CHAPTER 3
RESEARCH METHODOLOGY
3.1 Introduction

(Cohen, Manion and Morrison, 2000) referred, research methodology as a systematic way of collecting the data from a given population and to generalise facts obtained from a larger population. Methodology comprised of various components and these are the research design, population, instruments used to collect data, ethical considerations, data analysis and its interpretation. It helps the researcher and the reader to understand the process of the research. This chapter describes research methodology, geographical area, research design, and target population, sampling design, data collection, data analysis, validity and reliability of the study.

3.1.1 Research Objectives

The objectives were:

1. To investigate the variables that contributes towards the training effectiveness.
2. To identify factors underlying continuous learning culture, supervisory support, training motivation, training effectiveness.
3. To study the impact of continuous learning culture on training effectiveness.
4. To study the impact of supervisory support on training effectiveness.
5. To study the impact of training motivation on training effectiveness.
6. To study the combined impact of all the three independent variables continuous learning culture, supervisory support, training motivation on the training effectiveness.
7. To open new vistas for further research.
3.2 HYPOTHESIS

H₁. Trainee’s perception of continuous learning culture has significant impact on training effectiveness.

H₂. There is a positive and significant impact of supervisory support on training effectiveness.

H₃. There is a positive and significant impact of training motivation on training effectiveness.

H₀₄. There is no significant impact of all independent variables (supervisory support, training motivation, continuous learning culture) on training effectiveness.

CONCEPTUAL MODEL

**Independent Variables**

- Continuous learning culture
- Supervisory support
- Training motivation

**Dependent Variable**

- Training Effectiveness

Figure 1. Shows the relationships among variables

3.3 RESEARCH DESIGN
Research design provides a plan for answering the research question. According to (Brink & Wood, 1998) “It is a blueprint for action”. The design of a study defines the study type, research question and hypotheses, independent and dependent variables, and data collection methods. It is a systematic plan that specifies the proper sequence of the study. It includes the population, sample technique, sample size for the study. A quantitative, descriptive research design was chosen for this study. Quantitative research is a formal, objective and systematic process for generating information about the world. Survey method was chosen, because it was appropriate for the research objectives of this study.

3.4 Scope of the study

Insurance sector was selected to test the model, proposed in the study. Public sector companies that provide life insurance and general insurance were selected randomly from the same.

3.5 Sample design

It is a definite plan for obtaining a sample from a given population. It is the procedure the researcher would adopt in selecting the items for the sample.

3.5.1 Population

It is the set of objects; it can be finite or infinite. When the numbers of items is certain it is called the finite population and when the number of items is infinite it is called infinite population. In this study employees of insurance sector of Gwalior region were the population.

3.5.2 Sampling technique

Sampling is a process of selecting a sub-section of a population that represents the entire population in order to obtain information regarding the phenomenon of interest. A sample is a sub-section of the population, which is selected to participate in a study. For the purpose of
this study convenience sampling method of the non-probability sampling design was used for selecting the employees as respondents.

3.5.3 Participants

The study was conducted in service organization of central India. The organization included both the public and private sectors. The organizations mainly included public sector insurance companies.

3.5.4 Sample size

It is the number of items to be selected from the universe. An optimum sample is one which fulfils the requirements of efficiency, reliability, and flexibility. The larger the sample, the more likely the results will be statistically significant. Large number of respondents increases the confidence in the results of the study. In this study we took sample of three hundred fifty employees including the Branch managers, development officers, agents, Intermediaries and sales force of these two insurance companies of Gwalior region.

3.5.5 Data collection

For this study, two types of the data were required that was primary data and secondary data. Primary data are those which are collected afresh and for the first time and happen to be original in character. Secondary Data are those which have been collected by someone and which have already been passed through the statistical process. There are various methods for collecting the primary and secondary data like, observation, interview, questionnaires, case study method, books, company magazines etc.

The study aimed at employees working in insurance companies in India. For the data collection, some branches of LIC and GIC were selected randomly from the Gwalior region. A total of four hundred questionnaires were sent to some branches of general insurance and life insurance corporation of India, with a request to get these filled, from the field staff of insurance company. Some of the offices were very helpful and distributed the questionnaire
to all the employees. While for other offices, emails and telephone was extensively used to make them understand the purpose of the research and assure them that the data so provided will be used only for academic research. Only three hundred sixty, filled in questionnaires were received, out of which only three hundred fifty were found to be fully filled in, the rest 50 were discarded due to incomplete information. So the data was collected through standardized questionnaires.

3.6 Measurement

The measures were prepared on the basis of available standardized questionnaires. The responses for all the four measures were obtained on a 1 to 5 likert type scale. Likert scales are most commonly used to measure the attitude and intentions in behavioural research. The responses taken on the Likert type of 1 to 5 scale where 1 represent strongly disagree and 5 represent strongly agree. Total responses were elicited on three hundred fifty items. The respondents were requested specifically to ignore their personal prejudices and use their best judgment on a 5 point Likert scale.

3.6.1 Continuous Learning Culture: Continuous learning culture had ten items that were derived from (Tracy et al., 1995) ten item scale. The items included in the questionnaires were “There is a job rotation programme to give us diverse job assignments during the first years of employment; “Co-workers are able to provide reliable information about ways to improve job performance”; “There is a performance appraisal system that ties financial rewards to technical competence”.

3.6.2 Supervisory Support: supervisory support was measured with five item scale from (Gaertner & Nollen (1989) and five items from (Xiao. J., 1996). Some of the items were “My supervisor sets criteria for applying new KSA to my job; “My supervisors provide assistance when I have a problem trying out KSA”.

3.6.3 Training Motivation: Training motivation was measured with seven item scale from (Noe & Wilk, 1993). Some of the items were, “I am usually motivated to learn skills emphasized in training programmes; “I am willing to exert effort in training programmes to improve skills”; “I am willing to invest effort to improve job skills and competencies”.

3.6.4 Training Effectiveness: Training effectiveness was measured with five item scale from (xiao, 1996) and six items from (Galanou, E. & Priporas, C. V., 2009). Some of the items include “The quality of my work has improved after using new knowledge, skill and attitudes”; “I can accomplish my job tasks faster now than before training”; and “Training courses better prepare me for leadership role in my organization”.

Analysis of secondary data can give a lot of insight into training practices of the company, published literature of the company such as annual report, marked handouts issued also helped in assessing the effective of training of public sector insurance company.

3.7 Data analysis tools

Statistical Package for the Social Sciences (SPSS) version 20.0 was used for the statistical analyses. The questions and responses were coded and entered in the computer using Microsoft Excel software. Required analysis was done with the aid of Statistical Package for Social Sciences 20.0 Version. Certain statistical methods were applied on the data to get the results which were analyzed. The procedures used for the analysis of the research questions of this study are described below.

Cronbach’s reliability test and exploratory factor analysis were used to assess the validity and reliability of measurement scales. Relying on the guidelines set up by statisticians, a factor analysis with varimax rotation was done for all the items that represented each research variable, and this was followed by other tests, that is, Kaiser-Mayer-Olkin Test (KMO), Bartlett’s test of sphericity, eigenvalue, variance explained and Cronbach alpha. All variables have exceeded the acceptable standard of Kaiser-Meyer-Olkin’s value of 0.7 and were
significant in Bartlett’s test of sphericity. This test shows that the measure of sampling adequacy for each variable was acceptable. When the eigenvalues of all variables were larger than 1, indicated that the variables met the acceptable standard of validity analysis (Hair et al, 1998). All research variables exceeded the acceptable standard of reliability analysis of 0.70, signifies that the measurement scales met the acceptable standard of reliability analysis (Nunally & Bernstein, 1994).