

CHAPTER 5

RESEARCH METHODOLOGY

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CHAPTER: 5

RESEARCH METHODOLOGY

5.1 A BRIEF ABOUT CHAPTER ON RESEARCH METHODOLOGY

This chapter deals in detail the research methodology and its various components used by the researcher in conducting the research study. The methodology may differ from problem to problem, yet the basic approach towards research remains the same. The research study was undertaken in the selected states of Western India. The researcher attempts to present in brief the research process and research methodology used for analysis of the data collected from the selected states of Western India.

5.2 KEY TERMS OF THE RESEARCH STUDY:

The basic terms used in the study had been defined as follows:

Organization: Organizations are economic and social entities in which numbers of people perform different tasks to achieve common goals.

Organizational Climate: The group of characteristics that describes an organization distinguish it from another organization and is relatively enduring over the time and influence the people's behaviour in the organization.

Job satisfaction: The favourable or unfavourable feeling of employee about specific job factors.

5.3 THE RATIONALE OF THE RESEARCH STUDY:

The researcher through the research study has made an attempt to understand the association between organizational climate and its impact on job satisfaction amongst the selected employees of selected public and private banks of selected states of Western India.

The researcher had also attempted to study whether there is any difference in organizational climate and employee's job satisfaction in selected Public and Private sector banks. In addition, this study also investigated differences in

perception of organizational climate and employee job satisfaction in relations with various demographic variables.

5.4 SCOPE AND COVERAGE OF THE RESEARCH STUDY:

The scope of the study is limited to examine the organizational climate, its various dimensions and their impact on employee job satisfaction in selected Public (viz., State Bank of India, Bank of Baroda and Punjab National Bank) and selected Private (viz., AXIS, HDFC and ICICI) sector banks of selected states of Western India viz., Gujarat, Maharashtra and Goa.

Structured non-disguised questionnaire was used to collect the primary data from selected employees of selected public and private banks. The representative sampling units were selected employees of banks from selected state of western India.

5.5 OBJECTIVES OF THE RESEARCH STUDY:

- To measure and compare the perception of Organizational climate in selected private and public sector banks of Western India.
- To evaluate and compare the job satisfaction among selected private and public sector bank employees.
- To investigate the relationship between organizational climate & its various dimensions with job satisfaction
- To find out the difference among selected public sector bank employees with respect to their perception of organizational climate and level of job satisfaction.
- To identify the difference between selected private sector banks with respect to their perception of organizational climate and level of job satisfaction.

- To determine whether perception of organizational climate and job satisfaction vary across the different demographic variables (gender, designation and educational qualification).

5.6 RESEARCH QUESTIONS OF THE RESEARCH STUDY:

Following are the major research questions:

- Whether there exists significant relationship between organizational climate and job satisfaction among selected bank employees of Western India?
- What are the factors that would determine job satisfaction among bank employees?
- How do the bank employees perceive organizational climate of their respective organization?
- Whether there exists significant difference in selected public and private sector banks regarding organizational climate and job satisfaction?
- Would there be any difference between various demographic variables (viz. Gender, designation and educational qualification) regarding perception of organizational climate and job satisfaction?

5.7 HYPOTHESES OF THE RESEARCH STUDY

The following hypotheses were formulated for the conduct of this research study.

- There is no significant association between organizational climate and job satisfaction among selected bank employees of Western India.
- There is no significant association between various dimensions of organizational climate and job satisfaction of bank employees.

- There is no significant difference between selected public and private sector banks of Western India regarding perception of various aspects of organizational climate.
- There is no significant difference among the employees of selected private and public sector banks of Western India regarding various aspects of job satisfaction.
- There is no difference in perception of Organizational climate in selected public sector banks of Western India.
- There is no difference in perception of Organizational climate in selected private sector banks of Western India.
- There is no significant difference in the level of job satisfaction of selected public sector bank employees (SBI, BOB and PNB) of Western India.
- There is no significant difference in the level of job satisfaction among employees of selected private sector banks (ICICI, AXIS and HDFC) of Western India.
- There is no significant difference in perception of organizational climate of male and female.
- There is no significant association between the bank employee's designation and their perception about organizational climate.
- There is no significant association between the bank employee's qualification and their perception about organizational climate.
- There is no significant difference between males and females about their job satisfaction.

- There is no significant difference in the job satisfaction of officers and clerks.
- There is no significant association between the bank employee's qualification and their job satisfaction.

5.8 RESEARCH DESIGN OF THE RESEARCH STUDY:

Taking in due consideration the rationale, objectives and hypotheses as well as the sources of information, sampling decisions, data analysis and interpretation, the research design used in this research was exploratory as well as descriptive.

5.9 RESEARCH METHODOLOGY

The researcher in this part, attempts to outline the different aspects of research methodology.

The researcher has already put forward the various aspects of research such as the rationale of the study, basic terms, scope and coverage, objectives, research questions, hypotheses of the research study and research design. Research Methodology also covers other important areas viz., sources of data or information, sampling decisions, drafting of questionnaire and data analysis and interpretation of research study. Result, findings, implications, conclusions, recommendations and suggestions of the research study will follow thereafter.

5.9.1 SOURCES OF DATA:

Researcher has made use of both primary and secondary sources of data for collecting the information.

- **Sources of Secondary Data:**

Researcher has used various published sources of secondary data viz., research journals, published as well as unpublished reports,

books, banks annual reports, websites and search engines available on Internet.

- **Collection of the Primary Data:**

Primary data was collected from bank employees of selected public and private sector banks from three states (i.e. Gujarat, Maharashtra and Goa) of Western India. The structured non-disguised questionnaire was also administered to get the valuable responses of the respondents.

5.9.2 Research Instrument:

Structured non-disguised questionnaire was drafted for the purpose of collection of primary data from the selected bank employees of selected public and private sector banks of Western India. In total, 1600 questionnaires were duly filled out of which the total of 1500 qualifying responses was taken into consideration for the purpose of data analysis and interpretations.

The questionnaire comprised of three sections. Section A comprised of demographic profile of respondents, Section B included the statement relating to the organizational climate and Section C comprised of statements relating to job satisfaction.

5.9.3 Sampling Decisions:

It consisted of following

5.9.3:1 A representative sample of the Research study:

The representative sample for the research study was the selected bank employees of selected Public (viz., State Bank of India, Bank of Baroda and Punjab National Bank) and Private (viz., HDFC, AXIS and ICICI) sector banks of selected state of Western India (viz., Gujarat, Maharashtra and Goa).

5.9.3:2A Sampling Frame of the Research Study:

The sampling frame of the research study comprised of list of employees working in selected public and private sector banks of Western India.

5.9.3:3 Sample size:

Sample size was determined with the consultation of experts in the area and reasonable number which is considered as true representative was considered. Dr. Uma Sekaran book “Social Statistics” published by Wiley India, was referred for deciding the total number respondents.

The total number of samples size for the research study would be taken as 1500. The following table shows the distribution of sample size for the study.

Table No. 5.1: Sample size for Research Study

SELECTED STATES OF WESTERN INDIA	PUBLIC SECTOR BANKS			PRIVATE SECTOR BANKS			TOTAL
	SBI	BOB	PNB	AXIS	HDFC	ICICI	
Gujarat	90	90	90	90	90	90	540
Maharashtra	90	90	90	90	90	90	540
Goa	70	70	70	70	70	70	420
TOTAL	250	250	250	250	250	250	1500

Different cities of the selected states were targeted for the collection of data. 540 from Gujarat, 540 from Maharashtra and Goa being small in terms of geographical areas compared to the other states had 420 sample sizes.

5.9.3:4 Sampling Design:

For the given research study, the researcher has applied non-probability sampling design followed by convenient sampling method that was used to draw representative samples. The employees of selected three Public and three Private banks located in three different states were considered for questionnaires.

5.9.3:5 Sampling Method:

Considering the nature of the research study, convenient sampling method had been used by the researcher in the research study.

5.9.3:6 Sampling Media:

Primary data using structured non disguised questionnaire was collected from bank employees of selected public and private sector banks of selected states of Western India.

5.10 DRAFTING OF THE STRUCTURED NON-DISGUISED QUESTIONNAIRE:

Structured non-disguised questionnaire was put to use to measure the selected employee's perception of organizational climate and their level of job satisfaction. The final draft of questionnaire was prepared after conducting a pilot study so as to make required changes and alterations in the questionnaire.

The first section of the structured questionnaire dealt with the collection of the demographic profile of the respondent's viz., gender, age, qualification, and designation, length of service, income, marital status and number of dependents.

To measure respondent perception about organizational climate, the second part of the structured questionnaire included 27 items related to organizational climate on 5 point scale defined as 1 equals to strongly disagree, 2 equals to disagree, 3 equals to neutral, 4 equals to agree, 5 equals to strongly agree. The

third section covered 18 questions to measure the job satisfaction of the employees on again 5 point scale defined as 1= highly dissatisfied; 2= dissatisfied; 3=neutral; 4= satisfied and 5= highly satisfied.

The last part of the questionnaire covered questions relating to computer proficiency, readiness to take voluntary retirement, difficulty in adjusting to the organizational climate, organizational climate affecting health.

Taking in to consideration the research study main and the other objectives, based on the review of literature the researcher drafted the questionnaire.

5.11 RELIABILITY AND VALIDITY OF THE STRUCTURED QUESTIONNAIRE:

According to Spector (2000) reliability relates to the consistency of measurement. Garson (2002), measuring instrument is reliable once it yields the same results when used in different condition and administered on different groups in different times.

Internal consistency of scale is an important reliability estimate. Santos (1999) believes that because items within a particular scale are interrelated thus it is necessary to know how well the items relate to one another. Cronbach's alpha coefficient for each dimension was calculated to ensure that the items included had internal consistency.

According to Santos (1999) Cronbach's alpha coefficients value ranges from 0 to 1. The scale will be more reliable when the score is higher.

The research study is valid if it measures what they claim to and if there are no logical errors in drawing conclusions from the data (Garson, 2002). Factor analysis was conducted to ensure the validity of the study.

5.12 STATISTICAL TECHNIQUES USED FOR ANALYSING THE DATA:

For analysis and interpretation, the collected data were processed, classified and tabulated using appropriate statistical techniques. They are briefly described as below:

- Frequency distribution, Cross tabulation and percentage: Frequency distribution, cross tabulation and percentage helps in understanding the nature of data and used for meaningful comparison.
- Diagrams and Graphs: Pie charts, bar diagram and graphs have been used to present the data in a suitable form.
- Mean and Standard deviation: A mean is measure of central tendency that describes the central tendency and facilitates comparison. Standard deviation is measure of dispersion that shows the variation from the mean.
- Factor analysis: Factor analysis is used to find out the factor loadings and reduce the data to smaller set of variables.
- Correlation and Regression analysis: Pearson product moment Correlation coefficient is used to establish the cause and effect relationship between dependent (job satisfaction) and independent (organizational climate) variables. The relationship among various dimensions of organizational climate and job satisfaction was determined with the help of regression analysis. Regression analysis points out how well group of variables explains dependent variable along with the direction and size of its effect on dependent variable.
- ANOVA: Analysis of Variance is used to analyse the variance between various groups. For multiple comparisons Post hoc Tukey test is used.

- Chi- square test: Chi square test is used to test the association between two sets of data.
- Independent T- test: T- test is used to determine the significant difference between two groups. In the given research study, t test is used to test the significant difference in the perception of organizational climate and job satisfaction in public and private sector banks. It is also used to determine the difference between various demographic variables regarding their perception of organizational climate and job satisfaction.

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