

Chapter 3

Research Methodology

This research is quantitative research. The details about the research method as follows:

- Research design
- Population and sample size
- Research instruments
- Data collection
- Data analysis

Research Design

To understand the problems in organizational culture management in Hongfu Company, an effective organizational culture management model is proposed by conducting a questionnaire survey on the internal employees of the company.

1. Research Methodology and Data Collection in the Case of China Hongfu Company.
2. Selection of research methods: qualitative research, case study.
3. Data collection methods: interviews, questionnaires, literature analysis.
4. Empirical research and analysis of influencing factors.
5. Explore the factors affecting effective organizational culture management regarding the findings and analysis of China Hongfu Company.
6. Analyze the degree of influence and correlation of each factor on organizational culture management.
7. Establishing an organizational culture management model for environmentally friendly recycled plastic products.
8. Considering the influencing factors and the actual situation of China Hongfu Company, propose an organizational culture management model suitable for environmentally friendly recycled plastic products enterprises.
9. Through the establishment of the model, Hongfu Company will be guided to improve its organizational culture management and enhance its performance and competitiveness.

10. Contributions and limitations of the thesis.

11. Theoretical and practical contributions to effective organizational culture management in environmentally friendly recycled plastic products enterprises.

12. Limitations of the study and prospects for future research directions.

Population and Sample Size

The population and sample size were used in this study.

1. Population

The population of the study consisted of general managers, internal staff, distributors, and competitors in the distribution market. The overall population size was 300 persons, and the questionnaire was administered to the respondents using questionnaire star.

2. Sample size.

172 people were selected from among the respondents using random sampling to participate in the survey and the questionnaires were distributed. Use the Yamane Taro formula to calculate the sample size, as shown in the figure below.

Table 3.1 Yamane Taro formula

Formula	n	=	N
			$1 + (N(e^2))$
When	n	=	Sample size
	N	=	Target population size
	e	=	Allowable sampling error
Hence	n	=	300
			$1 + (300*(0.05)^2)$
		=	171.42.
		\approx	172

Research Instruments

The data collection of the questionnaire was carried out using internal employees of questions and the data from the cell phone was analyzed using SPSS 26.0 to obtain the results of the reliability test.

Data Collection

1. Literature research method

This paper collects and reads a large amount of domestic and foreign related literature by consulting e-book databases and related network resources, which provides the theoretical foundation and empirical reference for the research of this paper and helps to determine the research topic and construct the analysis model.

2. Questionnaire survey method.

Based on the selected research topic, this paper prepared a questionnaire, which was distributed through random sampling of employees within the company, and the data was finally retrieved.

3. Statistical analysis method.

According to the results of the questionnaire survey, SPSS 26.0 software was used to analyze the data to find out the factors affecting the management of organizational culture in Hongfu Company, and to lay the foundation for the subsequent provision of improvement strategies.

4. Empirical research and analysis of influencing factors.

Explore the factors affecting effective organizational culture management regarding the findings and analysis of China Hongfu Company. Analyze the degree of influence and correlation of each factor on organizational culture management.

5. Establishing an organizational culture management model for environmentally friendly recycled plastic products.

6. Considering the influencing factors and the actual situation of China Hongfu Company, propose an organizational culture management model suitable for environmentally friendly recycled plastic products enterprises.

7. Through the establishment of the model, Hongfu Company will be guided to improve its organizational culture management and enhance its performance and competitiveness.

Data Analysis

To analyze the data, we conducted the following data analysis.

1. Analysis of the reliability of a questionnaire from experts by IOC.
2. Analysis and conclusion from data collection from research questionnaire.

3. Statistics used to analyze data require that the answers be a rating scale, which allows respondents to choose to answer according to their own opinions divided into 5 levels as follows

5	means	most demanded.
4	means	are very demanding.
3	means	moderate demand.
2	means	less demanding.
1	means	minimal demand.

Criteria for assessing the level of demand.

4.50 – 5.00	means	most demanded.
3.50 – 4.49	means	there is a lot of demand.
2.50 – 3.49	means	moderate demand.
1.50 – 2.49	means	less demand.
1.00 – 1.49	means	minimal demand.

Statistics used to analyze user needs include IOC, Average, Standard Deviation and Pearson correlation and Multiple Regression Analysis.