession factors on the Knowledge, Social, Psychological, and Demographic factors which affects the stock market participation. Results revealed that the working women need to be financially knowledgeable in order to manage their finances especially in the stock market. The researcher also finds that the gluttonous demand for gold in India that has been predominantly resisting the retail participation in the Indian equity market. Rigorous financial education will influence the Indian working women to revisit the Indian stock market.

Keywords: *Gold obsession, Stock Market Participation, Capital appreciation, Religious factor, Social factor, Working Women*

Introduction

The enthusiastic eagerness of Indians for gold, over the ages, has amazed the economists. The demand for gold is reverse to "Law of Demand". Gold has fortunately remained in the headlines of both consumer and financial media, which served to emphasize both the continuing intrinsic value and its antique role as a store of value. This situation strikes a chord of 2007, when the stock markets bang all time highs and there was euphoria across the nation. Although Indian stock market has expanded in the post liberalization era, with regard to volatility the market does not demonstrate any significant transform. This long-lasting volatility in the stock market since the global financial crisis has been gloomy issue for the retail investors to invest in equity markets. Due to high volatility, new clients are afraid to burn their fingers and existing investors are uncomfortable in roiling their portfolios. The initiative of long term investment is hitherto to be embedded in the retail investor's mind set. Retail investors are often coaxing into inappropriate investment decisions allured by the vested interest. In the era of high frequency trading, pathetic internet penetration, interruption in internet connectivity, frequent power failures which hinder the retail investor's efficiency to harvest the paramount price movements. Costs of trading in an exchange have a significant bearing on the capital market efficiency. The three important constituent of cost of trading are user charges which includes brokerage fees, DP chargers, exchange transaction charges, impact cost statutory levies such as service tax on brokerage and stamp duty. The cost of trading in India remains relatively high. More pressure is levied on the overall brokerage revenue pool due to low retail equity participation.This paper is structured as follows: Section 2 encompass of review of related literature including Statement of problem need and Objective of the study. Section 3 reports the research methodology employed to undertake the study. Section 4 portrays the robustness of empirical investigation evidence. Finally, Section 5 concludes the study.

Review of Literature

In this section we review some empirical literature relating to gold market and stock market that provide innovative insights to undertake the research. Nicholas Apergis, Christina Christou and James E Payne (2014) demonstrate the importance of precious metal markets and the vibrant behavior of information transmission in the global stock exchange systems. This study highlights the behavior of precious metal vis-à-vis equity markets which provides highly valuable information for investors who design their investment strategies by taking into consideration the use of precious metals in building their portfolio. The researchers present an empirical methodology to investigate the nature of spillovers between precious metal prices, ie, Gold and silver and macroeconomic variables for the G7 countries over the period 1981 to 2010. This study utilizes a relatively new methodological approach known as the factor-augmented vector auto regressive (FAVAR) model. Results indicate that the price transmission across precious metal markets, stock markets and the macro economy is substantial.

Somnath Mukhuti, Amalendu Bhunia (2013) investigated the Indian stock market index reaction on Indian gold price by using daily time series data between 2nd January 1991 and 10th August 2012 with the application of econometric methods such as bi-variate and multivariate co integration test. Results confine that in times of national crisis, bank failures, rupee deprecation and negative interest rate, people consider gold as a solid asset and safe haven. There is a diminutive chance of getting better returns in the stock investment due to a fragile economic and financial position.

Amalendu Bhunia and Somnath Mukhuti (2013) asserted that the domestic gold price in India is eternally escalating in consequence to its intense domestic demand on account of protection, liquidity along with efficient portfolio diversification. The underlying principle behind the retail investors not entering the equity markets is high returns which they obtain from the alternative asset class, viz., gold. Moreover, there is high volatility in the equity markets. When the stock market crashes or when the dollar exacerbates, gold prolongs to be a safe investment haven.

Baur (2011) analyses the conditional volatility using GJR model and presents a new explanation for the abnormal symmetries of gold volatility. This study reveals that while negative return shocks in equity markets signal 'bad' news and positive return shocks imply 'good' news, this situation is inverse in case of gold market: positive shocks in the gold market imply 'bad' financial and negative returns in gold imply 'good' news. The author explains this inverted asymmetric reaction related to the safe haven property of gold: investors interpret positive gold price changes as a signal for future adverse conditions and uncertainty in other assets markets. Results shows that the dynamic correlation of gold to be negative during adverse stock market conditions.

Statement of Problem

Indian stock markets mobilize a very small fraction of household financial savings in India. Indian Stock market is beleaguered with severe price volatility and suffers from menace of over speculation and excessive price fluctuation. Many households shy away from stock markets, because of lack of adequate financial knowledge on stocks, the stock market working and asset pricing. This leads to stumpy retail participation putting the Indian stock markets in "dilemma". Gold is an inoperative asset in the hands of individuals and there is a massive unlocked economic value of the Indian economy. India is recognized to be among the largest importers of gold in the world. Massive gold demand leads to deterioration in current account deficit.

Need for the study

Women are progressively more entrepreneurial in nature, grabbing new business prospects. Thus women are becoming one of the largest groups of

investors across the globe. The avid appetite and importance of gold among Indian women cut across caste and economic boundaries. Gold is the rescuer of Indian women in times of crisis. This circumstance has given inauguration to "Gold Mania" in India over the ages. Many households shy away from stock markets, because of lack of adequate financial knowledge on stocks, the stock market working and asset pricing. This leads to stumpy retail participation putting the Indian stock markets in "dilemma".

Objective of the study

To study the collective influence of demographic variables, gold obsession factors on stock market participation factors.

Hypothesis of the study

Ho: There exists no influence of demographic variables, gold obsession factors on stock market participation factors.

Research Methodology

The methodology adopted for the study is based on primary data. Simple random sampling has been used to collect responses from the Indian Working Women. 177 questionnaires were distributed for conducting the study among the Indian working women in Chennai City. The number of questionnaire collected after sustained follow up was 170. Out of the 170 responses only 150 were complete and suitable for statistical analysis. Out of the total 177, 7 questionnaires were not returned and 20 were eliminated for inconsistent replies and incomplete answers. Therefore, the exact sample size for this study is 150.

Statistical Tools Employed

The researcher has used Statistical Package for Social Sciences to perform statistical techniques such as Factor analysis by principal component method, to reduce the number of factors creating obsession towards gold as an asset class among the Indian working women into five meaningful factors and Stock Market participation factors into four meaningful factors respectively.

Multiple Regression Analysis has been applied to study the collective influence of demographic factors, gold obsession factors on stock market participation factors.

Empirical Results and Discussion

In this section, the researcher attempts to present the empirical results obtained from statistical analysis such as Principal Component Factor Analysis and Multiple Regression Analysis.Cronbach alpha test was used to determine the degree of consistency among the multiple measurements of each factor. It measures the inter-item reliability of a scale generated from a number of items. Ideally, the reliability coefficient above 0.5 is considered acceptable as a good indicator of construct reliability, above 0.6 is treated satisfactory, but alpha above 0.7 is considered sufficient. The questionnaire responses exhibited Cronbach-Alpha value of 0.926 for items relating to gold obsession variables among Indian Working Women as depicted in Table 1. The alpha values are statistically significant to ensure a smooth normal distribution and to justify the sample statistics for the representation of population parameters.

Factor Analysis – Gold obsession

Grouping the variables gives more clarity on the subject and also on the decision mechanism design. In view of this, the researcher grouped the items using Principal Component Analysis with Varimax and Kaiser Normalization. In this part of the analysis the researcher attempts to identify the factors responsible for creating obsession towards gold as an asset class among the Indian working women. There are 25 variables quoted in the Questionnaire therefore the data reduction is done through the application of factor analysis by principal component method and the following results are obtained. From the table No 2 it is found

that Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is .865, Bartlett's Test of Sphericity with approximate chi square value 1944.418, p = .000 are statistically significant at 5 percent level. Therefore, it can be concluded that the variables considered for Factor Analysis form the normal distribution less than 5% admissible error to represent the factors emerged. This implies that the sample size is adequate for data reduction process and creates a conductive situation to ascertain the latent factors responsible for creating obsession towards gold as an asset class.

It is found that the 25 variables exhibit the variances from .518 to .855. This implies that the range of variations defined "between" 51 percent to 85 percent, which is statistically significant to go ahead for the meaningful data reduction process. This is adequate for factor segmentation from the variables. This leads to the factor formation. 25 variables are reduced into 5 predominant factors. It is found that 25 variables exhibit the total variance of 72.404 percent. It is also ascertained that the five factors individually possess the variances 22.684 percent, 19.609 percent, 12.131 percent 9.898 percent and 8.082 percent respectively. This leads to variable loading of each factor that creates obsession towards gold as an asset class among the Indian Working Women. This leads to factor segmentation through grouping of variables as shown in the rotated component matrix.

The rotated component matrix in the factor analysis grouped the variables as follows. The factor I consists of eight variables having the towering variance of 22.684% which represent gold as an efficient store of value, portfolio diversifier. The Factor I accentuate to embolden financial aspects involved in possessing the gold which facilitates fascination among the Indian working women towards gold as an asset class. Thus, the factor I is labeled as "Financial factor".

The factor II consists of eight variables having the variance of 19.609% which signifies gold as an ideal investment avenue which brings consistent and assured returns. The Factor II highlights on various beneficial aspects involved in holding gold among Indian working women Thus, the factor II is tagged as "Benefit Factor".

The factor III consists of two variables having the variance of 12.131% which highlights the fact that women prefer to wear gold due to beauty and personality reasons, Gold plays an essential part in the marriage ceremony and when it comes to Indian weddings, gold is considered a prerequisite rather than an extravagance. There exists deep cultural affinity for gold in India. The Factor III explains about the cultural cause for possessing the gold which creates allure among the Indian women. Thus, Factor III is labeled as "Cultural Factor".

The factor IV comprises of two variables possessing the variance of 9.898% which represents that traditionally, gold has been considered auspicious among Hindus and is regarded to bee symbolic of Goddess Lakshmi, the goddess of wealth. The Factor IV deals with the religious rationale behind holding gold as an asset class among the women. Thus Factor IV is tagged as "Religious Factor".

The factor V consists of three variables possessing the variance of 8.082% which signifies that in India gold is seen as a symbol of security. The Factor V deals with societal aspects involved in holding gold which creates fascination among the Indian working women. Thus, Factor V is labeled as "Societal Factor".

Factor Analysis - Stock Market Participation

Cronbach alpha test was used to determine the degree of consistency among the multiple measurements of each factor. It measures the inter-item reliability of a scale generated from a number of items. Ideally, the reliability coefficient above 0.5 is considered acceptable as a good indicator of construct reliability, above 0.6 is treated

satisfactory, but alpha above 0.7 is considered sufficient. The questionnaire responses exhibited Cronbach-Alpha value of 0.939 for items relating to Stock market participation variables among the Indian working women as specified in Table 4 (Appendix). The alpha values are statistically significant to ensure a smooth normal distribution and to justify the sample statistics for the representation of population parameters.

There are 23 variables quoted in the Questionnaire therefore the data reduction is done through the application of factor analysis by principal component method and the following results are obtained.

From the table No 5 (Appendix) it is found that Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is .854, Bartlett's Test of Sphericity with approximate chi square value 1866.962, p = .000 are statistically significant at 5 percent level. It is found that the 23 variables exhibit the variances from .484 to .824. This implies that the range of variations defined "between" 48 percent to 82 percent, which is statistically significant to go ahead for the meaningful data reduction process. This is adequate for factor segmentation from the variables. This leads to the factor formation. 23 variables are reduced into 4 predominant factors. It is found that 23 variables exhibit the total variance of 69.816 percent. It is also ascertained that the four factors individually possess the variances 25.752 percent, 15.402 percent, 15.271 percent and 13.390 percent respectively. This leads to variable loading of each factor that affects the stock market participation among the Indian Working Women. This leads to factor segmentation through grouping of variables as shown in the rotated component matrix.

The rotated component matrix in the factor analysis grouped the variables as specified in Table 6 (Appendix) as follows. The factor I consists of ten variables having the towering variance of 25.752% which represent Fluctuating stock prices with high trading. The Factor I accentuate to embolden financial education to Working women in India to accelerate the stock market participation rates. The factor I is labeled as "Knowledge factor". The factor II consists of five variables having the variance of 15.402% which signifies the age, income, religion, wealth and health of the female investors to facilitate stock market participation among the female investors. The Factor II highlights on various demographic aspects which affects the stock market participation among the women. Thus, the factor II is tagged as "Demographic Factor".

The factor III consists of four variables having the variance of 15.271% which corresponds to information sharing among the family members, social interaction and seeking professional financial advice for equity investment among the women workforce. The Factor III explains that social interaction and trust in professional financial advice has economically significant effect on the stock market participation among the Indian working women.Thus, Factor III is labeled as "Social Factor". The factor IV comprises of four variables possessing the variance of 13.390% which represents that there exist lack of trust and confidence among the investors who invest in risky equity investment. The Factor IV deals with the psychological aspect and underscores that strong cognitive ability to bear the risk is essential for female investors to amplify the stock market participation rates among the Indian women workforce. Thus Factor IV is tagged as "Psychological Factor".

Multiple regression analysis

The researcher employs multiple regression analysis to examine the collective influence of gold demand and retail participation in Indian equity market. Multiple regression analysis is used to predict the variance between the dependent variable and independent variables (Warne, R. T. (2011)). The multiple regression analysis explores the interrelationship among variables and the contribution of each predictor to explain the variance in the dependent variable (Cohen, J,(2003)).

This method is used to determine how much variance exist in the demographic variables such as age, marital status, religion, occupation, annual savings and gold obsession factors can be explained by Stock market participation factors. In this regression approach demographic variables such as age, income, wealth, health, religion and gold obsession factors are considered as independent variable and the knowledge factor which affects the stock market participation among the working women which is determined by the conducting Principal Component Factor analysis is expressed as an dependent variable.

Table 7 (Appendix) displays that R^2 value is 0.537, adjusted R^2 value is 0.472. This shows that the variance ranges from 47.2% to 53.7%. That is the independent variable which comprises of demographic aspects of working women such as education, age, annual savings and gold obsession factors is able to create variance on the Knowledge factor which is formulated by conducting Principal Component factor analysis compressing various variables such as Financial education, Financial knowledge, Adequate financial information, Knowledge in Manipulation of share valuation, Knowledge in fluctuating share prices and trading cost, Knowledge in strong investor protection and Knowledge in the availability of Insurance protection for the equity investors. This leads to the resultant confirmation of regression model fit in the following ANOVA table.

Table 8 (Appendix), reports that the regression fit coefficient F=8.415, p=.000 are statistically significant at 5% level. Therefore, it can be concluded that the independent variables namely age, income, religion, occupation and gold obsession related factors which is considered to exhibit the regression model is critically related to Knowledge factor which affects the stock market participation among Indian Working women. The following correlation table obviously elucidates the restrained impact of dependent variable on the independent variable.

Table 9 (Appendix) portrays that Education (t=1.948, p=.005), Annual Savings (t=2.072,p=.004), Financial Factor (t= 2.966, p= .004), Cultural factor (t= 3.890, p=.000), Credibility factor (t= 1.600, p=.003) are the independent variables which is statistically significant at 5% level than other variables such as Age (t=.580, p=0.563), religion factor (t=.778, p=.006) and Societal factor (t=.375, p=.709). This reveals that among the various demographic variables, Education and Annual savings of the individual are predominant variables which influences the knowledge factor affects that the women's participation in the Indian equity market. The working women need to be financially knowledgeable in order to manage their finances especially in the stock market.

Table 10 (Appendix) exhibits that R^2 value is 0.454, adjusted R^2 value is 0.365. This shows that the variance ranges from 36.5% to 45.4%. That is the independent variable which comprises of demographic aspects of working women such as education, age, income, and gold obsession factors is able to create variance on the Demographic factor which is formulated by conducting Principal Component factor analysis compressing various variables such as age, religion, wealth, health, This leads to the resultant confirmation of regression model fit in the following ANOVA table.

Table 11 (Appendix) explain that the regression fit coefficient F=5.057, p=.000 are statistically significant at 5% level. Therefore, it can be concluded that the independent variables namely age, income, education, gold obsession related factors which is considered to exhibit the regression model is critically related to Demographic factor which affects the stock market participation among Indian Working women. The following correlation table obviously elucidates the restrained impact of dependent variable on the independent variable.

Table 12 (Appendix) reports that Age (t= 3.085, p=.003), Education (t=2.044, p=.004), Cultural factor (t= 6.036, p=.000), Credibility factor (t= 3.364, p=.001) are the independent variables

which is statistically significant at 5% level than other variables such as Income (t=.750, p=0.455), religion factor (t=1.472, p=.145) and Societal factor (t=.503, p=.616). This reveals that among the various demographic variables, Education, age of the respondent are considered as the chief variables which influence the demographic factor which affects the women's participation in the Indian equity market. The purchase of gold is entwined with its creditability and cultural beliefs. Results are consistent with the WGC Report on India: Heart of Gold Strategic Outlook (2011) which reveals that gold provides an attractive investment for people who believe that inflation will pick. Gold serves as a store of wealth, providing strong alternative to interest bearing deposits and equities and fulfilling the precautionary saving motive. Gold purchase among the Indian is highly influenced by socio-economic and cultural sentiments.

Table 13 (Appendix) explicate that R^2 value is 0.491, adjusted R^2 value is 0.407. This shows that the variance ranges from 40.7% to 49.1%. That is the independent variable such as age, education, income and Gold Obsession factors is able to create variance on the psychological factor which affects the female stock market participation which is devised by conducting Principal Component factor analysis compressing various variables such as Trust, strong cognitive ability, Confidence and risk averse. This leads to the resultant confirmation of regression model fit in the following ANOVA table.

From Table 14 (Appendix), it is found that the regression fit coefficient F=5.854, p=.000 are statistically significant at 5% level. Therefore, it can be concluded that the independent variables namely education and gold obsession factors which is considered to exhibit the regression model is significantly related to Psychological factor which affects the stock market participation among Indian Working women.

Table 15 (Appendix) highlights that Education (t=1.315, p=.002), Financial factor (t= 4.103, p=.000) are the independent variables which is statistically significant at 5% level than other variables such as Credibility factor (t=1.838, p=0.050), religious factor (t=1.117, p=.267) and Societal factor (t=1.457, p=.149). This reveals that among the various demographic variables, Education and Financial aspects of holding gold are major variables which influences the Psychological factor affects that the women's participation in the Indian equity market. Results are consistent with the research undertaken by Campbell (2006) emphasized that the psychological barriers that make stock market participation uncomfortable for the households. (Cole and Shastry 2009) highlights it is easier for educated investors to understand the risk-reward tradeoff of markets.

In this regression approach, demographic variables such age, income, education and gold obsession factors are considered as an independent variables and social factor which is obtained by conducting Principal Component Factor analysis by compressing four variables namely social interaction, seeking professional active, Willingness to learn from others and Information sharing among the family members is expressed as dependent variable.

Table 16 (Appendix) reports that R^2 value is 0.423, adjusted R^2 value is 0.328. This shows that the variance ranges from 32.8% to 42.3%. That is the demographic variables and gold obsession factors is able to create diminutive variance on the social factor which is devised by conducting Principal Component factor analysis compressing various variables such as social interaction, seeking professional active, Willingness to learn from others and Information sharing among the family members. This leads to the resultant confirmation of regression model fit in the following ANOVA table.

From Table 17 (Appendix) portrays that the regression fit coefficient F=4.459, p=.000 are statistically significant at 5% level. Therefore, it can be concluded that the independent variables

namely demographic variables and gold obsession is considered to exhibit the regression model is significantly related to social factor which affects the stock market participation among Indian Working women.

From Table 18 (Appendix), it is found that Education (t=1.864, p=.005), Financial factor (t= 1.932, p=.005), Cultural factor (t=3.563, p=.001) are the independent variables which is statistically significant at 5% level than other variables such as Credibility factor (t=.773, p=0.442), religious factor (t=.053, p=.958). This reveals that among the various demographic variables, Education, financial aspects of holding gold and cultural motive for buying gold are prime variables which influence the Social factor which affects the women's participation in the Indian equity market. Indians affinity for gold as an asset class is deep rooted, as the women consider buying gold as "status symbol" and "Icon of security". Thus, the null hypothesis is rejected; there exist influence of demographic variables, gold obsession factors on stock market participation factors

Previous research undertaken in different countries possesses similar results. Feng and Seasholes (2004) findings suggest that common reaction to public information, rather than word-of-mouth effects, seems to be a primary determinant of investors trading behavior in China. Thus, the influence of social interaction on stock market participation remains partly unclear. Social interaction and social learning function also as an additional channel for financial awareness if information distribution otherwise is scarce. Widespread financial unawareness and illiteracy raises concerns as households are facing ever more complex options in household finance and retirement planning. Guiso and Jappelli (2005) analyze the role of deficient financial awareness as an information barrier to financial market participation.

The path diagram given below explains about the Indian Working Women's Stock Market participation factors, Gold obsession factors that exist among the Indian working women, and the influence of Stock Market Participation factors on the Gold obsession factors.

Diagram 1 Represents Stock Market Participation Factors

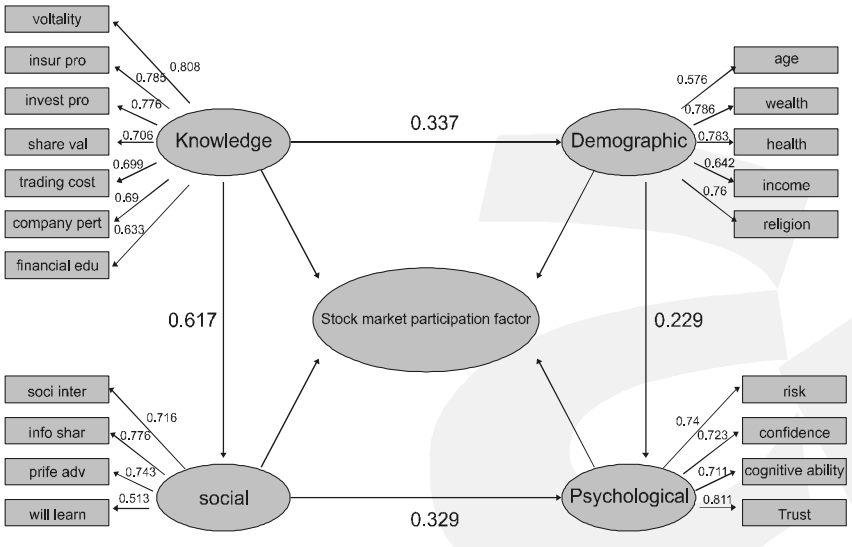


Diagram 2 Represents the Gold Obsession Factors among the Indian Working Women

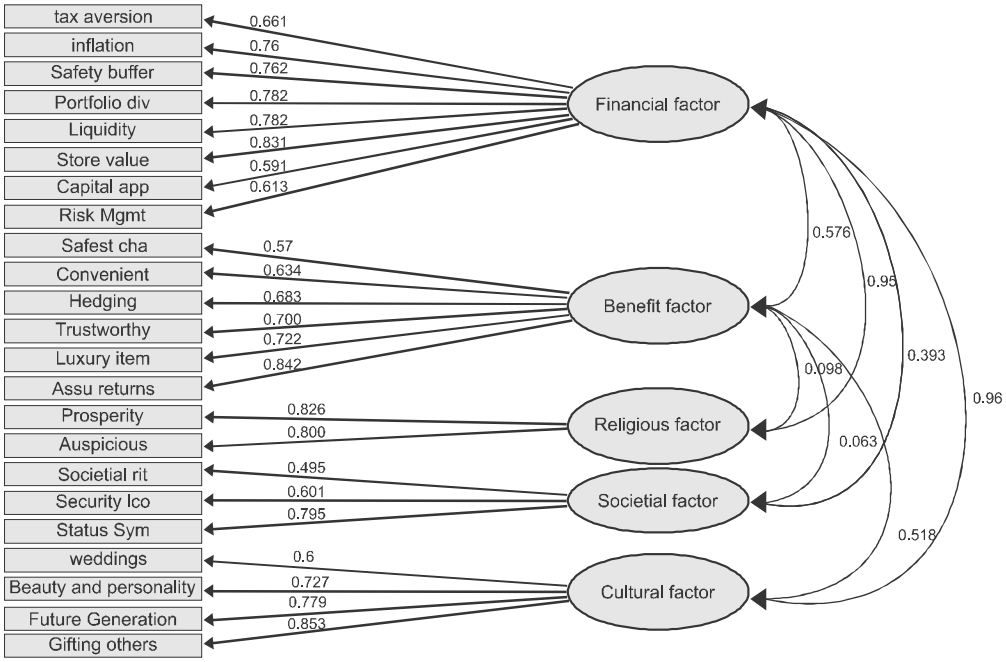
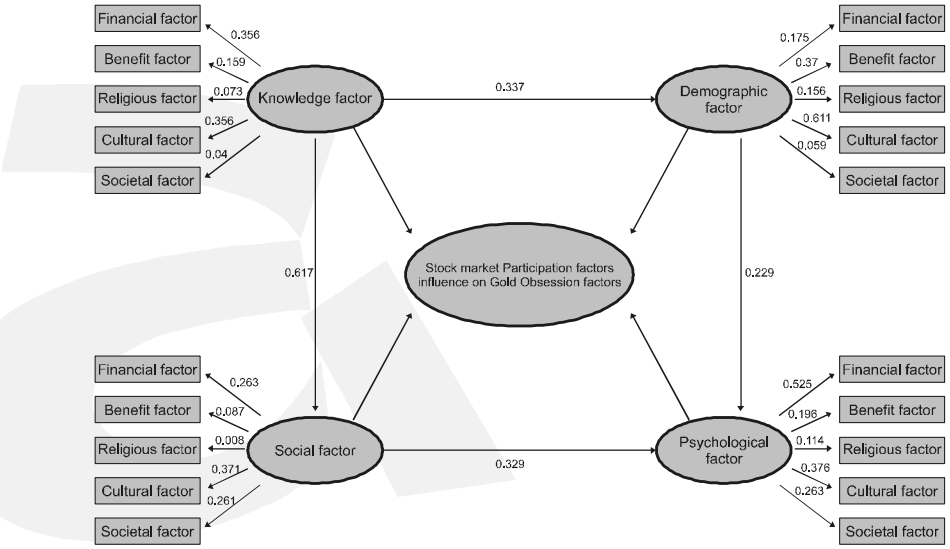


Diagram 3 Represents influence of Stock market Participation factors on Gold Obsession Factors among Indian Working Women



5. Conclusion

Gold is an inoperative asset in the hands of individuals and there is a massive unlocked economic value of the Indian economy .The real attraction for gold is apparent and straightforward. High returns, high liquidity and no taxation and lack of documentation related hassles makes gold a sought after investment option. Over 1.3 billion population of India would customarily prolong to create demand for gold due to cultural, religious, economic and social motive. Awareness about gold as a profitable investment and store of wealth is growing and, hence, it is complicated to shatter the attract for gold from both the investors and the jewellery consumers. In the wake of the financial market turbulence and loss of equity values across the globe, investor's inclination seems to robustly shift towards gold as an asset class. Whilst the general global economy is slipping into global recession, the gold market is a lucrative investment for investors. Slump in equity market could stimulate a change to safety and hence in the short run, there could be augmented demand for gold in domestic market leading to ascend in domestic gold prices. The movements in stock market indices can surrogate positive or negative exceptions, regarding future, and hence it can be an idyllic challenger variable to symbolize features like shift to safer assets during times of crisis. Investor education and financial literacy are significant for people who live in rural areas who are unaware of the gold investment instruments or do not have access to invest in gold backed financial products. Effective steps need to be undertaken to enhance awareness of potential physical gold buyers to get shifted to alternative available gold backed financial instruments in the financial market.

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Appendix

Table 1 - Reliability Statistics

Factors creating obsession towards gold as an asset class	Cronbach's Alpha	No. of variables
Gold obsession variables	.926	25

Source: Computed Data

Table 2 - KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adqueacy		.865
Bartlett's Test of Sphericity	Approx Chi square	1944.418
	df	300
	Sig	.000

Source: Computed Data

Table 3 - Rotated Component Matrixz

Factors creating obsession towards gold as an asset class among Indian Working women force	Component				
	1	2	3	4	5
I consider, gold acts as an efficient store of value	.831				
I recognize, gold as a form of money	.782				
Gold acts as a portfolio diversifier for me	.782				
I consider, gold is a safety buffer	.762				
Investing in gold is potentially way to maintain purchasing power	.760				
Buying gold has no tax hassles involved	.661				
The risk of losing money by investing in gold is lower than other investments	.613				
Buying gold brings capital appreciation	.591				
I cannot deposit money in bank, so it's best to invest in gold		.874			
Investments in gold have yielded consistent and assured returns		.842			
Gold is a luxury item to buy		.722			
Gold bought at any time will prove to be beneficial		.709			
I recognize, gold as a hedge against foreign currency		.683			
Gold acts as a convenient medium for concealment of my taxable income		.634			
Gold is the safest channel of my investment		.570			
I usually buy BIS Certified Hallmark gold as it has purity certification		.402			
I buy gold for gifting others			.853		
I buy gold for my future investment			.779		

Factors creating obsession towards gold as an asset class among Indian Working women force	Component				
	1	2	3	4	5
Wearing gold enhances my personality			.727		
I buy gold for my daughter's wedding			.600		
Gold is auspicious, so I will buy it				.899	
Gold is seen as a sign of prosperity, so I will buy it				.826	
Buying gold is a status symbol					.795
Gold is an icon of security for me					.601
Buying gold is a societal ritual					.495

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 15 iterations.

Table 4 - Reliability Statistics

Factors affecting stock Market participation among Indian Working Women	Cronbach's Alpha	No. of variables
Stock Market participation variables	.939	23

Source: Computed Data

Table 5 - KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adqueacy		.854
Bartlett's Test of Sphericity	Approx Chi square	1866.962
	df	253
	Sig	.000

Source: Computed Data

Table 6 - Rotated Component Matrix

Factors affecting the Stock Market participation	Component			
	1	2	3	4
There exist volatility in the stock prices	.808			
If there is availability of insurance, then I will Invest in equity	.785			
I believe, strong investor protection brings higher stock market participation rates	.776			
I consider, investors are often cheated due to manipulated share valuations by fraudulent corporate management	.706			
Cost of trading in stock exchange is relatively high	.699			
I track the record the company performance, before I invest in equities	.690			
I believe that there is an erosion of investor's confidence on Corporate India	.699			
I consider financial education empowers me	.633			
I think, equity investments requires knowledge of finance	.630			
I am able to understand all the necessary financial information needed to invest invent on equity	.571			
I consider, rich women participates more than poor and middle class women		.786		
Women in poor health conditions do not hold equities in their portfolios		.783		
Religion plays an important role for women's stock market participation		.760		
With the increase in my income I increase my equity investment		.642		
I consider, age brings maturity in the equity investment		.576		

Factors affecting the Stock Market participation	Component			
	1	2	3	4
I believe, information sharing among the family members plays a vital role in stock market participation			.776	
I trust the professional financial advice to invest in equities			.743	
Socially active women hold more equities			.716	
I always observe how others invest in equity			.512	
I lack trust to invest in equity				.811
I think, equity investment involves risk				.740
I lack confidence and adequate knowledge to invest in equity				.723
I possess strong cognitive ability to bear the risk				.711

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 15 iteration

Dependent Variable: Knowledge Factor

Table 7 - Model summary

Model	R	R square	Adjusted R square	Standard error of the estimate
I	.733 (a)	.537	.473	3.97366

Source: Computed data

Table 8 - ANOVA

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	1594.459	12	132.872		
Residual	1373.726	87	15.790	8.415	.000(a)
Total	2968.186	99			

Source: Computed data

Table 9 - Coefficient table

Model I	Unstandardised Coefficient		Standardised coefficient	T	Sig.
	B	Standard error	Beta	B	Standard error
Constant	14.736	4.354		3.384	.001
Education	1.062	.545	.179	1.948	.005
Annual Savings	1.232	.595	.227	2.072	.004
Financial factor	.492	.166	.356	2.966	.004
Cultural factor	.568	.146	.356	3.890	.000
Credibility factor	.217	.136	.159	1.600	.003
Age	.345	.596	.058	.580	.563
Religious factor	.399	.513	.073	.778	.006
Societial factor	.147	.392	.040	.375	.709

Source: Computed data

Dependent Variable: Demographic Factor

Table 10 - Model summary

Model	R	R square	Adjusted R square	Standard error of the estimate
I	.674 (a)	.454	.365	2.75568

Source: Computed data

Table 11 - ANOVA

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	537.578	14	38.398		
Residual	645.472	85	7.594	5.057	.000(a)
Total	1183.050	99			

Source: Computed data

Table 12 - Coefficient table

Model I	Unstandardised Coefficient		Standardised coefficient	T	Sig.
	B	Standard error	Beta	B	Standard error
Constant	9.431	3.173		2.972	.004
Age	1.275	.413	.340	3.085	.003
Education	.787	.385	.210	2.044	.004
Income	.323	.431	.092	.750	.455
Cultural factor	.614	.102	.611	6.036	.000
Credibility factor	.320	.095	.370	3.364	.001
Financial factor	.153	.116	.175	1.321	.190
Religious factor	.535	.363	.156	1.472	.145
Societial factor	.137	.272	.059	.503	.616

Source: Computed data

Dependent Variable: Psychological Factor

Table 13 - Model summary

Model	R	R square	Adjusted R square	Standard error of the estimate
I	.701 (a)	.491	.407	1.74910

Source: Computed data

Table 14 - ANOVA

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	250.716	14	17.908	5.854	.000(a)
Residual	260.044	85	3.059		
Total	510.760	99			

Source: Computed data

Table 15 - Coefficient table

Model I	Unstandardised Coefficient		Standardised coefficient	T	Sig.
	B	Standard error	Beta	B	Standard error
Constant	.753	2.014		.374	.000
Education	.321	.244	.130	1.315	.002
Financial factor	.301	.073	.525	4.103	.000
Credibility factor	.111	.060	.195	1.838	.050
Religious factor	.258	.231	.114	1.117	.267
Societial factor	.252	.173	.165	1.457	.149

Source: Computed data

Dependent Variable: Social Factor

Table 16 - Model summary

Model	R	R square	Adjusted R square	Standard error of the estimate
I	.651 (a)	.423	.328	1.81757

Source: Computed data

Table 17 - ANOVA

Model	Sum of squares	Df	Mean square	F	Sig.
Regression	206.235	14	14.731		
Residual	280.802	85	3.304	4.459	.000(a)
Total	487.037	99			

Source: Computed data

Table 18 - Coefficient table

Model I	Unstandardised Coefficient		Standardised coefficient	T	Sig.
	B	Standard error	Beta	B	Standard error
Constant	5.390	2.093		2.575	.001
Financial factor	.147	.076	.263	1.932	.005
Cultural factor	.239	.067	.371	3.563	.001
Credibility factor	.048	.063	.087	.773	.442
Religion factor	.013	.240	.006	.053	.958
Education	.474	.254	.197	1.864	.005
Age	.003	.273	.001	.010	.092

Source: Computed data