

# Introduction to research methodology



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## **Introduction**

This chapter deals with research method. The research methodology applied for the purposes of this study covered areas like research design, population of study, sampling technique, data collection method, data analysis method and limitations.

## **Research Design**

Research design is therefore a plan for a research work, which aims at providing guidelines, which the research work is being conducted. The study employed a descriptive survey research design.

A survey research design seeks to obtain information that describes existing phenomenon by asking individuals about their perceptions, attitudes and values (Mugenda and Mugenda, 2003). Descriptive survey research design is the systematic collection of data in standardized form from an identifiable population or representative (Oso and Onen, 2009). This design was adopted for this study because it intensively described and analyzed the role of employee welfare services on productivity of the employees of the case company. The method of questionnaire and interview are used in data collection.

Data are presented in tables and a descriptive method is adopted in analysis.

## **Population of The Study**

According to Mugenda and Mugenda (2003), target population is the members of a real or hypothetical set of people, events or objects the researcher wishes to generalize the results of the research. The study targeted a population of about 400 comprising of clerical staff, officers,

senior officers, middle-level managers, and top level managers that constitute the workforce of Leadway Assurance Limited.

## **Sampling Technique And Sampling Size**

The method of sampling used is proportional stratified random sampling. Firstly the whole population of employees is divided into departments, and a specific number of employees from each department were selected for the survey. The sample size of 100 employees was draw from the population. Mugenda and Mugenda (2003) observe that 30% of the target population is a good representation of the study.

## **Data Collection Method**

The data for this study will be collected through the administration of structured questionnaires to a sample of employees selected from the head office.

One hundred copies of the questionnaires were administered randomly to on the sampled employees. Eighty five (85) copies of the questionnaires were duly completed and returned which formed the basis of the analysis, while 15 of the questionnaires were considered as non-returns. The questions were tailored along a four point likert scale. The responses were coded and mapped into numeric values; the following mapping exists; strongly agree = 4 point, Agree = 3 points, Disagreed = 2 points, Strongly disagree = 1 point (Azika, 1991).

## **Data Analysis Method**

The study adopted descriptive statistics in its analysis.

Descriptive statistics according to Mugenda and Mugenda (2003) includes the statistical procedures that produce indices that summarize data and describes the sample. Presentation of data was done by the use of charts and tables. The data collected was analysed using pie charts, tables and percentages. Due to the volume of the data involved Statistical Packages for Social Sciences (SPSS) was used employed to perform the statistical analysis.

## References

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