Chapter-3

Methodology
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Before deliberating on the methodology aspect, it is pertinent to mention that the aim of the present study was to investigate the predictive influence of business strategy, risk-taking behaviour, religiosity and demographic characteristics on criterion variables viz., work identification, psychological well-being and business outcome on the sample of retail business owners. Therefore, in quest of carrying out the study most objectively and scientifically, certain concrete steps were undertaken. In Chapter-1, comprehensive description of the meaning and concepts of the variables in question were highlighted and, thereafter, in the preceding Chapter-2, review of relevant literature were presented. And thereafter, methodology which were opted in carrying out the investigation is now, being presented in this present Chapter-3.

It seems important to mention here that in any scientific research, methodology plays a very pivotal and crucial role. Edwards in 1971 states that “in research we do not haphazardly make observation of any or all kinds, but rather our attention is directed towards those observations to which we believe to be relevant to the question we have previously formulated. The objective of research, as recognized by all sciences, is to use observation as a basis for answering questions of interest”.

Researches fill the void of knowledge, hence, adoption of proper methodology provides some new knowledge. In all researches, the objectivity of the investigation is based or contingent upon the accuracy of research methodology. The choice of methodology of research is determined in view of the nature of the problem because every specific research demands a particular process and operation to be undertaken for carrying out the investigations.

However, in carrying out research, it was necessary to carefully adopt appropriate research design, selecting standardized tools, choosing appropriate sample through appropriate sampling technique, undertaking sound procedures for collecting data, tabulating them, and analysing the data by adopting suitable statistics. The details of the steps taken in carrying out the investigation follow:
Design of the study

Survey research design was adopted in carrying out the study.

Sample

Sample is a small portion of a specific population or universe which is considered to be the representative of that particular population or universe. Mohsin (1984) has stated that “a sample is a small part of total existing events, objects, or the information”. For selecting appropriate sample, purposive sampling technique was adopted for undertaking the present investigation. In this purposive random sampling technique, every individual had the equal probability of being selected. It was an appropriate sampling technique that was opted in the very context of present research problem.

The sample of the present investigation was randomly drawn from various markets of Aligarh namely, Railway Road, Upper Fort, Bada Bazar, Kanwari Ganj, Barahdawari, Mamu Bhanja, Center-Point etc. The sample size consisted of N=300. The sample characteristics have been given below in Table-3.1.

Table 3.1
Sample characteristics (N=300)

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Range (in years)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>19-72</td>
<td>45.3</td>
</tr>
<tr>
<td>Business Experience</td>
<td>01-58</td>
<td>18.7</td>
</tr>
<tr>
<td>No. of Dependents</td>
<td>01-22</td>
<td>6.8</td>
</tr>
<tr>
<td>No. of family members involved in business</td>
<td>0-12</td>
<td>4</td>
</tr>
</tbody>
</table>

In addition to the above sample characteristics, it is to mention that in the entire sample population, there were n=260 married and only n=40 unmarried business owners.

In fact the present investigator have approached more than 350 business owners of Aligarh doing good retail business but out of those approached only 300 data were retained which were almost complete in all respect. In this regard it seems
important to mention that collecting data from business owners was a difficult and challenging task but any way all hurdles were removed and finally succeeded in collecting data on the sample of N=300 retail business owners. Moreover, it also needs to explain the practical experience with regard to data sheet that initially these were in English script but later on it was translated in Hindi script for the convenience of the respondents. Hence, for the purpose of data collection the both sheet were used for collecting data depending upon the convenience of the respondents.

TOOL

In the light of the research problem, there have been number of measures which were used for the purpose of collecting the data. Since, the present research endeavour was to examine the predictive influence of business strategy, risk-taking behaviour, religiosity, and certain demographic characteristics on work identification, psychological well-being, and business outcome of retail business owners.

To measure and understand human behaviour, psychological tests are develop and used. It is universally a well-known fact that there is no single tool or psychological instrument which may tell about all aspects of behaviour or phenomenon because of complex psycho-emotional attribute, attitude, and perception of human being in general and employees at work in particular. Therefore, there was a need for using different psychological instrument for measuring various aspects. Comprehensive details of the tools used in the present investigation follow:

Work Identification Scale

Work identification scale developed by Srivastava and Dolke (1978) (see Appendix-I). The scale contains 12-items that covers two important aspects of work namely, (1) Importance attached to work, and (2) Satisfaction of need through work. Both the dimensions of work identification scale comprised of 6 items each. The subjects had to respond each item on a 5-point scale ranging from “1” (highly disagree) to “5” (highly agree). The scale is widely used and the authors of the scale had claimed it to be highly reliable and valid. The reliability score for Hindi version was $r = .82$. 
Psychological Well-Being Scale

For measuring psychological well-being, a scale was developed by the authors of the present investigation for the purpose of using it in pursuance of Ph.D. work (The scale is given in Appendix-II). This scale consists of 16-items covering 8 dimensions viz., self-confidence, worth-while feeling, life-satisfaction, decision-making skill, inter-personal relation, social-support negative feeling, and health-related perception. Each dimension was comprised of two-items each. The respondents had to respond each item by following a 5-point scale viz., Highly Disagree '1'; Disagree '2'; Neutral '3'; Agree '4'; and Highly Agree '5'. In the scale 5 items were negatively phrased hence, their scoring were simply reversed. This scale is highly standardized as for the purpose of ascertaining the relevance of items as well as the face validity of the scale, experts (N=15) opinion were sought for each item and dimension of the scale. Highly agreed items were retained in the scale. In such a way, items efficacy and validity were ascertained. The split-half reliability of the scale was found to be \( r = 0.89 \) for English version and for Hindi version it was \( r = 0.86 \) which are quite high confirming the reliability of the scale.

Business Outcome Measure

The criterion for measuring business outcome was determined in terms of yearly profit and/or percentage of profit increase during the last three consecutive years (see Appendix-III). The average of business outcome were taken because the average of profit of three consecutive years are likely to neutralize the variations in different years because of positive or negative conditions occurring across three years. Hence, average profit percentage were taken as criterion for determining business outcome.

Business Strategy Scale

For measuring business strategy, a scale was developed by the authors for the purpose of using it in pursuance of the present endeavour (Details given in Appendix-IV). This scale consisted of 21-items covering 10 dimensions viz., business environment, employees' empowerment, incentive plan, training, mutual trust, interpersonal relation, customer satisfaction, consumer research, business vision, advertising. Each dimension consists of two-items except business environment
which has three items. Each item was measured on 5-point scale viz., Very low extent ‘1’; Minimum Extent ‘2’; Moderate Level ‘3’; High Extent ‘4’; Very High Extent ‘5’. In the scale 1 item was negatively phrased hence, its scoring was simply reversed. This scale is highly standardized as for the purpose of ascertaining the relevance of items as well as the validity of the scale, experts’ opinions consisting of N=15 judges were sought for the relevance of each item and dimension. Highly agreed items were retained in the scale. The split-half reliability of the scale was found to be r = .87 for English version and r = .79 for Hindi version which are quite high conforming the reliability of the scale.

Risk-Taking Behaviour Scale

To assess the risk-taking behaviour of the respondents, again a scale developed by the researchers of the same investigation. This scale contained consisted of 12 items covering 2 dimensions viz., belief, and behaviour. Each dimension consisted of 6-ites each. Each item of the scale was measured on a 5-point scale viz., Highly Disagree ‘1’; Disagree ‘2’; Neither Agree Nor Disagree ‘3’; Agree ‘4’; and Highly Agree ‘5’. For the purpose of ascertaining the relevance of items as well as ascertaining the validity of the scale, the same procedure as mentioned above, was used. The split-half reliability of the scale was found to be r = .82 for English version and r = .86 for Hindi version which were quite high conforming the reliability of the scale (Scale given in Appendix-V).

Religiosity Scale

To measure the intensity of religiosity of respondents, a scale was also developed by the researchers of the present investigation. This scale consisted of 12-items covering 6 dimensions. These dimensions are – believe in God, believe in fate, human values, believe in here-after, believe in Allah’s (God’s) control over entire universe, and concern for religion, and each dimensions contains 2-items each. Each item was measured on a 5-point scale viz., Strongly Disagree ‘1’; Disagree ‘2’; Neutral ‘3’; Agree ‘4’; Strongly Agree ‘5’. In the scale 4 items were negatively phrased hence, their scoring were simply reversed. This scale is highly standardized as for the purpose of ascertaining the relevance of items as well as the validity of the scale, judge’s opinions (N=15) for each items and dimensions were obtained and
highly agreed items were retained in the scale. The split-half reliability of the scale was found to be $r = .89$ which is quite high conforming the reliability of the scale. This scale had only in Hindi version which is given in Appendix-VI.

**Demographic Characteristics**

For recording demographic characteristics of the respondents, a *Biographical information blank* (B.I.B) was developed that covers the demographic information of the respondents. Biographical information blank contained the information like, sex, age, marital status, family type, number of dependent, educational qualification, experience in business, number of employees working in business, number of family members involved in business, and number of business outlets (for details see Appendix-VII). Some of the above information of respondents were taken in the present research that were referred as demographic characteristics.

**Statistical Analyses**

Having collected the data, the tabulation of the data sheet were done. Thereafter, appropriate statistic had to be applied because statistical method are very important as in view of *Kerlinger (1983)* “statistics, via its power to reduce data to manageable forms and its power to study and analyse variance, enable scientists to attach probability estimates to the inferences they draw from data”.

In spite of all, significance of the selection of appropriate statistic is a very important objective for the study which helps in fulfilling the objectives and drawing precise and accurate inferences.

In the present investigation SPSS package, for undertaken Stepwise Multiple Regression Analyses was used. This statistical analysis is a means of studying the predictive influence of several predictor variables simultaneously on the criterion variables. The use of stepwise multiple regression analyses (SMRA) have clearly isolated the significant predictors of each and every criterion variables. But examining the influence of certain demographic characteristics/variables on each dependent variable, Kolmogrov-Smirnov (KS) statistics was applied. This statistical test is a non-parametric statistics that helps in highlighting the differential impact of independent variables on dependent variables. Therefore, Ks-statistical test was used to see the differential impact of independent variables on dependent variable.