CHAPTER III

<u>METHODOLOGY</u>

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3.1. <u>Preview of the Chapter</u>

Having established the conceptual framework and the major hypotheses of the research in the previous chapters, the following chapter outlines a detailed scientific methodology used in the research. The chapter deals with the choice of research design, sampling techniques, detailed description of the construction of the tools used, operational definition of key terms, measures used for the variables. This is followed by a description of the procedure of data collection. Then the various stages involved in the research study have been highlighted too.

3.2. <u>Design of the Study</u>

The research aims at studying quarter life crisis, to see if it exists in reality, and if yes, what are the effects on career decision self efficacy and career anchors. The researcher also wanted to see, if it results in career satisfaction amongst employees. Hence, the study had two clear cut stages – the first stage being the pilot study and the second stage the main study, which was done in two parts – phase 1 and phase 2. Since the last decade, there has been a lot of work on Mid-Life Crisis, but, not much on Quarter Life Crisis. The researcher has focused on 'career crisis' that occurs in the initial stages of one's career.

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The chapter is divided in to three sections. Section 1 deals with preparation needed for the study. Section 2 deals with construction of tools and section 3 deals with execution of the study.

3.3. <u>Section 1: Planning</u>

3.3.1. Pilot Study

It was decided to carry out the main study by undertaking a pilot study. The learning's from the pilot study were used to design the main study. The pilot study was conducted on a small sample of 56 employees from 2 companies. All the scales in the final form was administered and the feedback was taken. The language of the scales was in English.

3.3.2. Main Study

The main study was planned in two phases.

3.3.2.1. Phase1: Data Collection - Scales : As Quarter Life Crisis, is a new area, there is not much work done, hence, it was decided to use exploratory research design. Exploratory research often relies on secondary data such as reviewing available literature and / or data, or qualitative approaches such as informal discussion with employees, management and more formal approaches through in-depth interviews, focus groups or pilot studies. The result of exploratory research

provides significant insight into a given situation which is not usually useful for decision-making.

It was decided to use exploratory research for studying objective '1'.

3.3.2.2. Phase 2: Triangulation of Data : The results obtained from the scales using different quantitative tools needed to be triangulated with the data obtained from the supervisors of those employees identified from the sample. Hence, interviews with the supervisors were planned. The list of questions was prepared by the researcher and was ratified by the industry experts.

It was decided that for phase 2, descriptive research design was to be used, as this research tries to analyse an existing situation. It was found to be apt for achieving this purpose as it describes data and characteristics about the population or phenomenon being studied.

Descriptive Research has been used for objectives '2 –16'.

Study , Research Method and Objectives

Study	Research Method	Objectives
Main Study – Phase 1	Exploratory	1. To study quarter life crisis Indian scenario w.r.t. various sectors.
Main Study – Phase 1	Descriptive	2. To examine the relationship between Quarter Life Crises of the employees with varying years of experience. 3. To examine the relationship between Career

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		Self Efficacy of the employees with varying years of experience.
		4. To examine the relationship between Career Anchors of the employees with varying years of experience.
		5. To examine the relationship between Career Satisfaction of the employees with varying years of experience.
		6. To examine the relationship between Quarter Life Crisis and Career Satisfaction of employees.
		7. To examine the relationship between Career Self Efficacy and Career Satisfaction of employees.
		8. To examine the relationship between Career Anchors and Career Satisfaction of employees.
		9. To compare Quarter life crisis of male and female employees.
		10. To compare Career Decision Self Efficacy of male and female employees.
		11. To compare Career Anchors of male and female employees.
		12. To compare Career Satisfaction of male and female employees.
		13. To compare Quarter Life Crisis exhibited by employees in 4 sectors: BPO/ Call Centre,

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		Retail, Software and Telecom.
		14. To compare Career Decision Self Efficacy exhibited by employees in 4 sectors: BPO/ Call Centre, Retail, Software and Telecom.
		15. To compare Career Anchors exhibited by employees in 4 sectors: BPO/ Call Centre, Retail, Software and Telecom.
		16. To compare Career Satisfaction exhibited by employees in 4 sectors: BPO/ Call Centre, Retail, Software and Telecom.

Table No. 3.1.

3.3.3. Sampling

3.3.3.1. Selection of sectors for the study: The researcher wanted to select 2 sectors that were existing since 12 years or more and 2 sectors that existing around 7 years or so. Hence, Software and Telecom and BPO/Call Centre and Retail were chosen respectively. BPO/Retail were chosen, as these were sunrise industries, so crisis would (probably) be felt to a greater extent and hence, could be attempted to compare with the established sectors like Software and Telecom.

3.3.3.2. Sectors chosen for the study: During the researcher's industry experience, it was found that sunrise industries have more number of employees in this age group i.e. quarter life. The researcher had a discussion with the industry experts, on the kind of companies and sample size. It was then decided to base the study on the samples drawn from these industries. 4 sectors were finally chosen for the

study viz. BPO / Call Centre, Retail, Software and Telecom. It was also decided to keep the sample size of around 400 employees per sector and thereby the sample size of 1,600 approximately.

3.3.3.3. Parameters chosen for the study

3.3.3.3.1. Parameters for choosing the Companies : Based on the above inputs, the researcher decided that the companies that were to be chosen for the study should have a formal human resources system in place and the company was at least 5 years in existence. 25 companies were randomly selected for the study from the four sectors.

3.3.3.3.2. Parameters for choosing the Sample : As the study was related to Quarter Life Crisis, it was essential to restrict the age and the experience based on the related literature review. It was decided to identify the following parameters for the study: employees in the age group 23 – 28 years of age with an experience range of 1 – 6 years.

3.3.4. Population Size

The population of employees in the 4 sectors were around 10-11 lacs approximately (though the exact number of employees is not known). It was decided to choose employees from Mumbai offices of these companies, as the city is representative of an urban metropolis culture that is largely universal in nature, with relatively low cultural biases.

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Based on the parameters chosen for the sampling, it was realized through the discussion with the experts that 40 – 45 % of employees would fall in the age range of 23 –28 years and having an experience range of 1 – 6 years. Such a population would roughly be around 5 lacs.

3.3.5. Sample Size and Selection

It was decided to choose the samples as per the parameters indicated above.

3.3.6. Procedure followed for standardization of tools

It was decided to study the available tools for the 4 variables, wherever the tools were not available, it was decided to construct the tool. It was further decided to study the usability of the readymade tools with reference to the study. The tools were then validated with the experts.

It was also decided to use Likert's Scale as it meets the objectives of the research and was found to be more appropriate. It also measures the attitude preference and behaviour of the respondents. Likert's Scale is an ordered, one-dimensional scale from which respondents choose one option that best aligns with their view. There are typically between four and seven options. The 5 point scale is commonly used. In the study both 4 point and 5 point scales have been used.

The following procedure was finalised for standardization of the tool:

- Informal discussion with experts.
- Review of various scales to measure each variable.
- Face validity through experts review. The thumb rule that the researcher followed, was when the researcher obtained a 70 % agreement on the self developed tools by the industry experts, the tools were finalized.
- First draft of the tool.
- Pilot study to establish reliability.
- Finalisation of tool.

3.3.7. Administering of the tools

The tools were planned to be administered in a logical sequence:

1. Quarter Life Crisis
2. Career Decision Self Efficacy
3. Career Anchors
4. Career Satisfaction

3.4. <u>Section 2: Preparation of the Study</u>

3.4.1. Reliability Results

The following were the reliability results obtained in the study:

Reliability Results- Pilot Study and Main Study – Phase 1

Scales	Pilot Study	Main Study – Phase 1
Quarter Life Crisis	0.57	0.77
Career Decision Self Efficacy	0.68	0.70
Career Anchors	0.79	0.83
Career Satisfaction	0.81	0.805

Table no. 3.2.

This section deals with the construction of the tools. The tools were constructed for the variables in the study. The tools for the following variables were to be developed by the researcher i.e. Quarter Life Crisis and Career Satisfaction.

Enlisted below are the operational definitions, construction of tools, measures and scaling of the tools.

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3.4.2. Variable - Quarter Life Crisis

3.4.2.1. Operational Definition : The quarter life crisis, as defined by Wilner (1997) "is essentially a period of anxiety, uncertainty and inner turmoil that often accompanies the transition to adulthood", . Individuals are considered career undecided if they have either not established a career goal or they have set a career goal over which they experience uncertainty or discomfort. The early life structure or quarter life for early adulthood ranges from age 22 – 28years. The few graduates that do land a job after graduation usually have to work 12-15 hours per day at a job, but the job is not of their interest. Hence, not getting qualitative work after their college just adds fuel to the fire and hence, after a couple of initial years at work, they suffer from quarter life crisis.

3.4.2.2. *Measure & Construction of Tool: Quarter Life Crisis*

Construct: The scale measured Quarter Life Crisis. The tool was constructed by interviewing employees and the industry experts. This scale was designed and developed by the researcher for the purpose of this study. It comprised of 35 items which had components like:

- Career
- Health
- Job
- Lifestyle
- Stress

Description of Tool: The tool consisted of 35 items which represented the 5 components listed above. The answers acquired from the respondents were closed ended and on a 5 point scale.

Scaling Technique: As there was no earlier scale on Quarter Life Crisis, the researcher developed this tool. It had 41 statements which after validation from the industry experts, 35 were retained for the research study. The tool represented the 5 components listed above. Statements were reverse coded as and where found necessary.

A five point scale was developed to measure the factors under quarter life crisis. The steps undertaken for the formation of the scale are as enlisted below:

Step 1: A content analysis was done on quarter life crisis on the basis of literature review and the researcher's experience. The researcher incorporated some more items in the scale that were based on the interviews conducted with employees and industry experts.

Step 2: A questionnaire was prepared by the researcher and then given to the respondents for the pilot study (Sample size: 56).

Step 3: On the basis of the responses obtained from Step 2, descriptive statistics and reliability was carried out.

Step 4: Based on the inputs received in the pilot phase, the questionnaire was modified and then given to the respondents in the study. A five point rating scale

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was used where 1- Strongly Disagree, 2- Disagree, 3- Slightly Disagree, 4- Agree, 5- Strongly Agree (refer appendix I).

Reliability of the Tool: The reliability of the tool was 0.77.

3.4.3. Variable - Career Decision Self Efficacy

3.4.3.1. *Operational Definition*

Bandura (1997) defines self-efficacy as: "beliefs in one's capabilities to organize and execute the courses of action required to produce given attainments". According to Bandura, self efficacy influences, (1) the courses of action people choose to pursue, (2) how much effort people will put forth in a given endeavor, (3) how long they will persevere in the face of obstacles and failure, (4) people's resilience to adversity, (5) whether someone's thought patterns are self hindering or self-aiding and (6) how much stress and depression is experienced in coping with taxing environmental demands.

Making decisions regarding a career is an important task for young people. Not all young people make career decisions easily and many experience episodes of indecision before settling on a career path (Fouad, 1994; Tinsley, 1992). Career decisions can also have long term repercussions, as they can commit a student to a particular career path that can involve long periods of education and training before actually resulting in employment. Because of its importance to career decision making and career interventions, career decision-making self-efficacy has received probably the most research attention relative to other domains of career behavior. Career decision-making self-efficacy was originally defined by

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Taylor and Betz (1983) "as the individual's belief that he or she can successfully complete tasks necessary to making career decisions".

3.4.3.2. *Measure and Construction of Tool: Career Decision Self Efficacy*

Construct: The scale measured Career Decision Making Self Efficacy. This scale was designed by Betz, Klein, et al., 1996 and it was used for the purpose of this study. The short form of the Career Decision Self-Efficacy Scale (CDMSE-SF; Betz, Klein, et al., 1996) was used as a measure of self-efficacy expectations for successfully completing tasks required to making good career decisions. The tool was modified to suit the Indian work environment, interviews were conducted with employees and the industry experts. The CDMSE-SF has been shown to be psychometrically sound, with internal consistency reliabilities ranging from .73 (Self-Appraisal) to .83 (Goal Selection) for the 5-item subscales and .94 for the 25-item total score (Betz, Klein, et al., 1996). The CDMSE-SF contains five subscales comprising 25 items measuring the five career choice competencies of Crites's (1978) model of career maturity, they are as follows:

- Self-Appraisal
- Gathering Occupational Information
- Goal Selection
- Problem-Solving
- Planning

<u>Description of Tool</u>: The tool consisted of 25 items which represented the 5 components listed above. The answers acquired from the respondents were closed ended and on a 5 point scale.

<u>Scaling Technique</u>: Career Decision Making Self-Efficacy Scale (CDMSE-SF; Betz, Klein, et al., 1996) was used. A few items in the scale was slightly modified (with due permission from the author) to suit the Indian population. Statements were reverse coded as and where found necessary.

A five point scale was developed to measure the factors under career decision self efficacy. The steps undertaken for the formation of the scale are enlisted below:

Step 1: A content analysis was done on career decision self efficacy on the basis of literature review and the researcher's experience.

Step 2: The questionnaire was obtained by the researcher.

Step 3: The questionnaire was reviewed by the researcher. However, as these were constructed for research studies abroad, the scale was modified to suit the Indian audience. The researcher adapted some items in the scale that were based on the interviews conducted with employees and industry experts. Necessary permission from the author was obtained too.

Step 4: The questionnaire was then given to the respondents for the pilot study (Sample size: 56), descriptive statistics and reliability was carried out.

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Step 5: Based on the inputs received in the pilot phase, the questionnaire was modified and then given to the respondents in the study. A five point rating scale was used where respondents rated items on a 5-point scale ranging from 1- No Confidence at all, 2 - Very little confidence, 3 - Moderate Confidence, 4 - Much Confidence, 5 - Complete Confidence. (refer appendix I)

Reliability of the Tool: The reliability of the tool was 0.70.

3.4.4. Variable - Career Anchors

3.4.4.1. Operational Definition

Edgar Schein (1974) defines Career Anchors as "motivational /attitudinal /value syndrome that guides and constrains the person's career". Younger employees seek lateral rather than hierarchical career paths, and these paths, upheld by career values or anchors, increasingly cross international borders. This laid the ground work for Schein's (1974, 1978) development of his theory of 'career anchors', exploring a broader view of careers by examining the interrelationships between individuals' career motives, talents and values.

Career Anchors emerged as a way of explaining the pattern of reasons given by the graduates as they progressed through their careers. Schein's (1974, 1978) career research questioned how and why individuals make career decisions. The result was the development of the theory of career anchors. A career anchor has three components: self-perceived talent and abilities; self-perceived motives and needs and self-perceived concept attitudes and values.

3.4.4.2. Measure and Construction of Tool: Career Anchors

Construct*:* The tool comprised of 40 – item Career Orientations Inventory Scale (Schein,1985).

- Technical / Functional Competence (TF)
- General Managerial Competence (GM)
- Autonomy / Independence (AU)
- Security / Stability (SE)
- Service Dedication to a Cause (SV)
- Entrepreneurial Creativity (EC)
- Pure Challenge (PC)
- Life Style (LS)

Description of Tool*:* The tool consisted of 40 items of the Career Orientations Inventory Scale (Schein, 1985) which represented the 8 components listed above. The answers acquired from the respondents were closed ended and on a 4 point scale.

Scaling Technique*:* The scale comprised of 40 – item Career Orientations Inventory Scale (Schein, 1985). The scale was not adapted for this study, as there were no changes that were recommended in the pilot study.

A four point scale was used to measure the factors under career anchors. The steps undertaken for the formation of the scale are as enlisted below:

Step 1: The scale was obtained by the researcher.

Step 2: The questionnaire was then given to the respondents for the pilot study (Sample size: 56), descriptive statistics and reliability was carried out.

Step 3: A four point rating scale was used where respondents rated items on a 4-point scale ranging from 1- If it is never true for you, 2 -If it is seldom true for you, 3- If it is often true for you and 4- If it is always true for you. (refer appendix I)

Reliability of the Tool: The reliability of the tool was 0.83.

3.4.5. Variable - Career Satisfaction

3.4.5.1. Operational Definition

Career satisfaction measures the extent to which an employee has made satisfactory progress toward goals for income level, advancement and development skills (Greenhaus, Parasuram, Wormley, 1990).One way that organisations may meet this challenge is to support employees to develop their own careers and increase their career satisfaction. This approach is consistent with the recommendation that organisations perform a new supportive, rather than directive, role in enabling their employees' career success (Baruch, 2006).

While one may focus on the role that organisational support can play in employees' career satisfaction, it is important to also consider the role that individuals play in their own career success, particularly given the trend towards more individualistic career management in the last few decades (Baruch, 2006). Exploring the impact that organisational and individual difference variables have on career satisfaction will result in a more comprehensive understanding of these relationships.

3.4.5.2. Measure and Construction of Tool: Career Satisfaction

Construct: The tool was constructed by interviewing employees and the industry experts. The Career Satisfaction scale comprised of 42 – items

- Career Goal Satisfaction
- Job Satisfaction
- Mentor Satisfaction
- Organisation Satisfaction
- Self Satisfaction
- Superior Satisfaction
- Team Satisfaction

Description of Tool*:* The tool consisted of 42 items of the Career Satisfaction which represented the 7 components listed above. The answers acquired from the respondents were closed ended and on a 5 point scale.

<u>Scaling Technique:</u> Career Satisfaction Scale – Inputs were taken from the original version designed by Greenhaus, Parasuram and Wormley, 1990, but, as the number of items were less, the researcher decided to develop this tool too. At the initial stage, there were 46 items and after validation 42 were retained. Statements were reverse coded as and where found necessary.

A five point scale was developed to measure the factors under Career Satisfaction. The steps undertaken for the formation of the scale are as enlisted below:

Step 1: Inputs were incorporated from a Career Satisfaction Scale designed by Greenhaus, Parasuram and Wormley, 1990. The researcher incorporated some more items in the scale that were based on the interviews conducted with employees and industry experts. A content analysis was done on Career Satisfaction on the basis of literature review and the researcher's experience.

Step 2: The questionnaire was modified by the researcher and then given to the respondents for the pilot study. All the items were developed by researcher for the purpose of this study (Sample size: 56).

Step 3: On the basis of the responses obtained from Step 2, descriptive statistics and reliability was carried out.

Step 4: Based on the inputs received in the pilot phase, the questionnaire was modified and then given to the respondents in the study A five point rating scale was used where 1- Strongly Dissatisfied, 2- Somewhat Dissatisfied, 3- Dissatisfied , 4- Somewhat Satisfied, 5- Very Satisfied (refer appendix I).

Reliability of the Tool: The reliability for the tools was 0.805.

3.5. Section 3: Execution of the Study

3.5.1. Data Collection

The study was done in two stages: Pilot Study and the Main Study. The Main study was further divided into two phases- Phase 1 and Phase 2.

3.5.1.1. Pilot Study

3.5.1.1.1. Sampling : A pilot study was conducted with the employees, where in a sample size of 56 was considered. The researcher visited 2 companies, the employee list was obtained from the HR representative .Keeping the age group and experience in mind, a convenience sampling method was used.

Pilot Study – Sample Size

Company	No. of employees
Company 1	30
Company 2	26
Total	**56**

Table No. 3.3.

3.5.1.1.2. Procedure : The tools were administered to the sample and the data was collected. The respondents were instructed to complete the tool, there was no

restriction on the time limit. The respondents were asked, if they found any difficulty in finding any term or if they felt embarrassed to give any answer. They were encouraged to ask questions and their feedback was noted. Special attention was given to the clarity of meaning contained in the items. The pilot study was completed in Nov'2008.

3.5.1.1.3. Analysis : Descriptive statistics was used. The reliability of the tools has been indicated earlier.

3.5.1.1.4. Learning's from the pilot study

▪ Approximate time frame the scales took to complete. It was observed that a total of one hour and fifteen minutes was taken on an average to complete the four scales.

▪ Modification in sentence construction and terminology. Certain terms like 'current assignments' was modified to 'current role ', 'review my career' was changed to 'discuss my career ', as some of the respondents had expressed difficulties in understanding the sentences.

Based on the above inputs necessary changes were made in the main study.

3.5.2. Main Study

The data collection for the main study took place in 2 phases: Phase 1 and Phase 2.

3.5.2.1. Phase 1- Quantitative Data

3.5.2.1.1. Sample : 25 companies from the four sectors were randomly identified for the study. 17 companies consented to be a part of the study. In these 17 companies the approximate employee strength was around 70, 000 employees. It was decided to keep the sample size of around 400 employees per sector and thereby the sample size of 1,600 approximately. A random stratified sampling procedure was followed.

List of employees fulfilling the sampling traits of age group and experience range were given to the HR department, the employee list was then obtained from the HR department of the 17 companies. Depending on the size of population in each company approximately 30 – 40 % of employees were randomly identified.

It was decided to take an average 400 respondents from each industry belonging to junior – middle hierarchical levels of management. The age group and experience requirement of the sample was given to the human resource representative. The sampling list was then generated from the HR system and from that list the employees were randomly selected from all functions. The total sample was thus identified through random stratified sampling.

Other descriptors and biographical variables such as functions, designations, age group and years of experience, qualification and employee gender have also been tabulated for the sample. The average profile of respondents was 38 % male and 62 % female, with an average age of 26 years of age with average experience 3 in year's service.

Sample Size and Composition

Industry	**Sample Size**	**No. of Companies**
BPO / Call Centre	425	4
Retail	410	5
Software	402	4
Telecom	393	4
Total	1630	17

Table no. 3.4.

3.5.2.1.2. Procedure

3.5.2.1.2.1. Data Collection

The scales were administered to the respondents as indicated in Section 1.

• The respondents were approached in groups during office hours; necessary permission was obtained from the respective organizations and superiors.

• The following scales - Quarter Life Crisis, Career Decision Making Self Efficacy, Career Anchors and Career Satisfaction were distributed to the sample and the completed sheets were taken into consideration.

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- Personally administered scales was chosen as the data collection tool for phase one of the study.

- The respondents were then, assembled in a conference room where the 4 scales were distributed. At a time only one scale was distributed. On completion of the first scale, the next scale was administered .On completion of the second scale a 10 minutes break was give to the respondents. The third scale was given and on completion of the third scale the fourth scale was then given.

- The first scale to be administered was Quarter Life Career Crisis, followed by Career Decision Making Self Efficacy, then followed by, Career Anchors and last Career Satisfaction. Some of the respondent's data had to be discarded, as they were incomplete.

- Respondents and organizations were assured for keeping the data in strict confidentiality.

- The instruments were given to a sample of 2,000 employees and 1630 employees had filled all four instruments in totality.
- In this study, however, the researcher did not have many problems in data collection, as the samples were called in groups at the company and the scales were administered to them.

3.5.2.1.3. Analysis : The data was analysed further for hypothesis testing using the SPSS software.

3.5.3. Phase 2- Qualitative Data

3.5.3.1. Triangulation of Data : The purpose of this phase was to triangulate the quantitative data in phase 1.Interviews of the supervisors to whom the selected respondents were reporting to were conducted using semi structured interview.

3.5.3.1.1. Sample: As per the decision taken at the planning stage 10 % of the total sample was to be identified, the total sample size in phase 1 was 1630. Hence, the samples of around 200 employees were contacted and 160 – 165 consented to be a part of the study. Only those employees to whom the respondents were reporting were selected .i.e. Managers, team leaders or supervisors were considered. A purposive sample was selected for the collection of the data and it was decided to have a semi structured interview.

3.5.3.1.2. Procedure : In order to establish fidelity of the data, it was decided to seek similar information from the supervisor for this phase. The human resources were contacted for the interviews and the exact time was noted. Accordingly, the researcher approached the respondents. For phase 2, a brief interview was conducted individually with each of the respondents, with prior permission. The list of questions, as discussed in the Section 1 – Planning, was prepared by the researcher and was then ratified by the industry experts.

3.5.3.1.3. Analysis : The data collected was used as validation in the discussion chapter i.e. chapter number 6.

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3.6. Employee Qualification

Industry	Qualifications	No. of Employees
BPO/ Call Centre	Higher Secondary	49
	Under Graduate	170
	Graduate (BA, B.Com., B.Sc.)	150
	B.E.	6
	Post Graduate	16
	M.B.A.	34
		425
Retail	Higher Secondary	61
	Under Graduate	202
	Graduate	27
	Graduate + Diploma	41
	B.Sc.	31
	B.E.	5
	M.S.W.	16
	M.B.A.	27
		410
Software	Graduate	38
	Graduate+ D1ploma	6
	B.E.	154
	M.Sc. (Comp. Sci.)	70
	M. Tech.	16
	M.B.A.	118
		402
Telecom	Graduate	46
	B.Sc. + Diploma	29
	BE	219
	M.B.A.	99
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Table No. 3.5.

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3.7. <u>Response Rate</u>

Response rate is broadly defined as the percentage of total administered questionnaires that are completed. As response rates increases, the incidence of non response bias reduces (Malhotra, 2001). Since the scales were administered to a group within a 'closed room' environment, respondents cooperation was assured. This increased the response rate for Phase 1 to 82%. Response rate for Phase 2 was 74 %. (refer Table no. 2 in Appendix II).

3.8. <u>Interpretation and Analysis of the Data</u>

The data collected was then analysed using SPSS. The detailed description and inferential analysis of the data is in chapter 4 and 5.

3.9. <u>Time Lines for the Study</u>

The timelines for the data are as follows. The pilot study was conducted in November 2008. The data for the main study was from end of April '2009 to first week of June 2009.The second phase was from first week of October 2009 to first week of December 2009 (refer Table no. 1 in Appendix II).

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3.10. <u>Review of the Chapter</u>

The chapter on methodology gave a detailed snapshot of the scientific methodology used in the research. The chapter began by establishing the design of the study. It was divided into three sections: 'Planning of the Study'- which included pilot and main study, sampling, population size, sample size and selection, followed by the procedure of the study. The next section was the 'preparation of the study'-which included the four variables of the study, their operational definition, measurement and construction of tools. The last section was the 'execution of the study'- which included the data collection phase, pilot study and learning's from the study, main study which again had two parts i.e. phase 1 and phase 2. Finally, the concluding remarks were the response rate, interpretation and analysis of the data and time lines of the study.

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