CHAPTER 5

RESEARCH DESIGN AND METHODOLOGY
CHAPTER - 5

RESEARCH METHODOLOGY

The present chapter deals with the research methods, research tools used variables sample and statistical methods adopted.

Variables of work related attitudes: Following are three variables considered under this study as independent variables.

1. Job Involvement
2. Job Satisfaction
3. Organizational Commitment

Turnover intention has been taken into consideration as a dependent variable.

Under this study 12 attributes of job involvement, 12 attributes of job satisfaction and 12 attributes of organizational commitment are taken to examine the individual and combined effect and influence of three variables i.e. job satisfaction, job involvement and organizational commitment on turnover intention. The attributes taken into the study are based on the past researches.

The attributes of each variable are given below:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>JOB INVOLVEMENT</th>
<th>JOB SATISFACTION</th>
<th>ORGANIZATIONAL COMMITMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Responsibility</td>
<td>Work &amp; Value</td>
<td>Ability</td>
</tr>
<tr>
<td>2.</td>
<td>Job Challenge</td>
<td>Socialization</td>
<td>Education</td>
</tr>
<tr>
<td>3.</td>
<td>Reward</td>
<td>Success Experience</td>
<td>Basic Salary</td>
</tr>
<tr>
<td></td>
<td>Verbal Recognition</td>
<td>Career Stages</td>
<td>Flexible Pay</td>
</tr>
<tr>
<td>---</td>
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<td>---------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>5.</td>
<td>Good Working</td>
<td>Decision Making</td>
<td>Job Autonomy</td>
</tr>
<tr>
<td></td>
<td>Conditions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Supportive</td>
<td>Job Level</td>
<td>Career Growth</td>
</tr>
<tr>
<td></td>
<td>Supervision</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Interpersonal</td>
<td>Organization</td>
<td>Quality Of Life</td>
</tr>
<tr>
<td></td>
<td>Relationship</td>
<td>Satisfaction</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Good Company</td>
<td>H.R.M.</td>
<td>Work Overload</td>
</tr>
<tr>
<td></td>
<td>Policy -</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>Active Participation</td>
<td>Employee involvement</td>
<td>Role Conflict</td>
</tr>
<tr>
<td>10.</td>
<td>Job Clarity</td>
<td>Career Growth</td>
<td>Training And</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Development</td>
</tr>
<tr>
<td>11.</td>
<td>Degree of</td>
<td>Family involvement</td>
<td>Cost of Departure</td>
</tr>
<tr>
<td></td>
<td>Autonomy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Job Security</td>
<td>Incentives</td>
<td>Locus of Control</td>
</tr>
</tbody>
</table>

**Research Area**: The area of Lucknow Nagar Nigam has been considered as the research area:

The area of Lucknow city is divided by the government for administration purpose into following:

1. Trans Gomti
2. Cis Gomti
**Sampling Method**

The researcher for the purpose of the study further divided the area of Lucknow from the Kanpur Road to Kursi Road demarcation line. These researches did the study of four areas.

1. Cis Gomti Area - 1
2. Cis Gomti Area - 2
3. Trans Gomti Area - 1
4. Trans Gomti Area – 2

In this study both non-probability and probability sampling methods are used and the sampling is known as multi stage sampling.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Selection of Clusters</th>
<th>Through Cluster Sampling Method (Probability Sampling)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>Selection of clusters</td>
<td></td>
</tr>
<tr>
<td>2nd</td>
<td>Selection of study population / finite population from clusters</td>
<td>Through convenience sampling method (non-probability sampling)</td>
</tr>
<tr>
<td>3rd</td>
<td>Selection of samples (100 from each sector i.e. public/private and government)</td>
<td>Through random sampling (probability sampling)</td>
</tr>
</tbody>
</table>
The researcher engaged a team of 12 persons and allotted each area to three persons. The researcher advised the team of every three person to contact each area and collect the consent form (annexure ......) from 300 consumer using online banking services in five banks working in Lucknow through its branches. Door to door contact was made by the members of the team.

The details of respondents who agreed to fill the questionnaire and given their support in this research are given below:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Area</th>
<th>Total No. of Person (area wise)</th>
<th>No. of persons (Area wise)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Cis Gomti Area 1</td>
<td>150</td>
<td>75</td>
</tr>
<tr>
<td>2.</td>
<td>Cis Gomti Area 2</td>
<td>150</td>
<td>75</td>
</tr>
<tr>
<td>3.</td>
<td>Trans Gomti Area-1</td>
<td>150</td>
<td>75</td>
</tr>
<tr>
<td>4.</td>
<td>Trans Gomti Area-2</td>
<td>150</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>600</td>
<td></td>
</tr>
</tbody>
</table>

In this study, 600 employees have been treated as study population/ finite population.

A sample of 300 employees was selected in this study through simple random sampling method:
Thus, under this study the universe, population and sample are mentioned as under:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Theoretical / Infinite Population</th>
<th>Study/Finite Population</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>All customer of five Indian Banks using online banking services. (chosen for study)</td>
<td>600 customers who consented to fill the questionnaire and belong to all four areas as defined above</td>
<td>300 customer chosen for study (75 from four areas).</td>
</tr>
</tbody>
</table>

In this study the method of sampling is multi stage sampling method. The samples are selected through simple random sampling method.

**Research Design**

The research design is non-experimental in the first stage, where coefficient of correlation is determined amongst the independent variables and the relationship of independent variables with the dependent variables. (coefficient of correlation & determination) In the second stage, Experimental Design has been taken, where the effect of independent variables has been studied on the dependent variables (cause & effect using multiple regression).

**Type of Research**

- It is inferential analysis, which is concern with drawing inferences and conclusions form the finding of the research study.
It is a conclusive research based on parametric test

- The findings are based on correlation and multi regression.
- The finding and regression of the research are definite
- The finding and recommendations under this research are definite.
- This research has a specific objective, clear cut data requirement and used a sample which is drawn from both probability and non-probability sampling method.
- Hypotheses are tested through 't' test and ANOVA.

**Measurement tools**

The measurement tool in this research is self developed questionnaire which was used to get information from the respondents.

The questionnaire was compiled and discussed with the supervisor and the statistician. The changes suggested by the supervisor were implemented. Most of their suggested changes pertained to rephrasing specific items so that each item had only one verb and addressed a single issue rather than multiple issues.

Pre testing was done to determine the feasibility of using the instrument. This entailed a trial administration of a nearby developed instrument in order to identify potential problems uncounted by participants. The pre testing enabled the researcher to interact with persons similar to but excluding the actual respondents participating in the study and to predict what would happen in main study with regard to participation.
A pre test was conducted with nine employees (3 from public sector, 3 from private sector and 3 from government department) who, were not selected to participate in the actual study.

They were also given a evaluation form to complete, which covered the principles of clarity appearance layout, legibility, relevance, anonymity and privacy. A space for comment was included in the evaluation checklist.

No apparent problem was encountered during filling the questionnaire. The questionnaires were found to be understandable acceptable and could be completed within 15 to 20 minutes.

The questionnaire consisted of the following.

**Part A** - Personal data

**Part B** - Narration of 36 attributes (12 from Job satisfaction, 12 from Job Involvement and 12 from Organizational Commitment) to collect the opinion of respondents on attributes effect on independent and dependent variables

**Part C** - To get the feedback from respondents on questionnaire, this part is developed.

 Besides above, a forwarding letter along with the enclosure showing the meaning of each attributes / variable to enable the respondent to understand the meaning of each attribute and to fill the answer correctly.

The questionnaire was sent to the respondent with forwarding letter through registered post.
The effect of each antecedent on variables by means of 5 items scale to quantify the qualitative information to convert it as frequency of choices of respondent answers.

Out of 300 respondent of samples, 100 respondents from each sector (samples drawing from public sector, private sector and government) department were chosen for study.

Reliability and Validity of Questionnaire

Reliability of the Research Instrument

Reliability refers to the degree of consistency with which the instrument measures what it is supposed to be measuring. The instrument is reliable if there are no errors of measurement and the true score component is at its maximum (Polit & Hungler 1999:411). If a study and its results are reliable, it means that the same results would be obtained if the study were to be replicated using the same method. Burns and Grove (2001:395-397) further explain that if the research instrument is administered to the same individuals at different times and the responses remain the same, then the instrument is reliable. Reliability of data is tested through Cornbach alpha test.

Validity of the Research Instrument

Validity is the degree to which an instrument measures what it is designed to measure (Polit & Hungler 1999:418). The instrument was designed to measure the variables influencing turnover intention in public, private and government department falls under the ambit of boundary wall of Lucknow Nagar Nigam.
Validation of Research Instruments

Content and face validity were established by a panel of experts consisting of management and organizational behaviour experts. The panel was asked to review the content of the items in each of the instruments and determine if the items were within the linguistic capabilities and understanding of employees. The panel was also asked to eliminate items or questions they found to be irrelevant and make suggestions on how to simplify the items that were not relevant. After some modifications were made, the instruments were resubmitted to the experts. The experts unanimously recommended the use of the modified instruments for this study.

Development of Question

The majority of questions were developed from the literature study while framing the question should be concise, short and relevant not long to complete. Close ended questions were framed to elicit a standardized set of responses from all the respondents. This makes it easier for comparative data analysis (Mc Burney 1990:194)

Scale Format

Scaled questions are prepared by a rating point scale, where respondent first indicate the degree (in point scale) of his opinion from strongly agree to strongly disagree. The questionnaire was presented in the form of a five-point likert submitted scale. The format of the questionnaire has been formed as appropriate as it allowed for wide range of responses from non effective to extremely effective on independent variable. In case of dependent variable the turnover intention has also been assessed from strongly agree to disagree.
Conversion of Qualitative Information to Quantitative Data

To get qualitative data the information collected through questionnaire was converted in frequency of choices and the value of N. The mean, standard deviation and other statistical information were calculated with the help of SPSS package. The frequency of choices was measured on 1 to 5 with ranking of order associated with them.

In this study, the items are classified without ranking order as such the data are organized on in nominal scale.

Collection of Survey Data

The questionnaires were sent to the respondent with the request to send it back to the researcher after filling it. Duly stamped self addressed envelope was kept in the registered post and send to the respondent, so that, the respondent may send back to the researcher immediately without incurring any expenses on envelope.

Out of 300, 72 respondents had not sent back the filled questionnaire to the researcher, whereby the researcher then, deputed four persons to the houses of the 72 respondents and collected the information using the same questionnaire personally from them.

Data Analysis

In this study SPSS is used as main data analysis software package. Eight statistical techniques are used such as under:-

1. Normality test among the data

The normality among the data is tested through skeweness and kurtosis test. The scale should be reliable to the extent that repeat
measurements made by it under constant condition gives the same result.

2. **Reliability Analysis**

The internal consistency and stability of the data/instruments is tested through Cronbach's $\alpha$ test.

3. **Descriptive Analysis**

It is designed to demonstrate the distribution of the variables. By conducting the descriptive analysis, the central tendency, variability and other summaries can be computed and obtained, that, benefits us to better understand the participants' background.

4. **Correlation Analysis**

It is the technique to examine the linear relations of two variables. The value range is form $-1$ to $+1$ and indicates the positive correlations or negative correlations of the two variables. In this study, Pearson coefficient is adopted to investigate the correlations.

5. **Multiple Correlation Analysis**

It is used to assess the correlation between three independents variables (job satisfaction, job involvement and organizational commitment) on dependent variable (turnover intention).

6. **Regression Analysis**

To predict values, the proportion of variance in one variable's explained by another to develop a regression equation. There are functions of regression analysis. With $\beta$ value and significance computed by regression analysis, we expect to obtain the knowledge.
of the proportion explained and the degree of influence between the independent variables and the dependent variable.

7. **Multiple Regression Analysis**

   It is used to assess the causal effect/influence of three independent factors (job satisfaction, job involvement and organizational commitment) on dependent variable (turnover intention).

8. **Test of Significance**

   The significance of hypothesis has been tested through ‘t’ test (2-tailed method).
STAGES OF RESEARCH METHODOLOGY

First Stage
- Literature surveyed was made through printed material, articles, journals and previous research report available on internet. Various publications of central, state and local government, books, magazine
  Questionnaire is prepared on the basis of content of the literature.

Second Stage
- Questionnaires are sent to the respondent
- Duly filled in questionnaires are collected from respondent.
- Data were tabulated with the help of SPSS package (statistical package of social science).
- Normality of data was tested by skeweness and kurtosis test.
- Reliability, validity and consistency of data were tested through Cornbach alpha test.
- Cleaning of data was checked through pilot study to check how clear the instructions of researcher questionnaire to the respondents and answer of respondent is objectively oriented or not.

Second Stage Part -2-
- Data were fed-through SPSS to test co-efficient of Co-relation and significant test.
- Co-relation between organizational commitment and turnover intention are tested through Karl Pearson linear correlation fee-efficient test.