

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter deals with the survey method adopted in this study, the study population, the sample size and sampling techniques used in the selection of the respondents involved and the instrument used for data collection. Also explain in this chapter are the procedures adopted for data collection and the method of data analysis.

3.2 Research Design

The survey research design was adopted in this study. Under this method, the personal efforts were put into the gathering of primary and secondary data. In the primary data, the researchers personally distributed copies of the questionnaire designed for the study. The collection of all the dully completed copies of the questionnaires was done through personal visit to the respondent. In addition, limited observations were made to gather those data that were difficult to gather through the use of a structured questionnaire. For the secondary data, textbooks, journals and the relevant materials from the internet resources were used. While the report of primary data were analyzed and presented in chapter four, the review of the secondary data were documented in chapter tow of this study.

3.3 Population of the Study

The population study of this research project consisted of the employees and customers of the United Bank for Africa Plc. Both male and female were the targeted population.

3.4 Sample Size and Sampling Techniques

The sample selection of the research was taken from the stated population of the study. The sample population given to the questionnaire consists of one hundred and fifty (150) respondents. The strategy used for sampling is the random techniques. It was used because each element has equal chance irrespective of sex, age, marital status, qualification / level of education.

3.5 Research Instrument

The instrument used in this research work is primary and secondary data methods. In the primary data method, copies of a questionnaire were administered to the customers and staff of the organization of fill according to their own opinions. The secondary data methods of collecting data

were also used and they include, textbook, internet source, pamphlets and journals as they relates to the topic of discussion.

The questionnaires used for collecting primary data were framed in such a way that the respondents should be able to answer yes or no as the options. Finally, the instruments required each respondent to tick the options that best describes his/her opinion.

3.6 Validity and Reliability of Measuring Instrument

One of the aims of the research instrument is to establish whether the instrument used in the collection of the primary data was reason enough to ensure that relevant and adequate responses were gathered from the respondents. Thus, the validity of the questionnaire designed to gather primary data was established after going through reasonable copies of the questionnaire. In other words, the validity was based on what are reasonable and sensible from the returned copies of the questionnaire.

The reliability of the same instrument was confirmed by the project supervisor. This was confirmed when the project supervisor approved the use of the questionnaire designed for this study.

3.7 Research Procedures

The procedure followed in this research work involved a number of visit to the various departments mentioned above and a direct interview with the officer involved in the schedules. For the study, the researcher personally distributed two hundred (200) copies of questionnaire. This method was adopted in order to ensure that the distributed copies of the questionnaire reach the right respondents out of the number of copies distributed, one hundred and fifty (150) copies were returned.

