

CHAPTER THREE

METHODOLOGY

3.0 Preamble

This method deals with the methodology adopted for the purpose of the study which includes: The research design, population of the study, sample size determination, sampling frame, sampling technique and procedures, data collection procedures, research instrument, validity and reliability of research instrument, method of data analysis as well as the ethical considerations.

3.1 Research Design

A research design defines a framework required for the collection and analysis of the data (Bryman & Bell, 2015). It is a framework that specifies the type of information needed to be collected, the source of data, and the collection measures (Kinnear & Taylor, 1991).

From the marketing's viewpoint, a research design can be defined as a road map or a blueprint to perform market research. It describes the procedures as necessary to obtain the information as needed to restructure or dissolve marketing research problems (Malhotra & Birks, 2003).

The design process of a research study involves many associated parameters. One of the designs of the research is a case study design. This research is mainly based on a case study

research method because it is appropriate for studying the problem of an individual organization.

3.2 Population of the Study

The population relates to the total number of items or units in any field of enquiry (Kothari, 2004). According to Otokiti (2010) population referred to all sets of cases from which a sample is taken.

The population of the study covers one hundred (100) staffs of Dufil Prima Foods Limited, Surulere, Lagos makers of Indomie Instant Noodles as at the time of the study.

3.3 Sample Size Determination

The sample size will be determined using Taro Yamane formula. The decision was involved by the preciseness and it is proven scientifically over decades. Although there are recent sample size determination methods. This study relied on Taro Yamane (1973) at 95% confidence level (5% error).

In selecting the sample size, the Taro Yamane formula was used:

$$N / (1 + N(e)^2)$$

Where N is the size of the population, e is the alpha (the level of significance) which is 0.05

$$: 96/1 + (0.05)^2 \cdot 96$$

$$= 96/1 + (0.0025) \cdot 12,500$$

$$= 96/1 + (0.0025) \cdot 96$$

$$= 96/13.5$$

$$= 370$$

3.4 Sampling Frame

Sampling frame is the source material or device from which the sample is drawn. The sample frame for this research comprises all staffs of Dufil Prima Foods Limited, Surulere, Lagos makers of Indomie Instant Noodles as at the time of this study, without any restriction.

3.5 Sampling Technique And Procedure

A simple random sampling technique will be adopted for the purpose of this study and it entailed a probability sampling technique in which researchers rely on their own judgement based on predetermined criteria, when choosing members of the population to participate in the study. This would be used in the selected of the three hundred and seventy (370) staffs of Dufil Prima Foods Limited, Surulere, Lagos makers of Indomie Instant Noodles to who the questionnaires will be distributed and administered to.

3.6 Data Collection Procedure

Data collection is considered as a core point for any research and can be categorized as primary and secondary data (Bryman & Bell, 2015). In this research, primary data are extracted. Primary data is to be gathered to serve the purpose to formulate the answer to the research question through the use of well-structured questionnaires to three hundred and seventy staffs of Dufil Prima Foods Limited, Surulere, Lagos makers of Indomie Instant Noodles relating to brand differentiation, positioning and competitive advantage.

3.7 Research Instrument

The research instrument to be used for this study will be well structured questionnaires designed on a 5 point Likert scale. The scale rating includes Strongly Agree (5), Agree (4), Undecided (3), Disagree (2), and Strongly Disagree (1).

The questionnaire will be in form of closed- ended (or structured) questions in which respondents will be asked to make one or more choices from a list of possible responses, while the demographic questions will be in form of multiple choices.

3.8 ValidityOf Research Instrument

The most vital criterion of the qualitative research is the validity and it deals with the integrity of the conclusions generated from the research work (Bryman & Bell, 2015).

For the viability of the research instrument, the questions were well structured and self-complete questionnaires. Also, a sample of the questionnaire was given to a professional lecturer for assessment of the validity and reliability of the questions, as well as for recommendation on any form of amendment to the questionnaire. This lecturer lectures in the department of Business Administration and Entrepreneurship at Kwara State University, Malete.

3.9 Reliability of Research Instrument

Reliability refers to the question whether the results produced by a study are repeatable, or in other words, whether or not the results yielded by the measurement process are consistent for the same situation or event (Bryman & Bell, 2015). The interview questions devised for this research were prepared after careful consideration and without any vagueness. Moreover, follow-up questions are to be asked to reach the high reliability in this research. Yin (2009) states, the purpose of reliability is to minimize the inaccuracies and biases in the study. Therefore, interviews in this research are to be conducted from multiple respondents within the same company to examine the consistency in responses. The interviews are to be conducted strictly following the interview guidelines. The data gathered from the interviews are then incorporated into writing case studies. Other researchers conducting research within this domain can obtain parallel results, if it is the same location and industry. Hence, the reliability of this research is high.

3.10 Method of Data Analysis

There are no set of guidelines for analysing the case study data (Yin, 2009). It is the process where researcher can manipulate the data and make it logical (Ghauri and Grønhaug, 2005). According to Yin (2009), there are different methods of analysis that have been suggested when conducting a quantitative multiple case studies. In this research, the researcher has adopted the descriptive statistics (mean, minimum, maximum and standard deviation) will be used in analysing the distribution of the data to be collected.

Also, the hypothesis formulated in this study will be tested with Peterson Chi-square to determine whether a significant relationship exists between the variables under study. The acceptance or rejection of each of the hypothesis will be subjected to a threshold of 5% (0.05) level of significance. To facilitate the timely analysis of this data, it will be entered into the Statistical Package for Social Science (SPSS) version 20, as it is more users friendly and convenient, after which result will be output and presented in tables and figures.

Hence, the author of this research has found this method of analysis to be profoundly appropriate to satisfy the objectives of this research.

3.11 Ethical Consideration

Ethical considerations in research are set of principles that guide the research designs and practices (Pritha, 2021). The data collected from this study from the respective respondents is assured to be kept confidential. Also, physical, social, psychological and other types of

harm are to be kept to the barest minimum. Likewise, the research instrument utilized in this study is free from manipulation from the researcher and therefore valid and reliable to a significant extent to carry out the objective of this study.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Introduction