

# **Guidelines to Chapter three Research Proposal Writing**

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## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Introduction**

This chapter describes in detail the strategy that was used by the researcher in conducting the research. It includes the following research design, sampling and sampling procedures, and description of research instruments, data collections procedures and data analysis procedures.

#### **3.2 Research Design**

The design of this study will be based on survey research in which data will be collected for the objectives of the study. The research is based on the study of factors affecting the effectiveness of revenue collection in Kenya Revenue Authority (KRA) head quarters in Nairobi. The choice of survey research as opposed to other research designs was motivated by the following factors, first, survey research provides for a suitable instrument for collecting a large amount of data. Secondly, it provided a practical framework for collecting a large sample of composing groups and thirdly, survey studies have strong data reliability.

#### **3.3 Target Population**

A population is any set of persons or objects that possesses at least one common characteristic (Busha & Harter, 1980). The target population of this study will include the management team and the staff in Kenya Revenue Authority (KRA) head quarters in Nairobi.

#### **3.4 Sample Size and Sampling Procedures**

Sampling is a procedure, process or technique of choosing a sub-group from a population to participate in the study. It is the process of selecting a number of individuals for a study in such a way that the individuals selected represent the large group from which they were selected.

A sample is a smaller group or sub-group obtained from the accessible population (Mugenda and Mugenda, 1999). This subgroup is carefully selected to be representative of the whole population with the relevant characteristics.

##### **3.4.1 Sample of the management team**

##### **3.4.2 Sample of the staff**

##### **3.5 Description of Data Collection Instruments**

According to Mugenda and Mugenda (1999) questionnaires give a detailed answer to complex problems. Additionally, questionnaires are also a popular method for data collection in deduction because of the relative ease and cost-effectiveness with which they are constructed and administered. Questionnaires give a relatively objective data and therefore, are most effective. In this study, Questionnaire will be used as the main instrument of data collection from the staff members.

Interview guide will be used in this study since it generally yields highest cooperation and lowest refusal rates, offers high response quality and takes advantage of interviewer presence and it is multi-method data collection that is it combines questioning, cross-examination, probing techniques (Owens, 2002). In this study interview guides will be used to solicit information from the top managers.

### **3.6 Validity of Research Instrument**

The term validity indicates the degree to which an instrument measures the construct under investigation. For a data collection instrument to be considered valid, the content selected and included must be relevant to the need or gap established. Before the actual study, the instruments will be discussed with supervisors. The feedback from the supervisors and the experts will help in modifying the instruments.

### **3.7 Reliability of Research Instrument**

Mugenda and Mugenda (1999) defined reliability as a measure of the degree to which a research instrument yields consistent results or data after repeated trials. An instrument is reliable when it can measure a variable accurately and obtain the same results over a period of time. However, reliability in research is affected by random errors, the pre-test helped the researcher identify the most likely source of errors and hence respond to before the actual study. Test re-test method will be used to pilot the questionnaires, which do not form sample of the study. Reliability will be calculated with the help of Statistical Package for Social Sciences (SPSS). A correlation coefficient greater or equal to 0.6 will be accepted (George and Mallery, 2003).

### **3.8 Data Analysis Procedure**

Both quantitative and qualitative approaches will be used for data analysis. Quantitative data from the questionnaire will be coded and entered into the computer for computation of descriptive statistics. The Statistical Package for Social Sciences (SPSS version 11.5) will be used to run descriptive analyses to produce frequency distribution and percentages. Tables will also be used to summarize data. The qualitative data generated from interview guide will be categorized in themes in accordance with research objectives and reported in narrative form along with quantitative presentation. The qualitative data will be used to reinforce the quantitative data.

## References

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