Chapter – II

RESEARCH METHODOLOGIES

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2:1 Research Methodology

Research means search for knowledge through a scientific and systematic method of finding resolutions to problems. It is an academic activity and as such the term should be used in a technical sense. It aims at discovering the fact. According to Redman and Mory define research as a “systemized effort to gain new knowledge.”\(^1\) D. Slesinger and M. Stephenson define research as “the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of art.”\(^2\) Research is thus a novel contribution to the existing collection of knowledge making for its progression. It is pursue of truth with the help of study, observation, comparison and experiment. The main intention of research is to find out the truth which is hidden and which has not been exposed so far. So the primary objective of research is to get true and cherished knowledge of human society and its functioning, to know and understand the laws that are operating behind various activities of man.

2:1:1 Pilot Study

The researcher applied Exploratory Research Design for gaining a better insight into a problem. This exploratory research conducted on the basis of secondary data analysis and expert surveys. For secondary data analysis the researcher utilized secondary data sources like various publications of central, state, and local governments. The expert survey conducted among the company experts who were working at government and private sector concerns. Through this pilot study the researcher is able to evaluate the feasibility of a research project, formulate a problem statement, provide theoretical basis to a hypothesis, provide alternative approaches to a problem, and establish possibilities for further research.


2:1:2 Research Design
The researcher utilizes Cross-Sectional Descriptive Research Design\(^3\). Here the study is conducted at a single point of time but it generally includes sample units who belong to a cross-section of the population like: different regions, sectors of employees, occupational level, age group, experience level, gender, and education level. Through this research design the researcher attempts to describe and explain conditions of the state of affairs as it exist at present. The researcher is able to define clearly, what he wants to measure and adequate methods for measuring it along with a clear cut definition of population he wants to study.

2:1:3 Universe of the Study
The study was conducted among the employees who are working at the public and private sector organizations in Kerala. In Kerala there are 704 private sector establishments and 99 public sector establishments. The universe or population consists of all employees who are working at these organizations and that are 111696 (Source: Directorate of Employment & Training (2009)). Since the population is large, the researcher opt sampling method for his study.

2:1:4 Sampling Design of the Study
Here the researcher utilizes Multi-Stage Sampling for the collection of data. Through this Multi-Stage Sampling Method the researcher selects number of items from each stage. For this the State of Kerala was divided into three zones, South, Central and North. The zone wise companies’ strength revealed in the following table:

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From these zones the researcher picked up proportionate number of establishments by using lottery method. The number of establishments selected from each zone highlighted in the following table:

\[\text{Table: 2:1}\]

\[
\begin{array}{|c|c|c|c|c|}
\hline
\text{Sector} & \text{South Kerala} & \text{Central Kerala} & \text{North Kerala} & \text{Total} \\
\hline
\text{Pvt.} & 252 & 406 & 46 & 704 \\
\hline
\text{PSUs} & 66 & 29 & 4 & 99 \\
\hline
\text{Total} & 318 & 435 & 50 & 803 \\
\hline
\end{array}
\]

From these selected establishments 10 employees each were selected by using quota sampling method and altogether the researcher considered 960 representative characters for his study. Here the quota formed mainly on the basis of different sectors of employees, occupational level, age group, experience level, gender, and education level.

\[\text{Table: 2:2}\]

\[
\begin{array}{|c|c|c|c|c|}
\hline
\text{Sector} & \text{South Kerala} & \text{Central Kerala} & \text{North Kerala} & \text{Total} \\
\hline
\text{Pvt.} & 17 & 27 & 4 & 48 \\
\hline
\text{PSUs} & 32 & 14 & 2 & 48 \\
\hline
\text{Total} & 49 & 41 & 6 & 96 \\
\hline
\end{array}
\]

2:1:5 Scaling Technique

Here the researcher utilizes Summated Scales (or Likert-type Scales)\(^4\). In this scale, the respondent is asked to respond to each of the statements in terms of five degrees of

agreement or disagreement. Each response is given a numerical score, indicating its favourableness or unfavourableness, and the scores are totaled to measure the respondent’s attitude.

2:1:6 Variables of the Study

Employees’ Attitude towards Privatization on the basis of Socio-Demographic Characteristics like: age of employees, gender of employees, experience of employees, education of employees, job position of employees, and sector of employees are assessed on the basis of ANOVA test.

Analysis of mutual interdependence among various HR functions like: Personnel Policies & Quality of Work Life, Personnel Policies & Compensation, Personnel Policies & Stress, Personnel Policies & Motivation, Quality of Work Life & Motivation, and Compensation & Motivation are conducted on the basis of coefficient correlation.

Analysis of significant difference among government and private sector establishments related with HR functions are conducted on the basis of Weighted Mean and Z-Test methods. Here the main HR areas like: personnel policies & procedures, quality of work life, compensation management, sources of stress, and motivation are considered. The personnel policies & procedures assessed on the basis of following independent variables like: procurement function, training & development, compensation, performance appraisal, promotion, rules & regulations, praise & recognition, and participative management. The quality of work life assessed on the basis of following independent variables like: employee welfare, health & medical services, safety measures, job freedom & autonomy, leadership styles, use of employees’ abilities & skills, rules & regulations, role clarity, physical setup, machinery & tools, and competitive spirit among workers. The compensation management assessed on the basis of following independent variables like: basic pay, HRA, DA, LTA, & TA, incentive scheme, retirement benefits, and bonus. The sources of stress assessed on the basis of following independent variables like: job security, flexible work schedule, rules & regulations, role clarity, and job stress.
And finally the motivation assessed on the basis of following independent variables like: basic pay, job security, retirement benefits, competitive spirit among workers, leadership, impressive job title, job freedom & autonomy, incentive scheme, praise & recognition, challenging job, promotion, participative management, and to reach the peak of one’s potential.

2:2 Analysis Tools and Techniques

2:2:1 Methods of Data Collection

The researcher utilized both the secondary and primary data for his study. The secondary data is collected from secondary data sources like various publications of central, state, and local governments; journals, books, magazines, websites and newspapers; reports and publications of concerned organizations; reports prepared by research scholars and universities; public records and statistics, historical documents and other sources of published information. The primary data is collected through questionnaire, interview and observation. The questionnaire method is applied for collecting relevant information from employees. An interview is conducted with the selected companies’ officials for getting awareness about the human resource practices in their respective concerns. The researcher also utilized observation method in this study for getting clarity with the actual practices existing in the human resource management of respective concerns.

2:2:2 Processing of Data

The data processing conducted in this study is by editing, coding, classification and tabulation. In the first step – editing, the researcher carefully scrutinizes the completed schedules and through this he ensure that the data are accurate, consistent with other facts gathered, uniformly entered and have been well arranged to facilitate coding and tabulation. In the next step – coding, the researcher assigned numerals to answers so that responses can be put into a limited number of categories or classes. In the third step – classification, he arranged data in groups or classes on the basis of common characteristics. In the final step – tabulation, the researcher arranged the data in the form of statistical tables for further analysis.
2:2:3 Analysis of Data

The collected data analyzed by utilizing statistical/inferential analysis tools like ANOVA Test, Weighted Mean, Correlation and Z Test. The ANOVA test utilized for analyzing the employees’ attitude towards privatization on the basis of socio-demographic characteristics. Weighted Mean and Z Test utilized for analyzing the significant difference among government and private sector establishments related with HR functions. And the Correlation method utilized for analyzing the mutual interdependence among various HR practices.

2:2:4 Period of the Study

The data utilized for this study were collected in between April 2007 to June 2012.