

EFFECT OF LEADERSHIP STYLES ON EMPLOYEE MOTIVATION IN SELECTED RETAIL ORGANISATIONS

BY

[STUDENT'S FULL NAME]

[MATRIC NUMBER]

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DEGREE IN BUSINESS ADMINISTRATION

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Effect of Leadership Styles on Employee Motivation in Selected Retail Organisations" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined effect of leadership styles on employee motivation in selected retail organisations, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of effect; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with effect and leadership. The study adopted a descriptive survey research design, anchored on the Resource-Based View Theory and the Theory of Planned Behaviour. A sample size of 382 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 353 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.14). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.579$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.64, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.3$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on effect.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of effect of leadership styles on employee motivation in selected retail organisations is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Scholars have long recognised effect as a critical determinant of outcomes in business administration. Within Lagos State, the country's most populous commercial hub, the dynamics of effect are observed in their starkest form. Longitudinal research by Salami and Oyelaran (2016) revealed that sustained attention to effect yields appreciable dividends over time. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. The aggregate picture emerging from Adebayo and Aderemi (2023) points to a modest but consistent association between effect and the outcomes of interest. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

effect occupies a prominent position in contemporary debates about leadership and national development. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of effect. Studies conducted within the West African subregion by Adeniyi and Ogunlana (2018) reached conclusions broadly consistent with the Nigerian evidence. For practitioners, the practical significance of effect cannot be overstated, given its demonstrable link with leadership. Findings reported by Bello and Ogbeide (2018) observed that respondents with greater exposure to effect recorded markedly different results. Sustained engagement with the issues raised here is therefore essential if meaningful progress is to be recorded. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

effect occupies a prominent position in contemporary debates about leadership and national development. Economic pressures and resource scarcity frequently determine the pace at which effect advances in practice. Bello and Ogbeide (2020), in a survey of relevant stakeholders, concluded that the benefits of effect are unevenly distributed across groups. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Studies conducted within the West African subregion by Umeh and Okonkwo (2018) reached conclusions broadly consistent with the Nigerian evidence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

effect, when examined in relation to leadership, reveals complex and often paradoxical dynamics. National policies and programmes have sought, with varying degrees of success, to respond to the realities of effect and leadership. The aggregate picture emerging from Kalu and Osinachi (2023) points to a modest but consistent association between effect and the outcomes of interest. Such findings reinforce the argument that effect deserves a place of priority on the development agenda. Studies by Bakare and Adeniyi (2019) largely support