

Chapter 3: Analysing communication impact: Survey design, sampling, and statistical tools

3.1 Introduction

This chapter outlines the research methodology employed in the study. It reiterates the research questions and hypotheses and provides detailed information on the research design, population, sampling technique, research instruments, data sources, and methods of data analysis (Creswell, 2014; Saunders, Lewis & Thornhill, 2019).

3.2 Research Design

The study adopted a survey research design, which is appropriate for investigations involving clearly defined populations and allows for data collection from a representative sample to enable generalization of findings to the larger population (Kumar, 2019). This design facilitates quantitative measurement and analysis of relationships between variables.

3.3 Population of The Study

The population comprised staff members of United Bank for Africa Plc (UBA), Head Office, Marina, Lagos. This population was selected because of its relevance to the research focus and accessibility for data collection (Bryman & Bell, 2015).

3.4 Sampling Technique

Due to the large population size, a sample of one hundred and fifteen (115) employees was selected using a [specify sampling method, e.g., stratified random sampling or convenience sampling] technique to ensure representativeness (Sekaran & Bougie, 2016). Questionnaires were administered to the selected sample, and the responses were analyzed using descriptive statistics such as frequency counts and percentages.

3.5 Research Instrument

The primary data collection instrument was a structured questionnaire designed to capture relevant data addressing the research questions (DeVellis, 2017). The questionnaire was pretested to ensure validity and reliability before full deployment.

3.6 Sources of Data

This study utilized primary data collected through the administered questionnaires. Section B of the questionnaire used a 5-point Likert scale for rating items as follows:

- 5 = Not Applicable
- 4 = Strongly Agree
- 3 = Agree
- 2 = Disagree
- 1 = Strongly Disagree

Data collected were subjected to descriptive statistical techniques including frequency counts and percentages (Field, 2018).

3.7 Data Analysis

The collected data were analyzed using multiple regression analysis to examine the relationship between effective communication and organizational performance. The Statistical Package for the Social Sciences (SPSS) software was employed for data analysis (Pallant, 2020).

Regression Model Specification:

$$OP = f(EC) + U$$

Where:

- OP = Organizational Performance (Dependent Variable)
- EC = Effective Communication (Independent Variable)
- U = Stochastic/Random Error Term

The hypothesis was tested using multiple regression analysis to determine the impact of effective communication on organizational performance.

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