

Chapter 3 Objectives, Hypotheses and Research Methodology

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Chapter 3 Objectives, Hypotheses and Research Methodology

3. Introduction:

In this chapter, an attempt is made to chalk out the research designing aspect required to carry out further research. The chapter deals with aspects like Objectives of the Study, Hypothesis, research methodology, Sample designing, study period, sources of data collection, research tools used, limitation of the research, parameters to be analysed, chapter scheme, importance of the study etc.

3.1 Importance of the study:

The New Mumbai (also called Navi Mumbai) area of Thane district of the Maharashtra state is selected for the study of the role of the newspapers in spreading financial literacy because the New Mumbai is one of the largest planned cities in the world, Navi Mumbai holds a population of 21 lakhs people and Average literacy rate of Navi Mumbai city is 91.57 percent (as per the 2011 census), there has been rapid growth of the SEZs (Special Economic Zones) like IT and BPO zones in the different parts of the New Mumbai, Navi Mumbai is being developed rapidly with its class infrastructure and modern nodes, there has been well-planned network of railways and roads, there has been a huge

migration in the city due to the SEZs, the spread on newspapers is rapid in the area and all the leading newspapers publish separate sections on the news related to the New Mumbai.

3.2 Objectives of the study:

The present study is an attempt to understand the role of newspapers in the financial literacy and following objectives of the study is considered:

- To understand the spread of the newspapers selected for the study in the selected demographic area to find out the reader base.
- To analyse the components of the newspapers which are related to the financial literacy aspect and evaluate the selected new items related to the financial literacy.
- To review the newspaper readers' perceptions towards the news items related with the financial literacy.

3.3 Hypothesis:

Based on the above broad objectives of the study following hypotheses are made:

- There has been a good spread of the selected news papers in the New Mumbai region in the recent times.
- The selected News papers cover the different aspects of the financial literacy.

- The readers of the newspapers are satisfied with contains related to financial literacy covered in the selected newspapers and such contents affect the decision making of the readers in the financial matter.

3.4 Research methodology:

The study covers the spread of the newspapers in the area of New Mumbai. The study focuses on the financial literacy related contents of the selected newspapers and also tries to assess the impact of such contents on the decision making of the readers. Thus, for the study both schedule and questionnaire methods are used as sources of data collection as given below.

3.5 Sources of data collection:

The data is collected both from the primary and the secondary sources. The primary data sources include the questionnaire, interviews and observations while the sources of the secondary data includes Gazetteers, Government Reports, Theses, Dissertations, Published reports in the Newspapers, Reports published by the agencies and associations related to the organisations of the newspapers, authentic internet sources and so on.

A. Schedule:

The schedule used for the data collection covers aspects like spread of the selected newspapers in the areas of New Mumbai, reader base, etc.

B. Questionnaire:

The Questionnaire is used as a source of primary data collection to get in touch with the perception of readers of the selected newspapers about the financial literacy. The questionnaire comprises of following parts:

Part.1 - Demographic and Socio-Economic Status

Part.2 - Financial Literacy and Role of Newspapers

Part.3 - Suggestions

3.6 Sample design:

For the study, a sample of eight news papers, four- Marathi news papers and four English newspapers is selected. Further, the study also considers the sample of five hundred newspaper readers of the above selected newspapers in the different parts of the New Mumbai area.

3.7 Study period:

The study period of three years starting from the year 2011-12 to 2013-14 is covered.

3.8 Chapter scheme:

Following is the chapter scheme of the thesis:

Chapter-1 : Introduction

Chapter-2 : is related to the background study of History of financial Literacy, Newspapers and Navi Mumbai area.

Chapter-3 : is related to the Research Methodology

Chapter-4 : is related to the performance analysis of the collected data

Chapter-5 : is related to the performance analysis of the collected data
(Continued)

Chapter-6 : Review of related Literature

Chapter-7 : Deals with findings and Conclusions

Chapter-8 : Deals with suggestions.

Chapter-9 : Deals with scope for further research

: Bibliography

3.9 Limitations of the study:

Following are the limitations of the study.

1. The study is limited to only Navi Mumbai area of the Thane district for making the study manageable.
2. Further, to make study manageable only eight Newspapers that too only four newspapers of English language and four newspapers of Marathi language is taken for the sample.