CHAPTER - 4
RESEARCH METHODOLOGY
Our present research problem falls in the area of employee preservation organization. The main objective of our study is to explain, what is it, not to find why it is, so in short we can say that our research is Descriptive Research.

**Descriptive Research** may be defined as a scientific method to investigate the problem to get the solution, in human sciences it includes various psychological characteristics of human.

In order to study current problem we have constituted a proper research plan. Whole study will be carried out according the plan

**4.1 OBJECTIVES OF THE STUDY**

The main objective of the study is to reduce the attrition rate because day by day the tendency of changing the job is increasing. Due to this trend of the employee the employers have to face a lot of financial and psychological harassment. In many firms it is found that the most of the employee want to change their jobs within 2-3 years, this reason goes to heavy labor turnover, high cost of selection & recruitment. That’s why I decided to solve this problem through my research. I am very hopeful; my research have been proving valuable assets for the employers who are facing this kind of problem.

1. To analyze the employee retention strategies and factors that can be effective for employee retention in the said firms.
2. To study the current trend about compensation factor, which hold the employee in the firm.
3. To find out the variation in retention strategy to tackle the urban and rural background personnel.
4.2 HYPOTHESIS:

My research work has been based on the following hypothesis-

- **Null hypothesis (H0):**

  Only financial rewards are not as important as job satisfaction in terms of employee retention in a job.

- **Alternative hypothesis (Ha)**

  All the financial and non-financial factors are responsible for the retention of employee in the original job.

The above mentioned hypotheses have been tested on the basis of statistical tools and techniques; and thereafter the decision has been taken with the help of the analytical study.

4.3 METHODOLOGY:

To arrive at the conclusion, a proper methodology has to be selected. Since the total population for the study has been selected Textile firms working in the private sector in the whole Bhiwani District. But due to lack of labme, money and time, it is not possible for the researcher to cover the whole district. The researcher, therefore, selected a sample study based on the whole universe.

4.4 RESEARCH PLAN

Our Research Plan

- **Step 1st** Determination of the universe of study
- **Step 2nd** Partition of universe in to units
- **Step 3rd** Determination of sample size
- **Step 4th** Random selection of sample from each units
UNIVERSE OF STUDY

Geographically the study will be organized in the NCR Gurgaon and Bhiwani in Haryana state. Especially study to be conducted on the employees who will be selected by random sampling technique from TCS and BTM. This study will be limited under the information to be provided by the employees and there no comparison will be done with any other state or location or any secondary source of data.

4.6 SAMPLE SELECTION

Sample represents the universe. It is a part of world which is treated as Representative of population. It is meant to generalize population. Bigger the size of a sample, more accuracy is likely to be, but both time and money are the major hurdles. Therefore sampling can not be extensive. Nor it can be very limited as it will loose representation. In sample selection two aspects were focused:

Sampling Techniques: -

Random sampling method was used here to choose their sample. Area of study was chosen negatively, but the respondent was arbitrarily selected, who studied at the time of survey. So probability sampling method was used to choose the necessary number of respondents from the world.

• Sample Size: -

we have taken the sample of 500 employees; here we have to include two companies in our sample, as we are performing our research in the Haryana. We have taken 500 employees from two companies to ensure the representation of every level of employee in the organization. Our sample was selected by random sampling technique.
4.7 COLLECTION OF DATA

After the selection of the sample second important work is data set. During our there study data were composed with the help of an Interview schedule. Interview schedule was equipped according required information led by objectives of study. Researcher had gotten filled the Interview schedule by personal visits to respondents, by making telephonic contacts, or Interview schedule was sent to respondent either by post or email. Interview schedule survey is more effective and suitable method for this kind of structured study in written form.

Near about 65 days had been taken to collect filled Interview schedule back from respondents.

- ORGANISATION OF DATA

Data are analyzed and interpreted here those collected from respondents. Data are collected, tabulated interpreted and graphed with a view to get the requisite information. Some selected firms are taken into consideration.

To make the study more comprehensive response have been presented with the help of tables graphs and diagrams have also been added in order to make study clear and easily understandable yet analysis and interpretation made here does not claim to be conclusion by standards as research. In the present survey the sample of 500 employees had been taken.

The data and other necessary information were collected, interpreted and analyzed with a view to get some useful information. The research consisted of studying some leading retail firm in Haryana. In order to make the study more comprehensive, responses have been presented in form and tables graphs and diagrams.

The data was collected with help of Interview schedule. The cost involved was very low and the data could be collected from various geographic areas. The data collected was free from any bias because answers be in respondents possess words. Respondents were known sufficient time to give well consideration out answer.
The data was collected from the primary sources. The method of collecting data kept into view the nature, scope and objective of inquiry the availability of funds, time factor and provision required.

Various operating processes were carried out while analyzing the data:

- **Editing:**

  The gathered crude information was analyzed to distinguish slips and exclusion and to remedy those when conceivable. Indeed, it included a cautious examination of finished Interview plan. It was carried out to guarantee that the information were exact, steady with different truths assembled, uniformly, entered as complete as could be expected under the circumstances and were generally orchestrated to expedite coding and organization.

- **Coding:**

  Coding was indispensible for effective examination and through an a few answers was diminished to a little number of classes which held the basic data needed for dissection. The technique received was to interpret the information from the Interview timetable to a coding sheet. It was seen that coding blunders were all together dispensed with.

- **Characterization:**

  The huge volume of information was diminished to homogenous gatherings to get serious relationship. The information was masterminded in classes on the foundation of regular aspects. Information with normal attributes were put in one class and along these lines the whole information got partitioned into various gatherings of classes.