

## CHAPTER 4

### DATA GENERATION

The chapter “Data Generation” is one of the most important parts of any research. In this chapter the routes of data collection is thoroughly discussed. It is done by the researcher in such a manner that all aspects of information needed to fulfill the objectives and the hypothesis of the study can be obtained.

Data is collected by the researcher in three ways:

- a. Collection of Primary Data;
- b. Basic Literature Survey;
- c. Collection of Secondary Data.

#### 4.1. Collection of Primary / Secondary Data:

Primary data is collected with the help of a well structured questionnaire prepared by the researcher. Researcher has personally distributed the questionnaires to the employees of workshops, some of the questionnaires were sent to the respondents either by post or mail. As the technician or equivalent level employees working in the workshops are not very much literate, so researcher has translated the questionnaire in Assamese language for them only so that the questionnaire is easily understandable to them. Some technician or equivalent level employees also filled up the questionnaires in English also. The relevant data were collected in the year 2014-2015. Only 580 respondents were taken out for analysis out of 950 questionnaires administered. The remaining questionnaires were incomplete and cannot be used for further analysis as it was half filled or not fully informative.

The Questionnaire which was used for data collection was given in the appendix. Breakup details of the questionnaire were given below.

## **QUESTIONNAIRE:**

The questionnaire is consisted of 5 sections, namely, Section A through Section E. The area covered in each section is as follows:

Table 38: 5 sections of the questionnaire (dividing the questionnaire into 5 parts)

<b><u>Section</u></b>	<b><u>Area</u></b>
A	In this section, 10 numbers of questions are given for the respondent. Out of 10 numbers, 7 numbers questions are there in the questionnaire to know the demographic profile of the respondent and remaining 3 numbers of questions are given to know the profile of the organisation.
B	The section B contains 37 numbers of questionnaires. This section addresses the issues including salary, training, reward & recognition, career development opportunities, supervisor support etc are fair or not for the employees. The respondents are asked to rate 1 to 5 (in Likert rating scale) i.e. 1 is Extremely disagree and 5 is Extremely agree according to their feelings towards these kinds of issues/factors.
C	The section C, broadly, contains 9 questions. Here, the respondents are asked whether they feel proud working in the organisation or not. Here also, it is seen that they are aware or not about their organisation's mission, vision, goals and objectives. In 4 among the 7

	<p>questions, they are asked to rate 1(for not at all) and 5(fully satisfied/respected/clear) of the questions asked by the researcher. Issues like leave policy and job security is also discussed in this section.</p>
D	<p>In this section, total 11 numbers of items of retention are listed where the respondents are asked to give weightage in the measurement scale of 1 to 5 (1 for Not at all important and 5 for very very important) for their retention with the organisation.</p>
E	<p>In this section, 16 numbers of both closed ended and open ended questions are listed in the questionnaires. In the open ended questionnaires, the issues like retention problem, retention techniques, means of recognition, and reasons of attrition are discussed. Again, in the closed ended questionnaires, the items like performance appraisal, personal support strategy, exit interview, role clarity etc are asked to the respondents and they are asked to say yes (coded as 1 in the analysis) and No (coded as 0 in the analysis) or to rate according to their satisfaction level.</p>

One table is given below where list of automobile service workshops are given from where data has been collected for doing the research through Simple Random

Sampling. Total number of employees working in these workshops is also given in the table.

**Table 39: The list of Automobile dealers along with their authorised service workshops present in Assam for sample collection(sample collected by using simple random sampling) and the numbers of employees working there**

<b>Sl. No.</b>	<b>MARUTI SUZUKI INDIA LIMITED</b>	<b>Location</b>	<b>No. of employees working in the workshop</b>
1	Jaybee Auto Agencies	Dibrugarh	30
2	Anamika Motors	Golaghat	33
3	Saikia Auto	North Lakhimpur	31
4	Saikia Auto	Dhemaji	32
5	R.D. Motors	Nagaon	30
6	R.D. Motors	Baihata Chariali	26
7	Bharati Motors	Bongaigaon	30
8	Anamika Motors	Jorhat	31
9	Jain Udyog	Silchar	37
10	Jain Udyog	Karimganj	22
11	Anamika Motors	Sibsagar	29
12	R D Motors	Tezpur	27
13	Vishal car world	Tinsukia	31
14	Bimal Auto Agency	Guwahati, Chandmari	51
15	Bharati Motors	Barpeta	31
16	Bharati Motors	Goalpara	25
17	Poddar Car World	Mangaldoi	20
18	Pallabi Motors	Baihata Chariali	15

	<b>TATA MOTORS</b>	<b>ASSAM</b>	
1	Bhagyashree Motors Private Limited	Nalbari	23
2	M.B. Automobiles	North Lakhimpur	25
3	Johnson Automobile	Silchar	30
4	Gargo Motors Ltd	Tinsukia	30
5	Golaghat Motors	Golaghat	22
6	S.B.M Motors Pvt. Ltd	Guwahati	51
7	Pragati Motors	Jorhat	30
	<b>FORD MOTORS</b>	<b>ASSAM</b>	
1	Chakrapani Ford	Jorhat	25
2	TI Ford	Tinsukia	30
3	Himatsingka Ford	Guwahati	51
	<b>MAHINDRA &amp; MAHINDRA</b>	<b>ASSAM</b>	
1	Smart Motors Pvt. Ltd.	Silchar	23
2	G. D. Motors	Nagaon	27
3	R.D.Automobiles	Dibrugarh	30
4	Ashok Motors	Tezpur	25
5	Industrial & Farm Equipment	Guwahati	40
	<b>HONDA MOTORS</b>	<b>ASSAM</b>	
1	Spectrum Honda	Guwahati	51
2	Spectrum Honda	Dibrugarh	52
	<b>NISSAN MOTORS</b>	<b>ASSAM</b>	
1	Binod Nissan	Guwahati	50
2	Far East Nissan	Tinsukia	30
	<b>TOYOTA MOTORS</b>	<b>ASSAM</b>	
1	Borah Toyota	Dibrugarh	30
2	Gargya Toyota	Baksa	15
3	Gargya Toyota	Guwahati	51

4	Podder Toyota	Silchar	32
	<b>VOLKSWAGEN GUWAHATI</b>	<b>ASSAM</b>	
1	Volkswagen Guwahati	Guwahati	44
	<b>RENAULT</b>	<b>ASSAM</b>	
1	Renault Jorhat	Jorhat	31
2	Renault Guwahati	Guwahati	51
	<b>HYUNDAI</b>	<b>GUWAHATI</b>	
1	Borah Hyundai	Duliajan	20
2	Krishna Hyundai	Jorhat	30
3	S B Hyundai	Silcher	31
4	OJA Hyundai	Mangaldoi	14
5	Akash Hyundai	Nagaon	32
6	Borah Hyundai	Tinsukia	35
7	Meghna Hyundai	Bongaigaon	15
8	Meghna Hyundai	Barpeta	31
9	Meghna Hyundai	Dhubri	21
10	Krishna Hyundai	Chirang	15
11	Krishna Hyundai	Tezpur	31
12	Mandona Hyundai	North Lakhimpur	33
13	Saraighat Hyundai	Nalbari	21
14	Oja Hyundai	Guwahati	51
15	Arveng Motors	Diphu	16
16	Jaysree Motors	Rangia	15
17	Ashuk Auto Moiles	Karimganj	16
18	Gurudeva Motors	Distt. Sunit Pur	31
19	B P Autos	Dhemaji	20
20	Mayam Motors	Hajo	15
	<b>GENERAL MOTORS</b>	<b>ASSAM</b>	
1	Malhatra Chevrolet	Guwahati	45

2	IB Motors	Nagaon	31
3	Smart Motors	Silchar	25
4	Nova Automobiles	Jorhat	31
5	GNB Motor	Tezpur	25
6	Dhansri Motors	Tinsukia	30
	Total employees working in 70 workshops		2110

Researcher has also collected some data by observing the working environment of the workshops.

Secondary data has been collected from some of the annual journals and other records of the Automobile companies. To collect some statistical information of these Automobile Company, the following websites and journals are used:

- [Service.tatamotors.com](http://Service.tatamotors.com)
- [https://en.wikipedia.org/wiki/Automobile\\_repair\\_shop](https://en.wikipedia.org/wiki/Automobile_repair_shop)
- Human resources Nissan India | release 1.0
- <http://www.marutisuzuki.com/LocateDealer.aspx?InDealer=MASS>
- <http://www.toyotabharat.com/find-a-dealer/>
- <http://www.hyundai.com/in/en/Shopping/ShoppingTools/FindDealer/index.html>
- <http://www.chevrolet.co.in/locate-a-car-dealer.html>
- [http://www.volkswagen.co.in/en/shopping-tools/find\\_a\\_dealer.html](http://www.volkswagen.co.in/en/shopping-tools/find_a_dealer.html)

#### **4.2. Discussions and Informal Interviews:**

In order to know the various issues of retention, many rounds of discussions and informal interviews were held with the employees working in the workshops, the proprietor of the dealerships and some of the concerned personal of the workshops.

After completion of data collection, appropriate research tools are used for the analysis of the data. After going through the literature review, some objectives and related hypothesis were formulated based on the prediction of the researcher. These objectives and hypotheses were tested with a suitable experiment. SPSS V17 was used for data analysis as discussed in last chapter. The hypotheses will be rejected or accepted, it can be known based on the outcomes of the data analysis. The statistical tools used for analysis and interpretations are: Descriptive Statistics (Mean or Average score, Standard Deviation), Percentage Analysis, Factor Analysis, ANOVA test, Post- hoc analysis, Correlation Analysis (Pearson correlation), Reliability test, Validity analysis, Regression Analysis, Bar diagram, Pie diagram to show the results of the study.