CHAPTER 3
RESEARCH METHODOLOGY
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Research methodology is a way to systematically solve the problem. It may be understood as the science of studying how research is done scientifically. In it we study the various steps that all generally adopted by a researcher in studying his research problem along with the logic behind them. The scope of research methodology is wider than that of research method.

Universe of the Study: - Universe of the study consist of three levels of employees of Life insurance companies designated as branch manager, assistant manager and sales manager of life insurance Corporation of India and Bajaj Allianz insurance company ltd.

TYPE OF RESEARCH ADOPTED

Descriptive Research:-

It includes surveys and fact-finding enquires of different kinds. It is undertaken in many circumstances, when the researcher is interested in knowing the certain characteristics of different group; Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how. Although the data description is factual, accurate and systematic, the research cannot describe what caused a situation. Thus, descriptive research cannot be used to create a causal relationship, where one variable affects another.

SOURCES OF DATA COLLECTION:-

The data collection process follows the formulation of research design including the sample plan. After the research problem has been identified and selected, the next step is to gather the
required data. While taking a decision regarding the method of data collection to be used for I have taken both types of data i.e. Primary and Secondary data.

**PRIMARY DATA:**

The primary data consists of a well designed questionnaire to be filled in by the employees.

**Collection of Primary data is to be done with the help of:**

- Interview Method
- Structured Questionnaire.

The data collected through Questionnaire method has been cost effective. An integral component of a research design is the sampling plan. Specially, it address three questions: whom to survey (the sample unit), how many to survey (the sample size), and how to select them (the sampling procedure). Making the census study of the entire universe will be impossible on the account of limitations of time and money. Hence sampling becomes inevitable.

**SECONDARY DATA:**

The secondary sources consist of readily available compendia and already compiled statistical statements and reports whose data may be used by researches for their studies.

Secondary data includes the various websites through internet access and the books and journals available for data collection Example: Economic survey of India and Haryana, statistical abstract of Haryana, annual reports and financial statements of companies, Financial Journals, newspapers, etc.

**Sample selection:** Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made. In
simple words, it is the process of gathering useful information about a population for obtaining the desired results by mere examining a part of it.

It defines the target population i.e. it answer who is to be surveyed. In this study, consist of three levels of employees designated as branch manager, assistant manager and sales manager of life insurance Corporation of India and Bajaj Allianz insurance company. It is necessary to see the organization is large or small. Sampling size indicates the numbers of people to be surveyed. Though large samples give more reliable results than small samples. The present study shall be confined to total 160 respondents, in which 80 respondents has taken life insurance corporation of India and 80 respondents has taken from Bajaj Allianz insurance company ltd. In these study four districts has taken from Haryana (Karnal, Kurukshtra, Panipat, Yamunanagar) for doing study with the help of convenience sampling. In this study 5 branch managers, 20 assistant managers, 75 sales managers has taken on the basis of simple random sampling for doing study.

Tools and Techniques:-

On the basis of the data/information so collected from the various sources, the tabulation, analysis and interpretation is made to make the study more meaningful. All relevant mathematical and statistical tools are used to complete the purpose of the study. The use of index, tables, charts, graphs and diagrams etc. is made whenever it is needed and necessary for clarity of thoughts, easy understanding and to make the presentation of research more simulative.

Relevance of the study: This study may be useful to know about the job stress of life insurance Corporation of India and Bajaj Allianz insurance company ltd. It helps to compare the impact of job stress on the work performance of employees. This study will help to suggest some policy recommendations that can be adopted to improve the performance of the employees.
RESEARCH OBJECTIVES:

1. To explore comparative difference in the job stress of employees of life insurance corporation of India and Bajaj Allianz life insurance company ltd.
2. To analyze the impact of job stress on performance of employees.
3. To suggest some policy recommendations that can be adopted to improve the performance of the employees.
4. To study the recent practices adopted by these organizations to reduce stress.

HYPOTHESIS:

H0: 1 there is no significant difference in the stress level of the life insurance corporation of India and Bajaj Allianz insurance Company ltd.
H0: 2 there is no linear co-relation between job stress and work performance of employees.

SCOPE OF THE STUDY:

The scope of the study is limited to the three levels of employees designated as branch manager, assistant manager and sales manager of life insurance Corporation of India and Bajaj Allianz insurance company ltd.

Need of the Study: -The employees of any organization are the active resources. The interpersonal relations are becoming more and more complex at work place. Now’s a day’s job stress has a greater impact on the performance of the employees. So to study comparative difference in the job stress of employees of Life Insurance Corporation of India and Bajaj Allianz insurance company limited.