RESEARCH METHODOLOGY:

Sources of Data:

➢ Primary Data

A structured questionnaire will be used to collect data from the respondents. It will be framed based on the objectives and hypotheses of the research.

➢ Secondary Data

- Literature from Reference Books
- Literature from articles published in Newspapers and Magazines
- Literature from the articles published in Journals pertaining to investment by individuals
- Literature from website

Research Design:

Descriptive Cross-sectional design:

The research aims to quantify the attitudes and perceptions of educated (graduates and above) working women towards various investment avenues available to them. It would be descriptive in nature because it measures the impact of various demographic factors on the investment pattern followed by educated working women. The data will be collected from educated working women, employed in both the public and private sectors, and their responses will be analysed by using appropriate statistical tools. Thus, the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various aspects of the study.

Sampling Method:
It refers to how the sampling units will be selected. Non-probability Sampling method will be used.

**Method of Non-Probability Sampling:**

**Convenience and Judgemental Sampling**

An attempt will be made to obtain a sample of convenient elements who will be ready to give information. The sampling elements will be identified from both the public and private sectors to cover different age groups, different income groups and different marital status.

**Sample size:**

The total sample size is considered on the basis of total educated (graduates and above) working women in Mumbai. A sample size of 500 educated working women covering women employed in public and private sectors and covering different demographic characteristics will be considered.

**Research Area:**

Data will be collected from Mumbai City and the western suburban region of Mumbai. A limited area has been taken due to logistical problem. However, efforts will be made to collect data from different places of the western part of Mumbai City. The results from this study can be used for further studies with respect to Maharashtra (India).

**Tests of Hypotheses**

The hypotheses will be tested using the Non Parametric tests like Chi-square test and Logistic regression. In addition to the above hypothetical tests, the statistical tools like Simple
Percentage Method, Pearson’s Correlation, Factor Analysis and Cluster Analysis will be used for analysing the data.

**RATIONALE OF THE RESEARCH**

The research will reveal whether the educated working women are truly independent financially or not. It will also reveal the awareness level and the pattern of their investment.
Through research, the influence of various factors such as age, income and marital status on the investment decisions can be understood.

Financial independence leads to empowerment of women which is the need of the hour. Satisfied and empowered women help in the growth of the economy. The Government and other agencies can come up with innovative schemes to mobilise the savings of working women which can be fruitfully used in the development of the economy.

**LIMITATIONS OF THE STUDY:**

Due to logistical difficulties, scope of the research is limited to Mumbai city and its western suburban region. It is also limited to the study of the investment pattern of educated working women only. Working women who are graduates and above are considered for the purpose of this research.

**UTILITY OF THE STUDY:**

The utility of the study can be summarised as follows:
1. The proportion of educated working women is increasing in India, especially in urban cities. Governments, Banks, NBFCs and others can come up with innovative investment schemes to mobilize the savings of working women to cater to their short-term, medium-term and long-term financial needs.

2. Working women will also benefit from the research by way of having special investment schemes made for them by Government and other investment agencies to suit their specific financial goals.

3. Different educational programmes can be organized to increase the awareness levels about various investment avenues.

4. Savings mobilized from working women can be channelized into different sectors of the economy thereby increasing investment, production and national income bringing all round prosperity and development.