Chapter – II
Purpose, Objectives and Hypothesis
CHAPTER II

Purpose, Objectives and Hypothesis of Study

Introduction:

Before taking up any research it is essential to have a clarity of the purpose and objectives. Objectivity is a very important characteristic of good research. The objectives addresses the purpose of the investigation. It is here that you layout exactly what is being planned by the proposed research. In a descriptive study, the objectives can be stated as the research question. Recall that the research question can be further broken down into investigative questions.

2.1 Purpose Of Study:

The purpose of the undertaken research flows naturally from the problem statement, giving the researcher specific, concrete, and achievable goals. It is best to list the objectives either in order of importance or in general terms first, moving to specific terms (i.e., research question followed by underlying investigative questions). The research questions (or hypotheses, if appropriate) should be set off from the flow of the text so they can be found easily. The research objectives section is the basis for judging the remainder of the proposal and, ultimately, the final report. Verify the consistency of the proposal by checking to see that each objective is discussed in the research design, data analysis, and results sections.

2.2 Objectives of Study:

1. To identify the determinants of Work Life Balance of Women Employees
2. To find out present practices followed by women employees for WLB
3. To find the current policies by the organizations to facilitate WLB.
4. To identify the perception of women employees towards benefits and challenges towards WLB
5. To explore the statutory measures towards WLB.
6. To recommend / suggest ways for improving WLB
### Table No: 03 Overview of methodology followed to achieve the objectives:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Objective</th>
<th>Methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>To identify the determinants of Work Life Balance of Women Employees</td>
<td>• Collecting the demographic information of the respondents and identifying its linkage with the WLB Issues.</td>
</tr>
<tr>
<td>2</td>
<td>To find out present practices followed by women employees for WLB</td>
<td>• Identifying agreements of the respondents with commonly used practices by women employees</td>
</tr>
<tr>
<td>3</td>
<td>To find the current policies by the organizations to facilitate WLB</td>
<td>• Exploring the availability and utilizations of commonly provided initiatives by organizations in service sector</td>
</tr>
<tr>
<td>4</td>
<td>To identify the perception of women employees towards benefits and challenges towards WLB</td>
<td>• Analyzing the responses / agreements of the respondents with benefits and challenges towards WLB</td>
</tr>
<tr>
<td>5</td>
<td>To explore the statutory measures towards WLB</td>
<td>• Reviewing various labour laws and other legislations</td>
</tr>
<tr>
<td>6</td>
<td>To recommend / suggest ways for improving WLB</td>
<td>• Highlight critical issues for taking process forward &amp; Make recommendations based on findings.</td>
</tr>
</tbody>
</table>
2.4 Hypothesis:

The hypothesis framed for the undertaken research is trying to find out the correlation of the three important variables with the use or work life balance initiatives by female employees in the organization. The three variables are 1. Marital Status of employee 2. Age of employee 3. No of Dependents of employee.

Hypothesis 1:

H1o: Use of work life balance policies is not influenced by marital status

H1a: Use of work life balance policies is influenced by marital status

Hypothesis 2:

H2o: Use of work life balance policies is not influenced by age level

H2a: Use of work life balance policies is influenced by age level

Hypothesis 3:

H3o: Use of work life balance policies is not affected by number of dependents

H3a: Use of work life balance policies is affected by number of dependents

Conclusion:

Framing the appropriate objectives and hypothesis for the research gives a proper direction to the further research.
Chapter -III
Research Design and Methodology
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Research Design and Methodology

Introduction:

The role of research has greatly increased in the field of business and economy as a whole. The study of research methods provides us with the knowledge and skills you need to solve the problems and meet the challenges of today’s modern pace of development. The usefulness and contribution of research in assisting management decisions is so crucial that it has given rise to the opening of a new field altogether called ‘research methodology’. Research in common context refers to a search for knowledge. It can also be defined as a scientific and systematic search for gaining information and knowledge on a specific topic or phenomena.

3.1 Research Questions imposed while undertaking the research:

1. Do the women employees face work life imbalance?
2. What factors related to women employees affect the work life balance?
3. What constitutes the domains of work and life according to employed women?
4. How do employed women experience their work-life balance?
5. Which resources enhance employed women’s work-life balance?
6. Which demands hinder employed women’s work-life balance?
7. How do employed women shape and manage borders between the work and life domain(s)?
8. What is the impact of work-life conflict?
9. What benefits of Work Life Balance and barriers to this balance is perceived by female employees?
10. In today’s fast-paced world, how can we have a satisfying work experience and a healthy personal life?
3.2 Research Design: Undertaken research is of Descriptive type. It's a mixed research consisting of mixture of Quantitative as well as Qualitative data.

Diagram No: 01 Steps followed for undertaken research

<table>
<thead>
<tr>
<th>Identification of Research Problem</th>
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</thead>
<tbody>
<tr>
<td>Review of available Literature</td>
</tr>
<tr>
<td>Formulation of the Objectives and Hypothesis</td>
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<tr>
<td>Concepts and their Measurements</td>
</tr>
<tr>
<td>Selection of Research Design</td>
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<tr>
<td>Selection of Tool of Data Collection</td>
</tr>
<tr>
<td>Selection of Sample</td>
</tr>
<tr>
<td>Collection of Data</td>
</tr>
<tr>
<td>Processing and Analysis of Data</td>
</tr>
<tr>
<td>Presentation of Research Report</td>
</tr>
</tbody>
</table>
3.3 Problem Formulation:

One of the most difficult phases of a research project is the choice of a suitable problem.

Problem Definition:

The main objective of this research is to provide insight into the experiences of employed women in the service sector in Pune City of Maharashtra, India regarding their work-life balance.

This thesis aspires to present, explore, and understand women’s work-life experiences in their organizational contexts. The empirical part presents the domains women are engaged in.

The analytical part of this thesis explores their experiences and gives an understanding in the influence of organizational context.

The conclusion and discussion clarify theoretical contributions of the thesis. The findings are practically translated in recommendations for (future) employed (women).

Statement of the problem:

*There is presence of work life imbalance among female employees working in service sector in Pune city*
3.4. Sample Design and Sampling Technique:

Sampling is a procedure for the selection of few items from the given population. Proper planning reduces the risk of conducting a study that will not produce useful results and determines the most sensitive design for the resources available. A representative sample mirrors the characteristics of the population and minimizes the errors associated with sampling.

Diagram No: 02 Sampling Process followed for the research:

Define the population

Identify sampling frame

Specify Sampling Unit

Specify the sample design

Determine Sample Size

Select Sample units

Collect the data from the designated sample units

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Step 1: Defining the population:

It is the aggregate of all the elements defined prior to selection of the sample. It is necessary to define the population in terms of:

- **Element**: Women
- **Sampling Unit**: Women employed in service sector
- **Extent**: Pune City, Maharashtra State, India
- **Time**: Any women presently working

Step 2: Identifying Sampling Frame:

Sampling frame is a representation of the elements of the target population. It consists of a set of directions for identifying the target population.

*Sampling Frame for the research: database from different sources as www.indiastat.com, economic survey of Maharashtra, economic survey of Pune City www.pune.org.*

Step 3: Specifying Sampling Unit:

The sampling unit is the basic unit containing the elements of the target population.

*Sampling Unit for research: Women employed in service sector in Pune City*

Step 4: Specify Sample Design:

Sample design indicates how the sample units are selected i.e. sampling technique used for the selection of sample.

*Sampling Technique use for the research: Stratified probability sampling.*
Step 5: Determine Sample Size

An appropriate sample size is based on a number of accuracy factors that one must consider together. These factors comprise following:

1. **Goals** of research
2. **Population Size**
3. Desired **Precision (Sampling error tolerated)** of results
4. **Confidence level**
5. **Degree of Variability** – How varied the population is with respect to the characteristics of interest.
6. **Response Rate**

Step One: Determine Goals & Population Size

- First, know the size of the population with which you’re dealing. If your population is small (200 people or less), it may be preferable to do a **census** of everyone in the population, rather than a **sample**. For a marginally higher cost than a 134-person sample, you can survey the entire population and gain a 0% sampling error. However, if the population from which one want to gather information is larger, it makes sense to do a sample.
- Second, decide the methods and design of the sample one is going to draw and the specific **attributes or concepts** one trying to measure.
- Third, know what kind of resources are available. Once have this information in-hand, you’re ready to go on to the next step.

Step Two: Determine the Desired Precision of Results

- The **level of precision** is the closeness with which the sample predicts where the true values in the population lie. The difference between the sample and the real population is called the **sampling error**.
- If the sampling error is ±3%, this means we add or subtract 3 percentage points from
the value in the survey to find out the actual value in the population. For example, if the value in a survey says that 65% of farmers use a particular pesticide, and the sampling error is ±3%, we know that in the real-world population, between 62% and 68% are likely to use this pesticide. This range is also commonly referred to as the **margin of error**.

- The level of precision one accepts depends on balancing accuracy and resources. High levels of precision require larger sample sizes and higher costs to achieve those samples, but high margins of error can leave you with results that aren’t a whole lot more meaningful than human estimation.
- The statistical tables provide sample sizes for **precision levels** of 5% and 3% respectively.

**Step Three: Determine the Confidence Level**

- The confidence level involves the **risk** one is willing to accept that the sample is within the average or “bell curve” of the population. A confidence level of 90% means that, were the population sampled 100 times in the same manner, 90 of these samples would have the true population value within the **range of precision** specified earlier, and 10 would be unrepresentative samples. Higher confidence levels require larger sample sizes.
- Generally a 95% confidence level considered in many researches. This level is standard for most social-science applications, though higher levels can be used. If the confidence level that is chosen is too low, results will be “statistically insignificant”.

**Step Four: Estimate the Degree of Variability**

- **Variability** is the degree to which the attributes or concepts being measured in the questions are distributed throughout the population. A heterogeneous population, divided more or less 50%-50% on an attribute or a concept, will be harder to measure precisely than a homogeneous population, divided say 80%-20%.
Therefore, the higher the degree of variability you expect the distribution of a concept to be in your target audience, the larger the sample size must be to obtain the same level of precision.

- To come up with an estimate of variability, simply take a reasonable guess of the size of the smaller attribute or concept you’re trying to measure, rounding up if necessary. If you estimate that 25% of the population in your county farms organically and 75% does not, then your variability would be .25. If variability is too difficult to estimate, it is best to use the conservative figure of 50%.

- When the population is extremely heterogeneous a larger sample may be needed for an accurate result, because the population with the minority attribute is so low.

- At this point, using the level of precision and estimate of variability one selected, one can use either the table or the equation to determine the base sample size for your project.

**Step Five: Estimate the Response Rate**

- The base sample size is the number of responses you must get back when you conduct your survey. However, since not everyone will respond, you will need to increase your sample size, and perhaps the number of contacts you attempt to account for these non-responses. To estimate response rate that you are likely to get, you should take into consideration the method of your survey and the population involved. Direct contact and multiple contacts increase response, as does a population which is interested in the issues, involved, or connected to the institution doing the surveying, or, limited or specialized in character. You can also look at the rates of response that may have occurred in similar, previous surveys.

- When you’ve come up with an estimate of the percentage you expect to respond, then divide the base sample size by the percentage of response. For example, if you estimated a response rate of 70% and had a base sample size of 220, then your final sample size would be 315 (220/0.7).
One final note about response rates: the past thirty years of research have demonstrated that the characteristics of non-respondents may differ significantly from those of respondents. Follow-up samples may need to be taken of the non-respondent population to determine what differences, if any, may exist.

**Sample Size for the undertaken research:**

1. Population Size: 10 Lac women employed in Service sector in Pune City (Total Population of Pune City 72 Lacs)

2. Precision Level (Sampling Error tolerated or Margin Of Error or Degree Of Accuracy): 5% i.e. 0.05

3. Confidence Level: 95% (Z Value at 95% level is 1.96)

4. Degree Of Variability: Homogeneous Population Therefore assuming 20%.

5. Response Rate: 70% of the distributed questionnaires.

Base Sample size for above data from table: 384

**Calculation for final Sample Size:**

*Formula Used: (Formula taken from Page No:591 Of Book Marketing Research: Measurement and Methods by Donald S.Tull & Deli Hawkins PHI Publication Sixth Edition)*

\[
\frac{P(1-P)}{A^2} = \frac{P(1-P)}{Z^2} \times \frac{N}{R}
\]

Where

- n - Sample Size Required
- N - Population Size
- P - Variability
- A - Precision
- Z - Z value at desired confidence level
- R - Response rate

\[
\begin{align*}
0.2(1-0.2) \\
0.05 \times 0.05 \\
0.2(1-0.2)
\end{align*}
\]
Step 6 : Select Sample Units

Specifying the sampling plan is very important before starting of any data collection. This details about the specification of how the sampling design decisions with respect to population, sampling frame, sampling unit, sampling technique and sample size to be implemented.
Preparing the list of Banks, Hospitals, Hotels, IT and ITES companies, Educational Institutes to be covered under survey

Preparing sampling plan for Pilot Survey based on different strata

Identifying the resources for distribution of questioners

Distribution of questioners

Personal Interviews of few resource persons

263 (out of 342 received questionnaire) employees were being selected for the sample and special care was taken to cover the employees of all age groups, all income types in different departments etc.

Selecting the sample of employees the rationality of different factors affecting work life balance was taken into consideration.
3.5 Data Collection:

The data for the undertaken research is collected through both the sources viz primary as well as secondary.

- **Primary Data**: The primary data is collected through *structured questionnaire* and *unstructured personal interviews* of few respondents as well as HR persons.

- **Secondary Data**: The secondary data is collected through following sources:

  Besides the book a lot many Periodicals, Manuals, Newspapers have been referred by the researcher. Many Databases paid as well as open source are used by researcher.

  Many Internet Sources specially for reviewing research work related to researchers topic on international perspective have been used.

**Respondents**: Female employees in service sector in Pune city with emphasis on five important segments viz Banking and Financial Services, Hospitals, Hotels, IT & ITES and Education. Besides these segments also few respondents are from other segments of service sector which the researcher has placed in other segment.

**Time and location of data collection**: Data is collected from respondents in Pune City Of Maharashtra State of India. *Pilot Survey* was conducted where 25 questionnaires were filled from female respondents of different strata’s. After the pilot survey improvements in the questionnaire were made and further data for final survey was collected.
Distribution and Collection of Questioner:

Questionnaires were distributed to female employees in different organizations falling under service sector in Pune City through mentor, friends, relatives and students and also personally.

A total of 342 out of 510 questionnaires distributed were returned, yielding a response rate of 67.06%. Out of these 342 questionnaires 263 were considered for the analysis purpose owing to the treatment to the missing data values. Total 79 questionnaires received were omitted due reasons of incompleteness and irrelevance.

Cover letter was attached to inform the participants about the purpose of this research. Participants were fully voluntarily responded and respondents were assured of the strict confidentiality of their information and responses.
**Structure of the survey questionnaire:**

The survey is designed to produce quantitative information. Most questions are ‘close ended’ – respondents have to pick one of the available answers. This makes is easier to process the information. Five point rating scale is used for getting responses for different statements in the questioner.

Total No Of Questions : 130 IN TOTAL 11 PARTS

<table>
<thead>
<tr>
<th>Part</th>
<th>Particulars</th>
<th>No Of Questions /Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Parameters deciding WLB Demographics of Respondents</td>
<td>16</td>
</tr>
<tr>
<td>B</td>
<td>Is there imbalance ?</td>
<td>25</td>
</tr>
<tr>
<td>C</td>
<td>Reasons for doing a JOB</td>
<td>1</td>
</tr>
<tr>
<td>D</td>
<td>Current practices by female employees</td>
<td>12</td>
</tr>
<tr>
<td>E</td>
<td>Current practices by organizations to support WLB of female employees</td>
<td></td>
</tr>
<tr>
<td></td>
<td>E-1 : Leave Arrangements</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>E-2: Parenting Arrangements</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>E-3 : Flexible work options</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>E-4 : Other strategies</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Written copies of WLB Policies ?</td>
<td>1</td>
</tr>
<tr>
<td>F</td>
<td>Strategies for WLB Issues</td>
<td>15</td>
</tr>
<tr>
<td>G</td>
<td>Benefits of WLB</td>
<td>10</td>
</tr>
<tr>
<td>H</td>
<td>Barriers for WLB</td>
<td>10</td>
</tr>
<tr>
<td>I</td>
<td>Perception about status of Past, Present and Future WLB</td>
<td>3</td>
</tr>
<tr>
<td>J</td>
<td>Importance of WLB to female employees</td>
<td>1</td>
</tr>
<tr>
<td>K</td>
<td>General Remarks if any</td>
<td>1</td>
</tr>
</tbody>
</table>

TOTAL 130
3.6 Data analysis:

Mostly to facilitate the data analysis; tools like percentage, averages were taken into account and to test the hypotheses and to measure the degree to which a series of observed frequencies deviate from their expected preferences, regression technique was used.

Each question was treated as a separate variable. For the demographic factors simple Univariate Analysis using percentages and means was done. For this MS Excel Software is used.

Listing of dependent and independent variables along with the data type (measurement scale) was done.

Codification of variable data was followed by preparation of Master Charts.

SPSS 17.00 is used to analyze the data after due entry of each and every respondents data.

Analysis is done with the use of Tabulations and Cross Tabulations.

Factor analysis is used for reducing data complexities by reducing the number of variables being studied.

Correlation between three variables marital status, number of dependents and age with the use of the work life balance initiatives was identified.
3.7 Research Plan :

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Particulars</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Registration Process</td>
<td>2 Months</td>
</tr>
<tr>
<td>2</td>
<td>Collection of Related Literature</td>
<td>4 Months</td>
</tr>
<tr>
<td>3</td>
<td>Pilot study and testing of Questionnaire</td>
<td>5 Months</td>
</tr>
<tr>
<td>4</td>
<td>Preparation of final questionnaire and interview schedule</td>
<td>2 Months</td>
</tr>
<tr>
<td>5</td>
<td>Primary Data Collection</td>
<td>3 Months</td>
</tr>
<tr>
<td>6</td>
<td>Analysis and Interpretation of Data and Testing of Hypothesis</td>
<td>6 Months</td>
</tr>
<tr>
<td>7</td>
<td>First Draft</td>
<td>3 Months</td>
</tr>
<tr>
<td>8</td>
<td>Final Draft and Submission of Thesis</td>
<td>5 Months</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>30 Months (2.5 Years)</strong></td>
</tr>
</tbody>
</table>

Concluding Remarks :
Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance. The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data .

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