RESEARCH METHODOLOGY

Sources of Data

a) Primary data:
An exhaustive and extensive research shall be carried out so as to gather necessary inputs for the creation of this proposed model. The research shall be conducted through a survey using well defined structured questionnaires. The following questionnaires shall be designed for the purpose of the project.

   a. A questionnaire for internal customers (employees)
   b. A questionnaire for external customers
   c. A questionnaire for communication experts

b) Secondary data:
This shall be gathered from books and publications, magazines, internet, journals and periodicals, etc.

Research Design

Quantitative Causal Cross-Sectional
The research intends to identify and analyse various elements and channels of non-electronic organisational communication which impact customer perceptions about the brand and construct a model of Holistic Organisational Communication for brand leadership. It would be temporal in nature and would be conducted on a sub-section of the respondent population. Thus the design adopted for Research is Quantitative Descriptive Cross-Sectional.

The project shall propose a model of Holistic Organisational Communication that shall not only enhance the levels of synergy of communication across the organisation but also increase levels of satisfaction through communication across stakeholders.

Sampling Type

Stratified Random Sampling
Sampling Plan

The research shall be carried out across organisations classified as below:

<table>
<thead>
<tr>
<th>SECTORS</th>
<th>Size of Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Large (Employee base greater than 1000)</td>
</tr>
<tr>
<td>Financial Services (Banks + Insurance + Broking Houses + Mutual Funds)</td>
<td>3</td>
</tr>
<tr>
<td>Hospitality (Hotels + Airlines + Travel Agencies)</td>
<td>3</td>
</tr>
<tr>
<td>Organised Retail (Apparels + Book Stores + Shoes + Malls + Luxury Outlets + White Goods)</td>
<td>3</td>
</tr>
<tr>
<td>Telecommunication (Mobile Service Providers + Internet Service Providers)</td>
<td>3</td>
</tr>
<tr>
<td>Media (Newspapers + TV Channels + Advertising Agencies)</td>
<td>3</td>
</tr>
<tr>
<td>Manufacturing (Automobiles + Consumer Durables + Ancillaries)</td>
<td>3</td>
</tr>
<tr>
<td>Infrastructure &amp; Real Estate</td>
<td>3</td>
</tr>
<tr>
<td>Sectors</td>
<td>External Customers</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Financial Services (Banks + Insurance + Broking Houses + Mutual Funds)</td>
<td>30</td>
</tr>
<tr>
<td>Hospitality (Hotels + Airlines + Travel Agencies)</td>
<td>30</td>
</tr>
<tr>
<td>Organised Retail (Apparels + Book Stores + Shoes + Malls + Luxury Outlets + White Goods)</td>
<td>30</td>
</tr>
<tr>
<td>Telecommunication (Mobile Service Providers + Internet Service Providers)</td>
<td>30</td>
</tr>
<tr>
<td>Media (Newspapers + TV Channels + Advertising Agencies)</td>
<td>30</td>
</tr>
<tr>
<td>Manufacturing (Automobiles + Consumer Durables +</td>
<td>30</td>
</tr>
</tbody>
</table>

**Size of Organisation**

<table>
<thead>
<tr>
<th></th>
<th>Large (Employee base greater than 1000)</th>
<th>Medium (Employee base between 300 to 1000)</th>
<th>Small (Employee base less than 300)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>30</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Hospitality</td>
<td>30</td>
<td>30</td>
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<td>Organised Retail</td>
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<tr>
<td>Manufacturing</td>
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<td>30</td>
<td>30</td>
</tr>
</tbody>
</table>
The above tables indicate that a total of 63 organisations across three sizes and seven broad sectors shall be a part of this study. Across these 63 organisations surveys shall be conducted across

a. 420 internal customers (employees) representing seven broad sectors across three different sizes based on employee base.

b. 630 external customers representing seven broad sectors across three different sizes based on employee base.

**Research Area**

Mumbai City.

**Hypothesis Test**

The Hypothesis would be done using Statistical methods as below:

*Parametric Test*
- z – test
- Anova

*Non Parametric Test*
- Chi – Square
SCOPE OF THE STUDY

ELECTRONIC CHANNELS OF COMMUNICATION AND ELEMENTS ARE NOT IN THE SCOPE of this research. The study is restricted to the human elements of communication and building a comprehensive model thereon.

Communication has existed literally since the recorded history of mankind began. The roots of various channels are firmly entrenched and although electronic communication accounts for a huge volume of communication transmitted and received today, the basic ‘rules’ of communication remain relatively unchanged, the same as do human values, which remain relatively constant across time and place. Indeed, communicating effectively is a value that is highly appreciated in any individual and in any organisation today by its customers. The scope covers the intended and unintended communication signals that are sent forth in non-electronic form by organisations and their representatives to their customer base and potential customer base, and the impact that such communication signals have in shaping the opinions and perceptions of members of the customer base and potential customer base towards the organisations and the brands that they own / control.

The categories under which these non-electronic communication signals emanating from organisations and their representatives could be classified and which form the scope of the study would include:

Verbal (emanating from any representative of the organisation).

Written (Bill, product manual, contract, print advertisement and so on).

Listening (by the front line representatives of the organisation with whom the customers are in contact and also listening by the decision makers in the organisation to their front line workers and customers).

Knowledge Sharing.

Standardisation across divisions and branches.

Policy formulation if intelligently crafted keeping customer in mind can be a great positive source of communication.

Bureaucracy (which is also known as red tape) which hinders communication.

Non-language based Communication (Non-verbal clues and signals).
LIMITATIONS OF THE STUDY

1. The research shall pertain to various facets, channels and elements of non-electronic communication which takes place between organisations and their various stakeholders.

2. The research shall study non-electronic elements of communication purely from a customer experience branding perspective.

3. Electronic forms of communication (such as websites, e-commerce, electronic marketing and networking, etc.), shall not form the scope of study of this research.

4. The research shall be a sample study covering organisations and respondents across the city of Mumbai.
UTILITY OF THE STUDY

Today’s age has been variously described as the:

a) Jet Age
b) Information Age
c) Communication Age

Information today is overflowing and excessive, and this leads to confusion, overlap, duplication, the Vital getting overlooked, and the Trivial getting undue importance.

Ironically, despite the vast leaps in Communication Technology, stakeholders are getting increasingly estranged and find themselves distanced from the organisations they deal and interact with and of which they are an important and inalienable component.

Efficient Communication from an organisation’s end is a thing much desired by its stakeholders. At the same time, in the current scenario, it is a thing which is short in supply. Indeed, if it were a living thing, we could say it was almost extinct.

Thus, organisations which excel at Efficient Communication can count on it as a positive differentiator and an extremely strong USP, which is not simple to quickly duplicate and emulate by competitors. This USP would obviously attract and retain the most committed and passionate employees as well as the most profitable and value-generating set of customers.

The specific benefits for organisations of this proposed research would be multiple. A few advantages and benefits which would be of tremendous utility to organisations would be:

- Moving towards perfection in Communication.
- Overcoming current lacunae in Communication.
- Strengthening bonds with key stakeholders.
- Generating loyalty from these stakeholders.
- Reaping the financial and non-financial benefits thereof.
- Optimally using scarce resources, as errors, rework and duplication would be reduced.
- Speed and accuracy in operations as Knowledge Management and Knowledge Sharing would be given a thrust.
- Clarity in policy framing would result.
- Positive customer perceptions towards the brand would be generated.
- Positive Word-of-Mouth publicity would be generated.
- Lesser need for costly advertising spend.
- Strong brand equity and brand reputation.
Thus the proposed Model has extremely high practical utility for organisations of every size and genre, both in the service sector and the manufacturing sector, in both B to b and B to C operations.

The proposed Model aims to take into consideration all facets of Organisational Communication without specifically entering the realm, domain and sphere of Technology in Communication or E-Communication as it is known as, which at the end of the day is merely a tool or mode of communication, albeit an important one. Thus the proposed model focuses on the vital SOFT parameters of Organisational Communication.