

CHAPTER-III
RESEARCH METHODOLOGY

Human knowledge is continuously being accumulated because of ongoing research process which aims to collect , measure , test and bring an outcome to the data.

Scholars of ancient times believed that solution to any problem can be calculated through thorough deductions and reasoning rather than only calculations. Based on this the science has formed various methods and protocols to test theories. Science and philosophy both are intertwined and both paves path for human advancement in all frames of life but foundation for future research and study is framed by scientific endeavor. “The aim of a scientific endeavor is to ascertain facts and analyze them in an objective manner, to work out a neat design, systematically analyze the data and present the data in the light of whatever parallel findings are available” (Mcguigan, 1969, Mcnemar, 1962 and Siegal and Castela, 1989).

In the current research we have tried to find the level of organizational culture, organizational role stress and job satisfaction. The research also aims to 1.establish relationship between the three 2.the impact one variable have on another 3. and determine the level of all variables. And the variables are organizational role stress, organizational culture and job satisfaction.

SAMPLES:

The characteristics of a larger population can be demonstrated by a sample. *Samples* are used when population sizes are too large for statistical testing for the test, in order to include all possible members or observations. Sample size plays a vital role in carrying out research and statistical analysis and even in generalisability of results. No rule has been deduced about the size of sample but the sample for stable results is directly proportional to the number of variables involved.

Considering the current sector and availability of the data this study was conducted on 500 employees of organized retail sector. After scrutiny of the filled data 37 were rejected because of various reasons like incomplete information, wrong entries etc. The remaining 463 cases were used in this study. The respondents were divided on the basis of experience, age, designation etc.

Sr.no	Parameter	No. of employees
1	Total respondents	463
2	Male respondents	299
3	Female Respondents	164
4	Senior level executives	160
5	Middle level executives	188
6	Sales executives	115

HYPOTHESIS:

We will not formulate any null or alternate hypothesis rather our research will be exploratory in nature.

PROCEDURE:

From various cities of India, data of Retail employees from top management, middle management, and executive level of various organized retail organizations was collected with due consideration to data availability, cost and distance. Data was collected by survey method from respondents with more than two years of experience. The respondent from each organization was provided with intent letter for the purpose of research and access. Once permission was granted, the questionnaires with a participant information sheet were distributed in either electronic form or in hardcopy to employees. They were asked to properly go through and instructions and fill the form at the work place itself and then envelope it. Then the competed questionnaire was collected. Four nine and three responses were properly filled.

TOOLS USED:

Questionnaire method was used for the current research using three standardized psychometric measures and the details of them are as follows:

Organizational Culture:UdaiPareek and Rao (1983) developed OCTAPACE profile of 40 items instrument that gives the profile of organizational ethos in 8 values is used in the study.

Through this questionnaire respondents can check actual and desired or ideal profile of an employees' required by organization. It helps to check the extent of their importance or sharing in the organization, the respondent can also check how much they should be valued, or how much beliefs are useful. The reliability and validity of the scale is within acceptable norms.The OCTAPACE can be elaborated as openness, confrontation, trust, authenticity, pro-activity, autonomy, collaboration and experimentation. Study of Octapace culture helps to find the extent to which these variables are being practiced and promoted within the organization.

Openness & Risk Taking: Level of Initiatives, risk taking task and experiments being encouraged and practiced within the organization and amount of freedom given to employees to express their ideas.

Confrontation: In an organization all employees work tighter to achieve organizational goal but sometimes employees face problem in working tighter. Confrontation variable helps employees to face the issues openly without hiding them or avoiding them for fear of hurting each other.

Trust: Employer and employees trust each other. Employees of various department of the organization trust each other and can be relied upon to 'do' whatever they say they will do.

Authenticity: The value underlying trust is Authenticity. It is the willingness of an individual to acknowledge and accept the feelings he/she has, as well as others who relate to him/her as persons.

Pro-action: Employees are encouraged to be proactive and anticipate future needs and wants and in accordance to the needs take initiative and be action – oriented.

Autonomy: employees are given independence to act with the boundaries of their respective jobs. Employees can use power without fear, and help others to do the same.

Collaboration: Employers encourage employees to work together and use one another's strength for a common cause. In a group any employees' problem is resolved by preparing strategies and work out plans.

Experimentation: Experimentation results in finding and trying out new ideas of dealing with problems in the organization.

Job Satisfaction Scale developed by Singh (1989) was used in this study. This questionnaire consists of 20 items that measures the degree of job satisfaction. Each item was rated on five point rating scale ranging from highly satisfied to highly dissatisfied with a weighted score of 5 to 1, the total score of an individual varies from 20-100. The reliability and validity of the scale is within acceptable norms.

Organizational Role Stress Scale developed by Pareek(1983) were used, consists of 50 items and measure 10 type of role stressors, i.e.: self role distance, inter role distance, role stagnation, role isolation, role ambiguity, role expectation conflict, role overload, role erosion, resource inadequacy, and personal inadequacy.ORS is a five point scale (0-4), containing five items for each role stress and a total of 50 statements. Thus the total scores on each role stress range from 0 to 20.

The total scores on each role stress range from 0 o 20. To get the total scores on each role stress,theratings given are totaled horizontally (for five items). The reliability and validity is well within acceptable norms:

1. Inter-Role Distance (IRD): When an employee is unable to find a fit between organization roles and other roles.
2. Role Stagnation (RS): When an employee feels stagnant and finds very few opportunities for growth and learning.
3. Role Expectations Conflict (REC): When employees have to fulfill orders and demands of various heads with an organization.

4. Role Erosion (RE): When an individual feels that some relevant task of his job is being assigned to someone else and his job is no more challenging
5. Role Overload (RO): When an employee is expected to perform much more than his capacity.
6. Role Isolation (RI): When an employee is unable to link his job profile with other colleagues or with organizational goal.
7. Personal Inadequacy (PI): When an individual does not have knowledge or skills to perform the task expected of him.
8. Self-Role Distance (SRD): when an individual is expected to perform keeping aside his values and self concept.
9. Role Ambiguity (RA): When an individual is unable to understand work objectives, co-workers' expectations, scope and responsibilities of his/her job.
10. Resource Inadequacy (RI): When an individual is not provided with resources required to perform his/her duties in an organization.

The data collected through questionnaire were statistically analyzed for all the eight dimensions of organizational culture (OCTAPACE), Uni-dimension of job satisfaction and ten dimensions of organizational Role stress, separately for the relationship group and also on the magnitude of demographic variables i.e.: gender, age, experience etc.

The data has been analyzed by using Systat- VIII statistical package in terms of mean, median, standard deviation, critical ration and correlation between organizational role stress and organizational commitment and job satisfaction and organizational commitment and job satisfaction.

