**CHAPTER THREE**

**RESEARCH METHODOLOGY**

This chapter highlights the steps and procedures employed in carrying out this research work. In other words, this chapter deals with the research design, population of the study, sample size, sources of data collection, instrument of data collection, validity and reliability of instrument and instrument of data analysis.

**3.1** **RESEARCH DESIGN**

Research design can be defined as a choice among many alternative ways of collecting information that will satisfy the research objective.

The research design adopted for this research work was the survey research, which involved sampling of opinions of different people using different techniques in order to get information on what is being studied.  
Obasi (2013), states that survey research employs a variety of data gathering instruments or techniques such as the questionnaire, the interview observation, test and so on.

**3.2 POPULATION OF THE STUDY**

This is the target of the study. It specifies the aggregate of items or person from whom data pertinent to the study is collected. It is the actual or definite population to be studied and must be obtained from a relevant source, office or record book. Population of the study must be stated in figure (Obasi, 2013).

The population of this study consist of Sixty (60) respondents which comprises of both the customer and the staff of Bano, Mubi, Adamawa State.

**3.3** **SAMPLING TECHNIQUE**

A simple random sampling technique was used for the purpose of this research to sample respondents.

**3.4 SAMPLE SIZE**

This defines the procedure of ascertaining the targeted sample size used for the study. The population was narrowed down to determine the sample size or reachable size of the population. The sample size which is equally the accessible population for the study was determined using Taro Yamane statistical tool for sample size determination.

Formular is stated thus:

n = N

1+N(e)2

Where,

n = sample size

N = population size

e = margin of error (5%)

1 = constant

Substituting;

n =

=

=

=

= 52.17

Therefore, the sample size of the study is Fifty-Two (52) which will serve as the population for the study.

**3.5 METHOD OF DATA COLLECTION**

Research problems can be solved only on the basis of data collection. The data for this study were collected mainly through the interview administered randomly to the collected population in it. Representatives were briefed so that they could understand what the questions meant and thereby fill the accurate answers. The responses were adequately and carefully decoded to enable the researcher arrive at the accurate and reliable answers that will help in analyzing the data.

**3.6 METHOD OF DATA ANALYSIS**

The data collected for this study was analyzed using the T-test statistics of “Mean”. This statistical tool is appropriate because of the descriptive nature of the research. Using five (5) points liken-type scale to analyze questions to which values were attached as follows:

|  |  |  |
| --- | --- | --- |
| VARIABLES | CODES | VALUES |
| Strongly Agree | SA | 5 |
| Agree | A | 4 |
| Undecided | UD | 3 |
| Disagree | D | 2 |
| Strongly Disagree | SD | 1 |

The mean will be calculated using the formula below: - X=

Where X – Mean

E- Summation

X- Nominal/assigned values

F- Frequency of observation

N- Number of respondents