CHAPTER-3
RESEARCH METHODOLOGY

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3.1 Introduction
The concept of job satisfaction seeks an increasing attention from organizations these days, since its importance and pervasiveness in terms of organizational efficiency has been definitely established rather some time ago. Managers now are decently accountable for maintaining high levels of job satisfaction among their staff, most likely and principally for its collision on efficiency, nonappearance and staff earnings, as well as on union movement. The significance attached to job satisfaction was previously major during the first half of the 20th century. This study aims at identifying and analysing the determinants of employees’ job satisfaction in the sugar Industries of Gujarat State.

3.2 Problem Statement
The present study carries out investigation and evaluation of Employees job satisfaction in the sugar industries of Gujarat State and its analysis in a developmental perspective. An attempt has been made to examine the impact of job satisfaction with respect to various dimensions such as wok culture, compensation, employee relation with the management, etc. An attempt has also been made to analyze the impact of various demographic variables on job satisfaction. The study evaluates the level of job satisfaction amongst the employees of Sugar Industries and identify the various areas of improvement in order to achieve higher levels of job satisfaction and thereby suggest the appropriate measures for higher employee job satisfaction which my lead to the growth of the company as a whole, proving its worth to the future growth of the companies.

3.3 Research Objectives
The basic objectives of the study are to analyze the extent of job satisfaction and its interrelated factors in the employees of sugar manufacturing companies of Gujarat State. These main objectives were spelled out as follows.
To study the relationship between job satisfaction and various demographic variables of employees.

To identify the major factors affecting job satisfaction and establish the interrelationships between them.

To examine the proportions of satisfied and dissatisfied employees.

To suggest suitable measures to create an environment of job satisfaction in sugar manufacturing companies of Gujarat State.

To know the job satisfaction level of the employees and HR Professionals with respect various components of job satisfaction working in the Sugar Industry.

3.4 Research Design

This study is mainly based on Descriptive and Causal research designs. This study is conducted through primary data from dual prospective of employees as well as HR professionals, as regards various dimensions of employee’s job satisfaction.

3.5 Scope of the Study

Since the subject is vast and it is not possible for a researcher to cover all the aspects of the study particularly of employee job satisfaction of all the sugar Industries in India, the scope of this study is limited to Sugar manufacturing of Gujarat State. Therefore, the present study limits the scope of coverage as follows.

- The study covers Twenty Four sugar manufacturing Companies in Gujarat State.
- From such Companies it covers the entire population of all the HR Professionals and 1331 Employees having minimum 5 Years of experience in a particular manufacturing company.

There were 24 sugar manufacturing companies in Gujarat State out of which, the following seven Sugar companies have recently closed.

1. Sardar Co-Operative Sugar Industries Ltd. Narmada Bhavan, Dahod
2. Shree Talala Taluka Sahkari Khand Udyog Mandli Ltd. Talala
3. Kaveri Vibhag Sahkari Khand Udyog Mandli Ltd. Chikhli
4. Shree Daman Ganga Sahkari Khand Udyog Mandli Ltd. Bhilad
5. Shree Mandvi Vibhag Sahkari Khand Udyog Mandli Ltd. Naren
6. Shree Mahi Panchmahal Sahkari Khand Udyog Mandli Ltd. Godhara and
7. Shree Kantha Vibhag Sahkari Khand Udyog Mandli Ltd. Saras totally closed.

Therefore, following Seventeen Sugar companies of Gujarat State form the population of this research study.

1. Shree Mahuva Pradesh Sahakari Khand Udyog Mandli Ltd., Bamania
2. Shree Maroli Vibhag Khand Udyog Sahakari Mandli Ltd., Maroli
3. Shree Ukai Asargrast Vibhag Sahakari Khand Udyog Mandli Ltd., Gunasda
4. Shree Sayan Vibhag Sahakari Khand Udyog Mandli Ltd., Sayan
5. Shree Ganesh Khand Udyog Sahakari Mandli Ltd., Vataria
6. Shree Valsad Sahakari Khand Udyog Mandli Ltd., Parnera-Pardi
7. Sahakari Khand Udyog Mandli Ltd., Gandevi
8. Shree Madhi Vibhag Khand Udyog Sahakari Mandli Ltd., Madhi
9. Co-op. sugar cane growers union Ltd., Gandhar
10. Shree Chalthan Vibhag Khand Udyog Sahakari Mandli Ltd., Chalthan
11. Shree Mandvi Vibhag Sahakari Khand Udyog Mandli Ltd., Mandvi
12. Shree Billeshwar Khand Udyog Khedut Sahakari Mandli Ltd., Kodinar
13. Shree Narmada Khand Udyog Sahakari Mandli Ltd., Dharikheda
14. Coper Co-op. Sugar Ltd., Dadariya
15. Shree Khedut Sahakari Khand Udyog Mandli Ltd., Hansot
16. Shree Khedut Sahakari Khand Udyog Mandli Ltd., Baben
17. Shree Kamrej Vibhag Sahakari Khand Udyog Mandli Ltd., Navi Pardi

3.6 Data Collection

The relevant primary data was collected from 17 HR professionals and 1331 employees from all the above Sugar manufacturing companies. A separate questionnaire was designed one for HR professionals and another for the company employees based on the defined research problem and related hypothesis. The validity and reliability of the questionnaire instruments were tested before its administration using Cronbach’s Alpha. The value of Cronbach’s Alpha of the HR managers found to be 0.885 and that for the questionnaire for employees was found to be 0.962, which were fairly good. On the basis of the experience gained, wordings of the questions and
statements were corrected and modified to make the final format of the questionnaires. The questionnaires contained the following types of questions.

- Identifying questions related to respondents tasks and duties, age, experience etc.
- Multiple choice questions.
- Question set on Likert type summated scale to obtain responses.
- Dichotomous Questions.

These questions were aimed at identifying the factors affecting job satisfaction of the respondents. All the questions were constructed on rational construct criterion, i.e., on the basis of the existing body of knowledge in the areas of management theory, organization theory, and behavior.

### 3.7 Statistical Tools and Techniques for Data Analysis

The completed questionnaires was edited and codified. The qualitative aspects were quantified. Thereafter the information was processed in to a master table. Various tables, incorporated in this study were prepared on the basis of master table. The major statistical tools which were applied for data analysis are listed below:

- Chi-Square test
- Factor Analysis
- Correlation-Regression Analysis
- Multiple Regression Analysis
- Discriminat Analysis
- Cluster Analysis
- Structural Equation Modeling

Next Chapter described the conceptual frame work for evaluation of employee’s job satisfaction.

### References


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