Chapter 3
OBJECTIVES AND RESEARCH METHODOLOGY

This chapter describes the methodology used for this study. Research design, sampling procedure, data collection, analysis tools for the study have been explained. The survey instrument of 5-point Likert Scale is discussed along with its rationale. Reliability and validity of the survey instrument is also addressed. Also a brief of demographic profile of the participants is discussed.

3.1 Objectives

The objectives of the present study are:

1. To determine the various challenges faced by the dual career couples.
2. To explore different types of coping strategies used to overcoming these challenges.
3. To study employer sensitivity towards dual career couple’s work life balances.
4. To examine the association between employer’s sensitivity and organizational support.

3.2 Hypothesis

On the basis of the review of literature and objectives of the study, following hypotheses were proposed:

3.2.1  

\[ H_0 - \text{There is no significant difference between various age groups and dual career couple’s work-life challenges.} \]

\[ H_1 - \text{There is a significant difference between various age groups and dual career couple’s work-life challenges.} \]

3.2.2  

\[ H_0 - \text{There is no significant difference between various types of organisation and dual career couple’s work-life challenges.} \]

\[ H_1 - \text{There is a significant difference between various types of Organisation and dual career couple’s work-life challenges.} \]
3.2.3  H0 - There is no significant difference between various types of family background and dual career couple’s work-life challenges.

H1 - There is a significant difference between various types of family background and dual career couple’s work-life challenges.

3.2.4  H0 - There is no significant difference between DCC with or without children and dual career couple’s work-life challenges.

H1 - There is a significant difference between DCC with or without children and dual career couple’s work-life challenges.

3.2.5  H0 - There is no significant difference between employees’ children age and dual career couple’s work-life challenges.

H1 - There is a significant difference between employees’ children age and dual career couple’s work-life challenges.

3.2.6  H0 - Distribution of coping strategies are identical among employees.

H1 - Distribution of coping strategies are not identical among employees.

3.2.7  H0 - There is no significant association between employer sensitivity and written work-life balance policies.

H1 - There is a significant association between employer sensitivity and written work-life balance policies.

3.2.8  H0 - The distribution of employer sensitivity on work-life balance variables are identical.

3.2.9  H1 - The distribution of employer sensitivity on work-life balance variables are not identical.
3.2.10 \[ H_0 - \text{There is no significant association between employer sensitivity and organization support.} \]

\[ H_1 - \text{There is a significant association between employer sensitivity and organization support.} \]

3.3 Research design

This study was exploratory and descriptive in nature. The study has answered the following questions, such as, what are the work-life challenges faced by DCC, what are the kind of coping strategies adopted by DCC for WLB, is there any association between employer sensitivity and WLBPs, is there any association between organisation support and employer sensitivity. All these questions make the study descriptive in nature. Also, various work-life challenges were explored in the present study with the help of exploratory factor analysis. Various coping strategies adopted by DCC were also explored with the help of factor analysis. An association was also explored between employers and WLB with the help of chi-square analysis. Exploration of association between organisation support and employers sensitivity was done with the help of chi-square analysis.

3.4 Sampling area and corporate under study

The study was carried out in corporate sectors in North Zone of India. The corporate sectors include manufacturing, services, consulting, hospital and healthcare, IT, institutes and training, ITES (BPO, KPO), telecommunication, and mobile. These sectors were also included in similar studies by Bailyn, Lotte; Drago, Robert; Kochan, Thomas (2001) including system engineers and software engineers in IT firm, product-development engineers in manufacturing and IT sector, Health senior account executive in healthcare sectors and education sector’s university professor’s. Similarly, Golden, T. D., (2011), also mentioned the use of technology at corporate offices including higher percentages of IT sector firms. Parasuraman, S., Purohit, Y.S. and Godshalk, V.M. (1996) also included the respondents from healthcare units; Schoenfeld Gregg, (2005) also mentioned the higher percentage of involvement of IT firm employees in their research report. From the list of 1047 companies, 40 companies were chosen covering these sectors. Approximately 10 Questionnaires was distributed in these 40 companies, Out of 40 companies, 30 companies responded back.
Hence 315, filled questionnaires were collected back. Out of 315 questionnaires, 271 filled questionnaires were found to be suitable for this study after editing and criterion meeting.

List of companies included:

1. IBM Daksha
2. Standard Chartered Bank
3. Dupont
4. Fortis
5. Max Health Care Unit
6. Various colleges and Universities
7. Maruti Udyog
8. Punjab National Bank
9. Canara Bank
10. NHPC
11. Escorts ltd
12. JCB
13. DLF
14. HV Metalarc private limited
15. Genpact
16. Royal Bank of Scotland
17. Orange
18. Nokia and Siemens
19. Erricson
20. Metso
21. Sapient
22. KPMG
23. Accenture
24. Hay Group
25. SBI
26. HCL
27. Mentor Graphics
28. IBM India
29. Igates
30. Xerox
3.5 Population
The respondents surveyed for this study were in the North zone of India. The respondents were asked to fill the questionnaire. Questionnaire was distributed online and field survey was done. Companies with more than 100 employees and participants from executive level to higher managerial level were taken. Minimum criterion of education was graduation and age of minimum 21 years. This study includes the age limit of 21 years, since as per law the marriage below 21 years is considered as illegal. Duxbury & Higgins (2003) and Carnicer, M.P.D.L., Sanchez, A. M., Perez, M. P., & Jimenez, M. J., (2004) also reported the similar types of demographic and job characteristics including employees in managerial and professional positions, employees with a graduation, master’s or doctoral degree.

3.6 Sample of Respondents
Sample was collected from North zone of India, further sub-dividing into 4 regions of Delhi/Ncr i.e. Delhi, Noida, Gurgaon and Faridabad as these cities have the largest corporate hubs in north zone. 10 participants were approached from every firm. 400 questionnaires were distributed. Finally, 315 filled questionnaires were collected, out of this after editing and criterion meeting, only 271 respondents were found to be suitable. The response rate was approximately 67 percent.

3.7 Sampling Techniques
i) Convenience Sampling: was done for the selection of corporates and respondents in Delhi/Ncr region. Further sub-dividing to Delhi, Noida, Gurgaon, Faridabad.
ii) Quota Sampling: Through quota sampling 50% quota was fixed for IT sector and rest, 50% from other sectors.
iii) Snowball sampling: subsequent respondents were selected based on the referrals and through social networks.

3.8 Data Collection
3.8.1 For Secondary Data
The secondary data was collected from the Newsletters of the Banks, Journals, Articles, Reports and various websites. Google Scholar, Research Gate website, Proquest were found to be the best source for the collection of secondary data.
3.8.2 For Primary Data

Data was collected with the help of questionnaire form. Questionnaire was divided into 3 parts A, B and C. Part A consists of the demographic information. Part B consist of the 27- work-life challenges items, 8-items of Employers sensitivity and 9-organizational support items. Part C consist of 16-items of coping strategies adopted by dual career couples. Likert scale ranging from strongly agree =1 to strongly disagree =5 was used for quantifying our study.

3.8.3 Validity and Pilot testing

Validity of the instrument refers to its capacity to measure what it wants to measure. 2 weeks before mailing the questionnaire pilot testing was performed on approximately 60 participants representing the population. Hence, validity of the questionnaire was checked in pilot testing. The questionnaire was send to 30 participants. Clear understanding and readability of the questionnaire was discussed with them. Also, for content validity questionnaire was forwarded to few experts. Thereafter questionnaire was again reviewed after expert opinion and pilot testing and minor changes were made to it before mailing to the participants.

3.8.4 Reliability Testing

The reliability of the total sample collected, i.e., two hundred seventy one, was calculated by applying the “Cronbach Alpha”. Alpha value of the sixty three variables was 0.78 which met the minimum criterion (α > 0.60) (Nunnally, 1978).

3.8.5 Test of Normality

For work-life challenges, coping strategies, employer sensitivity and organisation support for dual career couples scales, the skewness and kurtosis values were below 3, and significant level for the Kolmogorov Smirnov statistics were above 0.05, indicating that data doesn’t deviate significantly from normal distribution.