CHAPTER 3: RESEARCH METHODOLOGY

3.1 Sampling Design

The respondents are selected based on a convenience sampling method. It is conducted with the least interference to the participants. Generally, individual employee from any organisation is the unit of analysis because the study only targets at full-time working adults. The respondents are selected from the organisations located in Klang Valley only. A total of 215 to 250 respondents are targeted for this study. Finally this research is designed to be conducted in which data are gathered just once (cross-sectional), for a period of one month, that is from 25 July 2009 to 24 August 2009, in order to meet the research objectives (Cavana, Delahaye, & Sekaran, 2001).

3.2 Data Collection Procedure

The data for this study is collected via structured questionnaires. A total of 150 questionnaires are personally distributed and another 400 sets are mailed electronically to working people from various industries in Klang Valley, Malaysia. The structured questionnaire has five sections. Section A asks about the respondents' attitudes towards money and Section B elicits their satisfaction towards the remuneration (e.g., pay level, raise, benefit and structure). Section C asks about their satisfaction towards their career and Section D determines their satisfaction towards their lives. The demographic characteristics of the respondents are obtained from Section E. Section A has 15 items, Section B, 18 items, Sections C and D has five items, each. There are 11 characteristics that are listed in Section E. Each questionnaire has a cover letter to explain the research objective and to remind the respondents of their voluntary participation and that their responses will be treated with strict confidentiality.

3.3 Selection of Measures

The measures are selected after reviewing the past studies. The present study will try to improve from the previous research gaps and limitations.

3.3.1 Demographic Variables

Employees' demographic variables (e.g. gender, education level, tenure in the organisation, work experience) are elicited from the respondents. Only tenure in the organisation and work experience are assessed by open-ended statements, allowing the respondents to self-report the number of years.

3.3.2 Attitudes towards Money

Employees' attitudes towards money are measured by using the 15-item Love of Money Scale developed by Tang, Luna-Arocas, Sutarso, & Tang (2004). The respondents are asked to state their views based on a 5-point likert scale with (1) = strongly disagree, (3) = neutral, and (5) = strongly agree. The attitudes towards money are rated on budget, evil, equity, success, and motivator factors. A sample of statement describing the budget factor is, "I do financial planning for the future." An example of the evil factor statement is, "Money is evil." Equity factor is examined with a statement such as, "People on the same job should be paid equally (equality)." A sample statement to assess success factor is, "Money is a symbol of success." People's motivation is measured by a statement such as, "I am motivated to work hard for money."

3.3.3 Pay satisfaction

Employees' pay satisfaction is measured by using the 18-item Pay Satisfaction Questionnaire (PSQ) by Heneman & Schwab (1985). The respondents are asked to state their views based on a 5-point likert scale with (1) = very dissatisfied, (3) = neutral, and (5) = very satisfied. The employees' pay satisfaction is evaluated by their pay level, pay benefit, pay raise, and pay structure and administration factors. Based on the feedback from a pilot test of 30 participants, there are some minor modifications on the wordings and the structure of the scale. This is done in order to enhance clarity. The modifications included adding of the phrase, "The extent to which I am satisfied with..." on top of the table consisting of the statements. Table 1, explains the modifications that are made to the statements on pay satisfaction.

Table 1: Modifications Made to the Statements on Pay Satisfaction

From	*To*
Size of my current salary	The size of my current salary
Amount the company pays toward my benefits	The amount the company pays towards my benefits
The raises I have typically received in the past	The pay raises I have typically received in the past
How my raises are determined	How my pay raises are determined
Information the company gives about pay issues of concern to me	The information the company gives about pay issues that concern me
Pay of other jobs in the company	Pay of others doing different jobs in the company
Differences in pay among jobs in the company	Differences in pay among different jobs in the company

In the pilot study, a particular statement – "Pay of other jobs in the company" – has received the most negative feedback. Most people either have selected the answer neutral (3) or declined to answer. When asked on their reluctance, the given feedbacks are as such:

"I don't get paid doing others' jobs."

“I haven’t been offered to do other jobs before.”

“I don’t know how much other jobs are paid.”

The first two feedbacks are probably caused by a limited command of English among the respondents or their minimal exposure to the jargon used in remuneration. The last feedback is given probably because most organisations are practising pay secrecy.

3.3.4 Career satisfaction

Employees’ career satisfaction is measured by using the 5-item career satisfaction scale by Greenhaus, Parasuraman, & Wormley (1990). The respondents are asked to state their views based on a 5-point likert scale with (1) = strongly disagree, (3) = neutral, and (5) = strongly agree. Examples of the statements are, “I am satisfied with the success I have achieved in my career”, and “I am satisfied with the progress I have made towards meeting my goals for income”. The word “toward”, the American-English-version, in statements number two to number five are replaced to “towards”, the British-English-version, to follow the context of Malaysian education system.

3.3.5 Subjective well-being

Employees’ subjective well-being is measured by using the 5-item Satisfaction with Life Scale (SWLS) by Diener, Emmons, Larsen, & Griffin (1985). A 7-point Likert-type scale is anchored at (1) = strongly disagree, (4) = neither disagree nor agree, and (7) = strongly agree is used. The sample statements included, “In most ways, my life is close to the ideal", and "If I could live my life over, I would change almost nothing".

Biswas-Diener and colleagues (2004) posit that self-report survey is the most common and logical way to measure happiness of people. Self-report scales have been reported to be encouraging and thereby it is not necessary to worry that people may term themselves as happy although they are not genuinely happy.

3.4 Data Analysis Techniques

Completed data are analysed by using the Statistical Package for the Social Sciences (SPSS) version 15.0. The data are screened for errors in data entry. The normality of the data is also assessed by measuring the central tendency and variability. These are done by inspecting the skewness and kurtosis of the population (Coakes & Steed, 2007). Each scale is also tested for its reliability by observing the reliability coefficients or Cronbach's alpha. This is followed by using multiple regression analysis to test the research hypotheses.

3.5 Summary

The research design, data gathering methods, instrumentation and scales, and data analysis techniques are explained according to the hypotheses and research framework. The results from the study are demonstrated in the following chapter.