RESEARCH METHODOLOGY

3.1. Introduction:

Research is commonly also known as a search for knowledge. One can also define research as a scientific and systematic search for relevant information on a specific topic. In fact, research is an art of scientific investigation. The purpose of the research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose, we may think of a research objectives as falling in to broad groupings:-

1) To gain familiarity with a phenomenon or to achieve new insights into studies with this object in view are termed as exploratory or formulative research studies.

2) To portray accurately the characteristics of a particular individual, situation or a group of studies with this object in view are known as descriptive research studies.

3) To determine the frequency with something which occurs or with which it is associated to something else than studies with this object in view are known as diagnostic research studies.

4) To test hypothesis of a causal relationship between variables such studies are known as hypothesis-testing research studies.

3.2. Significance of Research:

1) Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization.

2) The role of research in several fields of applied economics, whether related to business or to the economy as a whole, has greatly increased in modern times.

3) Research provides the basis for nearly all government policies in our economic system.

4) Research has its special significance in solving various operational and planning problems of business and industry.

5) Research is equally important for social scientists in studying social relationships and in seeking answers to various social problems.

3.3. Objectives of the study:

1) To study the various issues related to work life balance.

2) To study its impact on professional couples.

3) To study the perspectives of professionals about work life balance.

4) To study the problems related to professionals work life.

5) To analyze the balance between couples personal life and career life.

3.4. Area of the study:

The area of the study for research is Pune city. The city population was estimated to over 3.5 million in 2014 and now in 2016 it has rapidly increased to 5.9 million. Pune has been able to create one of the strongest human capital and economic growth engines among Indian cities. With 811 colleges, it is often called the "Oxford of India". This has resulted in more than 30% graduate workforce, which has triggered the IT revolution in the city. Almost all of the top IT companies in the country have their presence here, making it the 2nd biggest software hub in the country. The city also has a strong manufacturing base across auto and engineering. Thus Pune is among the top five foreign direct investment (FDI) destinations in India. It is also one of the successful start-up destinations in India with more than 400 local start-ups. The residential locations which are selected in this research are Aundh, Shivajinagar, Model Colony, Baner, Kothrud where it has diverse industrial population. The population includes professionals from various professions like doctors, IT professionals, Engineers, Managers, Administrator, Banker, Businessman, Entrepreneur, Chartered Accountant, Faculty, Government Officers and from other services.

3.5. Types of Research:

Descriptive research type - Descriptive research includes surveys and fact finding enquires of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In social science and business research we quite often use the term *Ex post facto research* for descriptive research studies. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. Most *Ex post facto research* projects are used for descriptive studies in which the researcher seeks to measure such items such as for example, frequency of shopping and preferences of people or similar data. *Ex post facto studies* also includes attempt by researchers to discover causes even when they cannot control the variables. The method of research utilized in descriptive research is survey methods of all kinds, including comparative and co-relational methods.

In this study the type of research used is descriptive research type. The study is on work life balance and it's impact on professional couples so the facts and findings are to be related to the functions and variables of work life and family life. The daily difficulties, duties and responsibilities which affect the work and family life are studied in the research.

3.6. Sampling:

In this research the sampling method used is non probability sampling with Convenience Sampling. As the name indicates in convenience sampling is the element which are selected on the basis of researcher as per his/her convenience. In this the researcher includes samples which are readily available. The focus is on the convenience of the researcher where easily data and information is collected. It eliminates the chance factor in the sample selection process. It suffers from non-randomness criteria like any other non-random sampling technique. In the study convenience sampling is considered as the population is wide and cannot be easily available for research. So by choosing this sampling method the study has highlighted on the sample size from nearby residential and commercial places. By friends, working couples, colleagues, relatives and peers the questionnaire was circulated and though the data was collected.

3.7. Research Methodology of the Study:

The research area for this study which is selected is Pune city, and the population of the city is approximately 5.6 million. As the population is uncountable i.e infinite, the research only highlights on the professional couples (Working Couple). Thus sample size is 347. The total questionnaire collected was of 400 respondents. After validating responses we have taken 347 valid responses for the analysis.

3.8. Research Design:

The research design selected is Descriptive Method -

1) The topic requires detail information of various activities, working time, features, strengths, impact on couples of work life balance.

2) Also the topic requires detail analysis about the couple's way of work allocation.

3) For collecting all above information in details and comparing all the professional couple responses for finding the impact of work life balance, the descriptive type research is the suitable method.

3.9. Sample Size:

The sample size is **347**.

Formula :

$$ss = \frac{Z^2 * (p)*(1-p)}{c^2}$$

Where:
Z = Z value (e.g. 1.96 for 95% confidence level)
p = percentage picking a choice, expressed as decimal (0.5 used for sample size needed)
c = confidence interval, expressed as decimal (in this case 0.10 i.e +10)

$$ss = \frac{(1.96)^2 * (0.5)*(1-0.5)}{(5.03)^2} \quad = \quad \frac{(3.8416) * (0.5) * (0.5)}{(5.03)^2} \quad = \quad 347$$

Sample Size Calculator

Determine Sample Size

Confidence Level:	● 95% ○ 99%
Confidence Interval:	5.03
Population:	4000
Calculate	Clear
Sample size needed:	347

*(source http://www.surveysystem.com/sscalc.htm)

3.10. Sampling Technique:

The sampling technique used is Convenience Sampling for the study.

3.11. Questionnaire Design:

The questionnaire is designed on the bases of Work life balance and its various effects which have impact on the respondent's life. The working hours, job satisfaction, career development, organizational support, children rearing and caring, family life.

The most important part of the survey process is the creation of questions that accurately measure the opinions, experiences and behaviors of the public. As the research type of the study is Descriptive research. The various factors and characteristics are been used to gather the data through this questionnaire. The questionnaire consists of questions which are open ended and close ended, 5 scale questions, likert attitude measurement scale and multiple choice questions. The questionnaire comply of 56 questions.

The initial rows forms the demographic information about the respondent such as Name, Contact Number, Gender, Marital Status, The Number of children they have.

Q.1 to Q.3 the questions highlight on the age of the respondents, the professional or occupation, the average salary income (annual) which gives the personnel details of the respondents.

Q.4 , 5, 6, 56 highlight on the concept of work life balance, the impact of work life balance on a professional, the importance of work life balance on today's way for living which overall helps them to give the opinion on work life balance.

Q.7, 9, 11, 14, 20, 21, 40, 44 highlight on working hours of respondents, on the hectic schedule, in typical working day how much hours they spend with their family, if they have provision for flexible work time, leaves to manage family life, job sharing options, allow work from home, how they equalize on time, time spend with work and family, flexible working hours which can improve work life balance, the spouse or husband working hours.

Q.8, 16, 17, 18, 24, 25, 32, 36 highlight on work environment in organization, any stress while managing work and family life, the motivation at their work place, the problems which respondents face in work life, the work which they bring at home, the compromises which respondents make on the appointments, if the respondents career comes first than the family and the emotional support for the organization.

Q.10, 12, 13, 15, 19, 23, 29, 30, 31, 45 highlight on family life where if they give enough time for family, the respondents plan for holidays, the accessibility in those holidays, the respondents ability to manage work and family life simultaneously, the satisfaction within family life, the time allocation for the family and their happiness, the opinion on discussion about the respondents problems and their suggestions, the different variables of family life which have impact on work life, the communication with the family members and as a couple the respondents have divided the responsibilities at home.

Q.26, 27, 28 highlight on job satisfaction , the method of communication in organization and on the opinion that does hierarchy matter for communication in organization.

Q. 32, 33, 34, 35, 37, 38, 39, 41 the respondents career comes first than the family, the career development and the respondents efforts for it, the support of family in career development, the career growth in organization, the opinion on whether the family acts as a barrier on the career growth, the right choice in the career path, the respondents support for his/ her spouse career development, the respondents goals for their future.

Q. 46, 48, 49, 50, 51 the respondents ways of spending time with family in movies, in restaurants, for shopping and holidays, the time spend in spare time with children for playing sports, in entertainment, outings with children and help them in the studies, time i.e number of hours given to their children, the several responsibilities that are undertaken by the respondents of their children by dropping them to school, guiding them in studies, feeding them with food, playing with them, the opinion on the quality time spend with their children.

Q. 47, 52, 53, 54, 55 the respondents support their spouse in the work, their time spend in socialization, their different ways of enjoying the social networking like

going for parties, attending marriages, kitty parties and get together with friends, the benefits of socializing in their life, the priorities as a professional in the competitive world.

3.12. Data Collection of the study:

In this primary data and secondary data are two important types of data collection.

Primary Data: Primary data was collected with the help of questionnaire which consisted of open ended and closed ended questions, five point scaling, likert attitude measurement scale and multiple choices questions. The questions mainly focused on the respondents working time, job satisfaction, career and family life, emotional bonding with family, responsibilities of children, time allocation for family and work, flexible work provisions, work culture, etc,.

Data analysis: In data collection primary data is based on the information gathered by the questionnaire. The questionnaire initially had total 60 questions which were used to conduct a pilot survey on 30 respondents as sample size. But later the questionnaire was modified and few questions were revised to serve the purpose of study. Then the questionnaire consists of total 56 questions. The analysis tools used for the respondents answers to analyze are bar charts, pie chart, frequency tables, valid percentage, cumulative percentage and compare means.

Hypothesis: The following are the hypothesis used for the study. The study has undertaken 5 hypothesis which are depended on different parameters of the subject.

Hypothesis.1 *: There is a relationship between Personal/Family and professional aspects on Work life balance.*
To test the hypothesis 1 the testing tools used are Pearson correlation, significance of coefficient.

Hypothesis.2 : *Work life balance is related to personal and career life of professional couples.*

To test the hypothesis 2 the testing tools used are Chi square tests.

Hypothesis.3: ***Work life balance has an impact on satisfaction.***

To test the hypothesis 3 the testing tools used are Chi square tests.

Hypothesis.4: ***Flexible working hours improves work life balance.***

To test the hypothesis 4 the testing tools used are Chi square tests.

Hypothesis.5: ***Family has more priority over money, career and prestige.***

To test the hypothesis 5 the testing tools used are compare means.

Secondary Data: Secondary data mainly consists of the theoretical information from various related books, internet websites and previously conducted research by different researchers.

3.13. Hypothesis of the study:

Hypothesis.1 *: There is a relationship between Personal/Family and professional aspects on Work life balance.*

H0 : There is a relationship between personal and professional aspects of work life balance.   **FA Ç PA**

Ha: There is no relationship between personal and professional aspects of work life balance.   **FA € PA**

Hypothesis.2 : *Work life balance is related to personal and career life of professional couples.*

(The hypothesis suggests that there is an impact on work life by personal / family life.)

H0 : Family / Personal Life has impact on work life of couple

            FL Ç WL

Ha: Family / Personal Life has no impact on work life of couple

            FL € WL

Hypothesis.3: *Work life balance has an impact on satisfaction.*

H0 : Work Life balance has impact on satisfaction.

            WLB Ç Satisfaction

Ha: Work life balance has no impact on satisfaction.

            WLB € Satisfaction

Hypothesis.4: *Flexible working hours improves work life balance.*

H0 : Flexible working hours improves work life balance.

Ha: Flexible working hours do not improve work life balance.

Hypothesis.5: *Family has more priority over money, career and prestige.*

H0 : Family has more priority over money, career and prestige.

Ha: Family has least priority over money, career and prestige.