**CHAPTER THREE**

**RESEARCH METHODOLOGY**

**3.1 Research Design**

appearing in the selection. Therefore, the sample population size for the study shall comprise of 10 selected small-scale business in Mubi Metropolis.

**3.4 Sources of Research Data**

The data for the study was collected from both primary and secondary source.

**1. Primary Data**

The primary sources of data collection which consist of the use of direct or first-hand information from the respondents are obtained by the aid of questionnaire, interview and observation techniques.

**2. Secondary Data**

The secondary sources of data collection consist of all data captured document and literature which include, textbooks, journals and from the monthly, quarterly, annually and daily progress reports paper on the Convid-19 and from other relevant Published materials.

**3.5 Instruments of Data Collection**

The instrument of data collection consists of survey and questionnaire;

Survey: This is the resultant data that is collected from a sample of respondents that took a survey. This data is comprehensive information gathered from a target audience about a specific topic to conduct research. Questionnaire: A questionnaire is a list of questions or items used to gather data from respondents about their attitudes, experiences, or opinions. Questionnaires can be used to collect quantitative and or qualitative information.

Questionnaires feature either open or closed question and sometimes employ a mixture of both. Open-ended questions enable respondents to answer in their own words in as much or as little details as they desire. Closed questions provide respondents with a series of predetermined responses they can choose from.

**3.6 Validity and Reliability of Instrument**

Validity concern, the extent to which the data collected (usually from accepted authorities) measured what they were supposed to measure. Or capable of measuring the instrument of the questionnaire was administrated to the respondent personally and this helped the researcher to get relevant and first-hand information for the study.

Reliability is the quality of the state of being reliable that is to say, the extent to which an experiment or measure procedure yield the same result of repeated trails, it is the extent to which a researcher can depend on the data gathered through the method adopted to obtain data for the study. It is also described as the attitude is a scale yield consistency when an attitude is measured a number of times. The researcher relied on the instrument used and it yielded valuable result for the study.

**3.7 Instrument of the Data Analysis**

The researcher's used statistical tools such as chi-square, percentage and tables for data analysis. The formula for data analysis is expressed below:

Chi-Square = X2 =

Where;

N = Total Sum of the Variables (80)

Fo = Observed Variables

Fe = Expected Variables

X2 = Symbol of Chi-Square

Significance level = 0.05 (5%);

**Decision**: if the calculated x²-value is less than the critical value, then the null hypothesis is accepted while the alternative hypothesis is rejected and vice-versa, at 5% level of significant.