CHAPTER 3
RESEARCH METHODOLOGY

3.1 Introduction

The present chapter starts with the objectives of the study based on literature review and the research gap identified in the previous chapter. It then provides the comprehensive description of the methodological approach followed to carry out the study. Detailed descriptions were given for content analysis and survey method. The coding procedure for content analysis and sample selection of advertisements, coding reliability are described.

Further, the methodology adopted to undertake the survey is described. For survey, the pre-test of the instrument used for data collection, along with the data collection procedure, the sample and construct selections are described. An explanation of development of the research instrument, reliability test of the instrument, statistical techniques used to analyze the data and research hypotheses have also been discussed in this chapter.

3.2 Hypothesis of the Study

To study the above mentioned objectives, the following hypotheses are formulated:

**HO.1** : Null Hypothesis: Employees prefer e-commerce organization than traditional organizations.

**HO.2** : Null Hypothesis: HR policies are more flexible in e-commerce companies

**HO.3** : Null Hypothesis: Knowledge of latest software technologies play an important role while recruitment in e-commerce organisations.

Rejection of any of the above hypotheses will automatically make to accept the alternative hypotheses in each case.
3.3 Methodology

With a view to achieve the objectives of the present study, the primary and secondary sources of information have been utilized. The history, genesis, components, growth, performances etc. of the e commerce companies in India have been examined on the basis of secondary data like periodicals, magazines, textbooks, journals, reports, office records of various organizations and different websites. Thus, research work is heavily banked on the secondary source of information. For collecting primary data a questionnaire has been designed containing both open ended and close ended questions.

3.4 Sources of Data

The research is based on primary as well as secondary data. Primary data is collected through questionnaire. The relevant secondary data will be collected from various issues of reports on e commerce, HR policies etc.

Primary data can be collected from sources such as personal interviews, questionnaires or surveys with a specific intention and on a specific subject, and observation and discussion by the researcher him or herself, which information is then assessed by that person. It is a direct approach and, as it is tailored to a company's particular needs, reveals apparently, much-needed information to that company which started the research; that is, the results are used for the purpose for which they were originally intended. It can be a lengthy process but does provide first-hand information.

Secondary data is information that is already available somewhere, whether it be in journals, on the internet, in a company's records or, on a larger scale, in corporate or governmental archives. Secondary data allows for comparison of, say, several years worth of statistical information relating to, for example, a sector of the economy, where the information may be used to measure the effects of change or whatever it is that is being researched.

Researcher used questionnaire to get the primary data. The sample size of the research was 50 and sampling units included were 3 e commerce companies of New Delhi naming Snapdeal.com, voonik.com and shopclues.com.
3.5 Tools & Techniques Used

Scientific methods of statistics and econometrics will be applied for analyzing the data and getting the results to derive logical conclusions. Besides simple statistics like means, coefficient of variations, correlation coefficients, the study will also use t-statistics to test statistical significance. Student t-test will be used to test whether there is any significant difference between the variables over different periods. Student t-test will be used to check the hypothesis as to whether there is any significant difference in the variables under study. It measures as to whether there is any significant difference between the means of the two samples. Generally the null hypothesis is formulated as if there is no significant difference between the variables and the alternative hypothesis is that there is a significant difference between the variables.

3.6 Research Methods

The research method used in this research is Opinion based research method. Opinion based research methods generally involve designing an experiment and collecting quantitative data. For this type of research, the measurements are usually arbitrary, following the ordinal or interval type.

Questionnaires are an effective way of quantifying data from a sample group, and testing emotions or preferences. This method gives an element of scale to opinion and emotion. These figures are arbitrary, but at least give a directional method of measuring intensity.

Research tools

Research tools that were used: Questionnaire with open and close ended questions was framed to get the responses.

Pre-testing of Instrument (Questionnaire)

The researcher used the pre-test to assess the clarity of the questionnaire and the reliability of the measure of variables with respect to the questionnaire. A total of 30 respondents participated in the pre-testing.
The questionnaire was administered to the respondents physically as well as through email. The researchers asked the respondents if they had any difficulty in understanding and answering the questionnaire. They were also asked to revert on other related suggestions which could be used to improve the questionnaire.

Result of the Pre Test

Based on the suggestions and feedback from the respondents during the pre-test stage, few changes were made in the questionnaire. The reliability test using Cronbach alpha was also done. For better understanding of the questions and to avoid ambiguity, some of the statements were re-phrased and some information was added in the questionnaire. Few items were also dropped to improve reliability of the instrument.