Chapter III

“Though Miles Apart, Be Closer at Heart”

Design of the Study
III. DESIGN OF THE STUDY

"Research is to see what everybody else has seen and to think what nobody else has thought"

Albert Szent Györgyi

Research aims at logical and objective orientation based on distinct, systematic and precise knowledge, investigating the facts in depth and quantification of social facts (Basotia and Sharma, 2002). The design of the research study on “Contextual Perspective and Resource Management Behaviour of Homemakers in Dual Established Families of Andhra Pradesh” comprised of the following five phases:

A. General Profile of Andhra Pradesh
B. Household Survey on Living Pattern of Dual Established Families
C. Assessment of Satisfactory Level of Homemakers on Family Life Management
D. SWOT Analysis on Dual Establishment
E. Case Studies of Spouses in Selected Dual Established Families and
F. Strategies Developed for Better Family Living.

A. General Profile of Andhra Pradesh

India is the world’s most populous country having more than one billion people and the world’s largest liberal democracy. India has 16 per cent of the world’s population, but only 2.4 per cent of its land. It has 28 states and seven union territories, and recognizes 22 official languages spoken across its diverse regions including the official national language – Hindi and English which is widely spoken.

Andhra Pradesh is a state in eastern India on the Bay of Bengal and is part of the linguistic – cultural region of South India. It lies between 12°41’ and 22°N latitude and 77° and 84°40’E longitude, and is bounded by Maharashtra,
Chattisgarh and Orissa in the North, the Bay of Bengal in the East, Tamil Nadu to the South and Karnataka to the West.

In India, Andhra Pradesh is the fifth largest state with land area of 276,754 sq.km and forms the major link between North India and South India. It’s population accounts for 76,210,007 of which 38,527,413 males and 37,682,594 females, having the sex ratio of 978 females per 1000 males. The literacy rate is 60.5 per cent which comprises of 70.3 per cent males and 50.4 per cent females. Hyderabad is the capital of the state and along with its twin town of Secunderabad, is the largest city.

The state can be broadly divided into three regions, namely coastal Andhra, Telangana and Rayalaseema accommodating 23 districts. Telugu is the regional and official language of the state, spoken by 84.86% of the population. The major linguistic minority groups in the state includes those speaking Urdu (7.86%), Hindi (2.65%) and Tamil (1.27%). Less than one per cent are constituted by those speaking Kannada (0.94%), Marathi (0.84%), Oriya (0.42%), Malayalam (0.10%), Gondi (0.21%) and Koyal (0.30%).

Andhra Pradesh is largely on a coastal plain drained by the Penner, Krishna and Godavari rivers. State leads in the production of rice (Paddy) and is called the Rice Bowl of India. India’s largest shipyard is located in Visakhapatnam, and a satellite launch center is on Sriharikota island. The world famous classical dance Kuchipudi was born in the state. Kalamkari, the art of dyeing with vegetable oils and colours still flourishes.

The state has given the world a number of forms of performing arts, handlooms and handicrafts which possess charm and beauty. Andhra Pradesh is the home of many religious pilgrim centers – Tirupathi, Srisailam, Jyothirlingalu, Amaravathi etc. The state has emerged at the forefront of India’s progress in fields like information technology, bio-technology, pharamaceuticals, business management and construction and also as a land of immense business opportunities. (Web12, 13).
B. Household Survey on Living Pattern of Dual Established Families

Sociologists look upon survey as supremely useful one of exploring the data collection on the subject of the study so that problem is brought into focus and points worth studying are suggested (Gupta, 2003). Survey research is that branch of social scientific investigation that studies large and small populations by selecting samples chosen from the population to discover the relevant incidence, distribution and interrelation of sociological and psychological variables as remarked by Saravanavel (1999) and Sharma and Jain (2004). In the words of Gupta (2003) survey research is an organized attempt to analyse, interpret and report the present status of social institution, group or area. Hence, household survey was carried out with the following steps:

1. Selection of locale
2. Selection of sample
3. Selection of method
4. Formulation of tool
5. Conduct of the study and
6. Consolidation and analysis of data.

1. Selection of locale

The state of Andhra Pradesh was selected to conduct the research study as the researcher being the native of the same state. The study was carried out in all the three regions of Andhra Pradesh viz. Coastal Andhra, Rayalaseema and Telangana to identify the required sample for the study. Of the 23 districts of Andhra Pradesh, 12 districts were identified for the study which included Guntur, Krishna, West Godavari, East Godavari and Visakhapatnam from Coastal Andhra region; Kurnool and Cuddapah from Rayalaseema region; Medak, Warangal, Nizamabad, Rangareddi and Karimnagar from Telangana region. Feasibility and approachability were the two main criteria which motivated the investigator for opting the above districts (Figure 5a and 5b).
Figure 5a

Location of Districts in Andhra Pradesh Selected for the Study
Figure 5a
Flow Chart Showing the Selection of Locale
And Sample Identified for the Study
2. Selection of sample

Statistical data can be collected either by census enquiry or by sample enquiry. In a sample enquiry only selected number of units are observed and conclusions are drawn about the universe (Sharma and Jain, 2004). Sampling is defined as the practice of taking a small part in a large bulk to represent the whole. The sample comprised of homemakers both employed and fulltime residing in dual establishments. The sample was selected by purposive sampling method. As pointed out by Kothari (2006) purposive sampling involves purposive selection of particular units for constituting a sample which represents the universe.

Hasounch (2003) is of the view that purposive sampling is one arbitrarily selected because there is good evidence that it is representative of the total population. According to Panneerselvam (2003) judgement sampling is also called as purposive sampling because the sampling units of the sample are identified from the population selectively which prevents the inclusion of other sampling units in the sample. This technique is applied for sampling the population related to rare events in which the members of the population are not equally qualified to become the members of the sampling frame. The sample were selected based on the following criteria:

- Female headed households due to male migration
- Mother tongue, telugu speaking homemakers for better interaction.
- Seasonal migrant labourers did not constitute the chosen sample.
- Homemakers having a minimum of two years of experience in dual establishment.

In purposive sampling the investigator uses her own judgement about respondents to choose and picks only those who best meet the purposes of the study (Basotia and Sharma, 2002).

Panneerselvam (2003) describes snow ball sampling as a restrictive multi-stage sampling in which initially certain number of sampling units are
randomly selected. Later, additional sampling units are selected based on referral process, which means that the initially selected respondents provide addresses of additional respondents to the interviewers. As viewed by Hasounch (2003) if information about units within the population is not available, in such cases the snow ball sampling method is adopted. It is useful only when all the target group maintain contacts between them, and the group is willing to reveal the names of others.

According to Basotia and Sharma (2002) snow ball sampling is conducted in stages. In the first stage a few persons having the requisite characteristics were identified and interviewed. These persons were used as informants to identify others who qualify for inclusion in the sample. The second stage involves interviewing these persons, who in turn lead to still more persons who can be interviewed in the third stage and so on. The term "Snow ball" stems from the analogy of a snow ball, which begins small but becomes bigger and bigger as it rolls down the hill (Figure 6).

Snow ball sampling technique was adopted to identify the samples from all the three regions namely Coastal Andhra, Rayalaseema and Telangana of Andhra Pradesh. Three hundred samples were identified in 12 districts from three regions including 25 from each district. The samples were distributed in five districts namely Guntur, Krishna, West Godavari, East Godavari and Visakhapatnam of Coastal Andhra region; two districts namely Chittoor and Cuddapah of Rayalaseema region; five districts namely Medak, Warangal, Khammam, Rangareddi and Hyderabad of the Telangana region of Andhra Pradesh.

Among three hundred samples identified, 200 were employed homemakers and 100 fulltime homemakers. The disparity in the sample size was due to non availability of fulltime homemakers according to the criteria laid down for the sample selection.
3. Selection of method

Among all the methods in a social survey research, the interview facilitates the exchange of ideas and information from any individual or group and is the chief means of collecting data. The interviewer has the possibility to observe non verbal behaviour and to assess the validity of the respondents oral answer during the interview. The data collected by the investigator personally by asking questions pertaining to the enquiry from persons from whom the information is to be obtained is referred to as the direct personal interview (Gupta, 2003).

The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. Personal interview method requires interviewer asking questions generally in a face-to-face contact to the other person. Through personal interview the investigator follows a rigid procedure and seeks answers to a set of pre-conceived questions. This method of collecting data is usually carried out in a structural way where output depends upon the ability of the interviewer to a large extent (Kothari, 2006).

As a tool for interview, a schedule facilitates face to face interviewing, enabling the interviewer to record the oral responses from the respondents carefully which makes it more advantageous than the questionnaire or any other means available. A schedule is a statement of details of information in a sequential manner. A systematic observation by the interviewer always adds to the accuracy of details and acts as a check in the interview (Devadas and Kulandaivel, 1989). Hence interview in combination with incidental observation was followed to obtain required information.

4. Formulation of tool

Interview schedule is the main tool used for collecting information for the study. Sharma and Jain (2004) refer to interview schedule as a set of questions asked, to be filled in by the interviewer in a face to face situation with the respondent.
Following are the sixteen commandments in the formulation of questions:

- Keep the language pitched to the level of respondent
- Try to pick words that have same meaning for every one
- Avoid long questions
- Do not assume that your respondent possess factual information, or first hand opinions
- Establish the frame of reference you have in mind
- In forming a question, either suggest all possible alternatives to the respondent or do not suggest any
- Protect your respondents ego
- If you are after unpleasant orientations, give your respondent a chance to express his positive feelings first so that he is not put in an unfavorable light.
- Decide whether you need a direct question, indirect question, or an indirect followed by a direct question
- Decide whether the question should be open or closed
- Decide whether general or specific questions are needed
- Avoid ambiguous wording
- Avoid biased or leading questions
- Phrase questions so that they are not unnecessarily objectionable
- Decide whether a personal or impersonal question will obtain the better response
- Questions should be limited to a single idea or a single reference.

The interview schedule was formulated by the investigator in line with objectives. The schedule was structured with open ended and close ended questions under the major aspects of socio-economic profile of the families, situational analysis of dual establishment, motivating factors in management, decision-making pattern, management of resources, prospects and problems, views of spouses and children.
Deshprabhu (2000) asserts that pre testing is essentially a trial and error procedure wherein the successful trials are repeated and the errors are avoided when the final schedule is ready. Gupta (2003) affirms that pilot study helps the investigator to acquaint with the available material and literature in the field. Hasounch (2003) envisages that pre-testing procedure is useful in assessing the value of the schedule employed in the investigation.

Prior to the actual implementation of the tool, it was pre-tested by interviewing 40 respondents both employed and fulltime homemakers in the resident district of the investigator. This was done to check the validity and reliability of the questions and also its feasibility and applicability. As stated by Gupta (2006) pre-testing provides an opportunity for minimizing ambiguities and eliminating unimportant aspects. Based on this, the schedule was modified and used in final data collection (Annexure I).

5. Conduct of the study

Personal interviewing is a two-way purposeful conversation initiated by an interviewer. It is also known as “door-step” interview because the interviewer calls on the respondents at the house of the later with a schedule in his / her hands to collect material personally (Saravanavel, 1999).

The investigator contacted the homemakers through phone and the appointments were fixed prior to the visit. This facilitated to establish rapport, explain the importance of research and help respondents mentally be prepared, prior to the commencement of actual interview. The investigator contacted the homemakers individually at their convenience based on prior appointment and the questions were asked informally in sequence to get the relevant information for the study (Plate 1). The data collected were satisfactory without any personal prejudices and ambiguities. Respondents were highly co-operative as it was pertaining to their home and family management.
Interview acts as the chief means of collecting data and the investigator has the possibility to observe non-verbal behaviour and to assess the validity of the respondents answers.
6. Consolidation and analysis of data

Gupta (2003) opines that editing, coding, classification and tabulation are crucial stages in a scientific research. Data is processed to reduce to manageable proportions, to facilitate comparison, and to render for further statistical analysis and interpretations. Editing is done for consistency, completeness, accuracy and uniformity, computations and for deciphering. Coding refers to assigning number digits to enable tabulation of information. Classification is the process of arranging data into sequences and groups according to their common characteristics. Tabulation involves the orderly and systematic presentation of numerical data in a form designed to elucidate the problem under consideration. Statistical analysis is to draw valid inferences with the help of various statistical techniques. Analysis of data means studying the tabulated material in order to determine inherent facts or meanings.

According to Saravanavel (1999) classification or categorisation is the process of grouping the statistical data under various understandable homogeneous groups for the purpose of convenient interpretation. Tabulation is the process of summarizing raw data and displaying it in compact form for further analysis. Analysis of data means studying the tabulated material in order to determine inherent facts or meanings. It involves breaking down existing complex factors into simpler parts and putting together in new arrangements for purposes of interpretation.

After the completion of data collection, responses were checked as well as edited carefully by the investigator. Later all the data were transferred into the code sheets with the help of a code design and entered into the personal computer (PC). Then the data were checked for transcription errors and edited accordingly. The collected data were carefully tabulated, logically presented, systematically analysed and cohesively interpreted.
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C. Assessment of Satisfactory Level of Homemakers on Family Life Management

Hasouch (2003) emphasized the use of Likert scale in social science research. The summated scale developed by Likert was referred to as Likert as scale which is frequently used to study the social attitudes, wherein the respondent indicates his several degrees of agreement or disagreement with each item that constitutes the scale, instead of indicating his disagreement for only a few items. Best and Kahn (2002) projected that the first step in constructing a Likert type scale is to collect a number of statements about a subject facilitating to express opinions by a substantial number of people. The opinionnaire may be analyzed in several ways. The simplest way is to indicate percentage responses for each individual statement for this type of analysis by item- three responses- agree, undecided and disagree are preferable. Thus, the instrument yields a total score for each respondent on individual item. The test scores obtained on all the items would then measure the respondent’s favorableness towards the given point of view.

The researcher contacted all the surveyed homemakers and the opinion on family life management was assessed using the Likert type opinionnaire. A proforma was devised to assess the satisfactory level of homemakers in dual established families based on three point Likert scale as fully satisfied, partially satisfied and not at all satisfied (Annexure II). The investigator interacted with the 300 selected samples of employed and fulltime homemakers during the household survey and the satisfactory level of personal and managerial behaviour of homemakers on family resource management was assessed as per the statements of the proforma. The mean percentage for each item of the statement was calculated to measure the respondents favourableness towards family life management practices implemented by them.
D. SWOT Analysis on Dual Establishment

The SWOT analysis denoting Strengths, Weaknesses, Opportunities and Threats was done to find out the managerial outcome of homemakers in dual established families. It is a strategic planning tool used to evaluate strengths, weaknesses, opportunities and threats involved in a project of an individual requiring a decision in pursuit of an objective. The technique is credited to Albert Humphrey who led a research project at Stanford university in the 1960s and 1970s. Over many years simple SWOT analysis has achieved almost universal status and has contributed to the achievement of greater situational understanding. (Web⁵).

SWOT stands for –
Strengths : attributes that are helpful to achieve the objective
Weaknesses : attributes that are harmful to achieve the objective
Opportunities : external conditions that are helpful to achieve the objective
Threats : external conditions that are harmful to achieve the objective

SWOT Analysis framework is depicted below:

![SWOT Analysis Framework Diagram]
**SWOT matrix**

<table>
<thead>
<tr>
<th></th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities</td>
<td>S-O strategies</td>
<td>W-O strategies</td>
</tr>
<tr>
<td>Threats</td>
<td>S-T strategies</td>
<td>W-T strategies</td>
</tr>
</tbody>
</table>

**SWOT / TOWS Matrix**

- S-O strategies pursue opportunities that are good to family's strengths.
- W-O strategies overcome weaknesses to pursue opportunities.
- S-T strategies identify ways that the family can use its strengths to reduce its vulnerability to external threats.
- W-T strategies establish a defensive plan to prevent the family's weaknesses from making it highly susceptible to external threats.

The informations about strengths gained, weakness experienced, opportunities utilized and threats faced in family life management were gathered at the time of interview in an informal approach from all the 300 samples covering 200 employed and 100 fulltime homemakers. The strategies of characters such as strengths, weaknesses, opportunities and threats viewed by the homemakers were enlisted and analysed with regard to application of management principles and practices in family resource management (Annexure III).

**E. Case Studies of Spouses in Selected Dual Established Families**

Thakur (2003) remarks that case study approach to research in the behavioural sciences is the most peculiar and popular method for gaining insight into why an individual acts in a certain way and how is he likely to act in future. Case study is a deeper investigation of a single unit, may be an individual, a family, an institution, a district, a community or any single event. The case study therefore is a form of qualitative analysis involving the careful and complete observation of a person, a situation or an institution. It is a method of study in depth rather than breadth (Deshprabhu, 2000 ; Best and Kahn, 2002 and Kothari, 2006).
Case study is deep and intensive study of a particular social unit, as expressed by Gupta (2003) confined to a very small number of cases, aims at studying all aspects. Reddy (2004) adds case study method effort is made to make a comprehensive study of the problem in all its entirety, keeping in view unitary character of the subjects. According to Hasounch (2003) case study method is concerned with every thing that is significant in the history or development of the case, to understand an important part of the life cycle of an individual unit—may be a person, a family, a group, a social institution or an entire community. This method probes deeply and intensively, analyses interactions between the factors that produce change or growth and describes case study as "The Social Microscope" (Annexure IV).

Among 300 families surveyed, ten families were selected by the investigator based on co-operation extended, interaction facilitated, accessibility of the families and availability of the male spouses to obtain the indepth information on family life management from both spouses of dual established families. The case study samples were identified by keeping in mind the criteria of family life cycle, experience of homemaker, locale of husband and gender of children. Spouses were interviewed together on the background information of spouses, household management practices and child care. In addition the personal feelings, prospects gained, problems encountered and opinions about dual establishment were also gathered (Plate 2). The perception and feelings expressed by both spouses of male counterparts and homemakers in dual established families were recorded and narrated under Chapter IV Results and Discussion.

F. Strategies Developed for Better Family Living

The research findings of the female headed households in male migrant families were analysed indepth with regard to family life management. This motivated the investigator to formulate the strategies for optimizing the use of resources and strengthening family relationships to be adopted by both spouses of dual established families for better family living towards happiness and harmony.
Case study is an intensive study aims at studying all aspects of a family, facilitates observation, interaction and analysis

**Plate 2**

Investigator Interviewing the Spouses of Dual Established Families