

UNIVERSITY OF NAIROBI

COLLEGE OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF PSYCHOLOGY

Clients Attitude Towards Counselling Services At Mama Lucy Kibaki Hospital Outpatient Department

By:

OMONDI OSCAR OMONDI

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Abstract

Attitude is a hypothetical construct representing one's degree of like or dislike for something. It is a positive or negative subjective view of persons, places, things, or events, referred to as attitude objects. People can also be in conflict or ambivalent towards an object, meaning that they possess simultaneously, both the positive and negative attitudes towards the attitude objects,

Mama Lucy Kibaki Hospital, counselling Department handles clients with counselling needs. These formed the sample population for my study. The study focused on the attitudes that motivate or inhibit clients to seek counselling services. My main objective was to evaluate clients' attitude towards counselling.

The study made use of a descriptive case study method to achieve the set objectives. The study used random sampling, ending up with 100 clients as the sample. The study used questionnaires in data collection. Descriptive statistics including mean scores, frequencies and percentages were used to analyze quantitative data.

The study adopted the ABC model of human behavior that consists of three elements namely the antecedent, behavior and consequence. It found out that clients have a positive attitude and embrace counselling services to be important, and would recommend it. The study recommends that marketing of counselling as a product should be intense in Kenya.